

PERIODICALS  
GENERAL LIBRARY  
UNIV. OF MICH.

MAR 29 1939

# The Billboard

The World's Foremost Amusement Weekly

APRIL 1, 1939

15 Cents

Vol. 51, No. 13



**BLUE BARRON**

And His "Music of Yesterday and Today"  
Opening April 5, Green Room, Hotel Edison, New York

Direction: Consolidated Radio Artists, Inc.

WORLD  
CLASSIC  
LIBRARY  
UNIV. OF MICH.

# CARNIVALS! PARKS! CONCESSIONERS!

*PROTECT YOURSELF WITH COMPLETE*

## **Insurance Protection**

We offer you the most complete protection possible — covering every contingency, such as Public Liability, Workmen's Compensation, Automobile, Holdup and Fire—insurance that covers you in every State of the United States and in Canada. In buying insurance be sure you are getting all the protection you THINK you are paying for. Our insurance is fitted to your particular needs.

Our Surety Bond Service for Carnivals is definitely superior. In the event of attachments for accidents, bonds are immediately provided. Our carnivals have no fear of last-minute attachments . . . they move on time. This bonding service is available to our Public Liability policy holders without charge.

Our customers include prominent carnivals and concessioners, and leading showmen at the New York World's Fair. We are at your service, too!

# CLEM SCHMITZ

RADIO CITY . . . NEW YORK

*RC*



# The Billboard

Vol. 51  
No. 13

April 1,  
1939

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

## RADIO EXPLOITAT'N AWARDS

### All Quiet on ASCAP Front as Members Plan Annual Meeting

NEW YORK, March 25.—Contentment and a general aura of satisfaction seem to surround publisher and writer members of the American Society of Composers, Authors and Publishers as the organization prepares for its annual membership meeting Thursday (30) at the Hotel Ritz-Carlton here.

The yearly convalesce, in addition to being an excuse for a good meal and a convivial get-together, likewise serves as an open forum in which ASCAP members with grievances, real or imagined, can air them, with a correction of the alleged peccets the hoped-for result. Only restriction placed upon anti-policy utterances is that they must be put in the form of resolutions and must be submitted as such to the ASCAP board of

directors at its last monthly meeting before the general confab.

This year no such resolutions were brought to the attention of the Society's board, according to John G. Paine, ASCAP general manager. Contrast that state of affairs with last year's, when about eight per cent were presented to be approved for general discussion, and it would appear that the dove of peace is hovering benignly over the membership. Lack of submitted resolutions before an annual meeting is practically unprecedented, according to Paine.

Problem of availability and reclassification (See ALL QUIET on page 25)

### Mutual, Young & Rubicam, WSM, Fizzdale Held Top Exploiters

WCKY, Cincinnati; WHN, N. Y., next in station exploitation — Alber, Lehrer second and third in press agents — "Star-Spangled Banner" streamlining best 1938 stunt

By JERRY FRANKEN

NEW YORK, March 25.—Second half of The Billboard's Second Annual Radio Editor Publicity Survey is devoted to radio exploitation. First part, published last week, covered straight newspaper publicity. However, it is important to bear in mind that daily newspaper radio editors did not participate in the exploitation phase of the survey, primarily because stunts involved in exploitation are not aimed at radio decks but at city and news desks of newspapers. Exploitation has been included in this year's survey—it was not included last year—because of the growing importance of radio exploitation in view of decreasing radio space in newspapers and because as radio gets bigger in show business importance of its exploitation methods increases. Awards in the exploitation division were made by an award committee consisting of Alton Cook, radio editor of The New York World-Telegram; Jo Ranson, radio editor of The Brooklyn Daily Eagle; Elias E. Sogerman, indoor editor of The Billboard; Paul DeRis, assistant indoor editor of The Billboard; Eugene Burr, associate editor of The Billboard, and the writer, radio editor of this publication.

Selected as the winners by the committee were the following: Network Division—Mutual Broadcasting System, Advertising Agency Division—Young & Rubicam, Station Division—WSM, Nashville, Tenn. Press Agent Division—Dom Fizzdale.

It is fairly apparent, judging from the exhibits submitted in the various divisions, that with certain exceptions radio exploitation, as such, has not yet come of age. The exceptions lie largely in the press agent field and to a lesser degree in the other divisions. As anyone in the radio trade knows, there can be (See RADIO EXPLOITATION on page 6)

### Outdoor Advertising Restriction In Ohio Seen as Serious Handicap

COLUMBUS, O., March 25.—Two score of women representing civic, patriotic and garden clubs throughout Ohio, besieged the judiciary committee of the House of Representatives March 21 in behalf of billboard regulation and roadside beautification and to give their support to the establishment of areas of control along highways proposed in a bill sponsored by Representative William Erick (R.), of Cleveland. The areas would extend for 1,000 feet on each side of highway.

The bill would not only regulate outdoor advertising, but would give the State highway director control over various highway and roadside structures. He would have power to establish certain areas within which business structures would be authorized and outdoor advertising would be confined to the same areas. Wayside stands for the sale of agricultural products would not be affected, Erick told the committee.

The measure would prove a serious handicap to the outdoor advertising industry in general and would also work a hardship on advance circus billing activities, especially the country routes, leaders in the outdoor advertising industry of Ohio revealed. A movement is afoot to oppose such legislation and the

judiciary committee of the House will shortly hear the advertisers' side of the controversy. They will convene on Columbus within a few days.

Not only would such a law jeopardize the outdoor advertising industry but it would seriously affect many manufacturing plants engaged in the making of essentials for such industry, such as steel, paint, lithographs and other commodities.

Under the set-up, advance circus and carnival billing crews would be compelled to confine their billposting to certain areas, principally industrial and obsolete locations where the exploitation value would be seriously retarded, poster plant operators said. They contended it would practically do away with billing country routes, especially on main highways. Country fairs which now resort to much roadside exploitation also would be compelled to discontinue the practice. Thousands of modern boards would be eliminated also, plant operators said.

### Reduction on Nebraska Boards

LINCOLN, Neb., March 25.—The billboard tax measure in this State was (See OUTDOOR ADVERTISING page 41)

### Stand-By Tax Irks Tooters

Studio men sour on over-quota tax—extra now for private relief fund

LOS ANGELES, March 25.—Sharpshooters in Local 47's musicians' ranks strained their guns this week on the "relief project" sponsored by J. W. Gillette, International AFM rep in Hollywood. Meeting was called by a group of studio musicians who, it is claimed, were tired of working under the present stand-by law conditions in which they turn a part of their salary over their quotas to Gillette for a private relief fund.

American Federation of Musicians ruling states that studio musicians cannot earn over \$77.50 at one studio per week. It was claimed that Gillette let the boys (See STAND-BY TAX on page 38)

## Old Liners of Equity Defeated

Only two of their candidates placed on nominating committee—meeting reminiscent of old political battles—national referendum on Sunday show issue

NEW YORK, March 25.—Old liners of Actors' Equity Association, who had formed an election clique, were defeated when only two of their candidates won places on the nominating committee of six at the quarterly meeting yesterday at the Hotel Astor. Attending members also passed a resolution to submit Sunday shows at week-day rates to a national referendum.

Election returns are as follows: Raymond Massey, 223; Whitford Kane, 213; Percy Moore, 207; Fredric March, 201; Calvin Thomas, 196; George Coulouris, 194; and Katherine Locke, 174. The six alternates, in order, are Peggy Conklin, 172; Jimmy Savo, 160; Helen Wesley, 158; Thomas Chalmers, 149; and Helen Brooks, 144. Moore, and Thomas were candidates on the ticket supported by the conservatives. There were 19 candi-

dates, and 445 votes were cast. Of these 29 were voided, leaving an effective 416. Elected six will meet with council's own three appointments—Joseph A. Vitale, Blanche Yurka and Frankie Fox—early next week to rig up a regular slate for the 10 councilor posts which have to be filled. Annual election is late in May.

Incidents leading up to the meeting yesterday were faintly reminiscent of old political battles, with the old-line clique circulating the membership with a smoke-screen letter and colored ballot card, professing to stand for a "progressive" Equity. There were 66 signatures to the letter, several of whom later at the meeting repudiated their connection, holding they were unaware of the purpose of the letter. Winifred Leinhan, member of committee investigating experimental and co-op groups,

admitted she was active in promulgating the circular and tried to justify the campaign on premises that the party was interested in the welfare of the membership. She denied that the move was an attempt to create a new faction to control Equity. "If there was any faction," she declared, "it was the Forum group of several years ago."

### Discussion of Candidates

For the first time at Equity elections there was an hour's discussion of the candidates. Rohman Bohnen addressed the meeting on behalf of a group of 400, condemning the mailed circular and the block committee. Signers of this 400 petition included Lief Erickson, Francis Farmer, Louis Hector, Sylvia Sidney, Franchois Tone, Vincent Price, Bramwell Fletcher and Morgan Parley. Bohnen characterized the attempted political flare-up as a "frame-up" opposed to democratic principles. Within the five minutes allotted each speaker, Bohnen reported, too, that he had received from Arthur Byron, president, not only permission to berate the opposition but Byron's blessing in condemning the (See OLD LINERS on page 26)

### In This Issue

	Page
Broadway Beat, The	5
Burlesque	24
Carnivals	38-47
Circus and Corral	30-32
Classified Advertisements	48-50
Coin Machines	62-64
Endurance Shows	26
Fair Expositions	34-35
Final Curtain	27
General News	3-5
General Outdoor	50-51
Herbman's Broadcast	99
Legitimata	15-16
Letter List	26 and 30
Music	25
Ministry	16
Music	16-18
Night Clubs-Vaudeville	17-23
Notes From the Crossroads	59
Orchestra Shows	12
Out in the Open	37
Paris-Peels	34-37
Pipes	35-36
Possibilities	6-9
Radio Talent	6
Rapport-Tant Shows	23
Rinks-Skaters	39

ROUTES: Orchestra, page 14. Arts, Units and Attractions, 20 and 60. Dramatic and Musical, 60. General, 60. Circus and Wild West, 60. Miscellaneous, 60.

Show Family Album, 49. Sponsored Events, 51. Third Stage's Coming, 54. Wholesale Merchandise-Pipes, 57. World's Fair News, 59.



# Ice May Be Outlawed If New State Law Goes Thru

Gratuities to h-o. boys specifically hit by amendment introduced in New York—would regulate ticket brokers regardless of how Acme suit turns out

NEW YORK, March 28.—To the announced surprise of both producers and theater ticket brokers, there is a new State legislation which outlaws "ice," requires conspicuous display of both box-office and marked-up price of tickets, prevents transfer of certificate of license from one post-office address to another, requires good moral character and standard housing facilities for licensees and provides for examination of ticket sales records of both theaters and brokers. These are the salient additions of the amendment proposed for the General Business Law by State Senator Frederic H. Coudert Jr., Republican, New York City, in a move to transfer from the secretary of state to the mayor and city commissioner of licenses the supervision, licensing and regulation of ticket brokers. License Commissioner Paul Moss; Councilman Howard Spellman, local code champion, and the League of New York Theaters stand supporting the measure, having been apprised of its contents. Brokers, for the most part, have not examined the bill and therefore have no opinion on it. William McBride, representing the McBride Ticket Agencies, disapproves any further attempts to lace the trade via legislative restrictions.

Introduction of bill was prompted by the secretary of state's lack of funds and policing equipment with which to enforce the law. Its cause has since been heralded by Commissioner Moss, who is "enthusiastic" about it and confident that his present machinery can handle the proposed new duties. He would, he maintains, administer the law along educational approach wherein brokers' business would be aided. All three supporters—Moss, Spellman and James P. Reilly, executive secretary for the League—agreed that the bill did not obviate the need for Spellman's bill in the city council to make it a misdemeanor to sell theater tickets at prices greater than the allowed 75-cent mark-up. Unless Milton Weinberger, League counsel, finds a flaw in the set-up, the League will solicit public support for both measures via petitions to be distributed at 100 offices or in theater programs.

As submitted, the amendments establish a \$50 fee and \$1,000 bond for licensees. Penalties for violation are \$250

fine or a year in jail or both. Particularly attractive to the producers are the sections which make it illegal to grease palms of treasurers, managers or producers for favors and allotments in "connection with the sale, delivery or payment of tickets in connection with the business being done by such licensee in selling tickets of admission." Matter should be of importance to T.M.A.T., which means the tickets and has howled at the League's attempts to do away with ice.

More rigid than present code promulgated by the League is the section which requires the mayor or commissioner to examine licensee's place of business before granting license. It is designed to catch up with the holes in the wall and fly-by-nighters. Issued license will be for specific location, described on certificate. Certificate cannot be removed to another place of business or branch. Change of locale requires change of license certificate.

As a fair trade practice, brokers will have to list in their offices the box-office price and final selling price of tickets sold. Procedure will serve to bring to customer's attention more directly any unreasonable ups in prices.

Both brokers and theaters will have to keep close check of sales records, with producers willing to open up for inspection such books as affect business of brokers. Usual admissions of misstatement, fraud, deceit are included.

## "Road" Pulls Big Advance in Peoria

PEORIA, Ill., March 25. — Harry G. Newman, Peoria sports promoter, has booked Tobacco Road, with John Barton, into the New Shrine Mosque here for April 14, 15 and 16, with a matinee on the 15th. Without a single sheet of billposters' paper up yet, and with only one "mail orders accepted" ad in both local Sunday papers last Sunday (the only other mention of the show's coming was the preceding Sunday in a news story), the advance sale is now \$1,952 cash in the box. The real publicity campaign does not start until April 1. Then newspapers, billboards, windows, herald

# Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1264 BROADWAY.

## For LEGIT

### DRAMATIC

PEGGY MONTGOMERY — senior student at the American Academy of Dramatic Arts who definitely deserves a chance on Broadway. A blond youngster with a remarkably lovely speaking voice, she reads excellently, projects firmly grounded and finely effective characterizations and knows the value of underplaying. Has a really professional approach. An ingenue type capable of playing far more serious roles.

ROSALIND SCOTT—another senior student at the American Academy, caught in the student productions in many roles ranging from character parts to straight leads. A lovely brunet with a beautiful figure, she has acting ability of a really professional caliber.

RAY COLOORD—Academy student caught in comedy, character and straight parts in the student productions, scoring heavily in all of them. A tall, attractive lad, he is a good bet for almost any kind of role that requires solid work. Definitely rates a professional try.

### MUSICAL

PAULA KELLY—vocalist with Al Donahue's Band, who combines everything to make her ideally suited for a featured spot in a smart revue. Brings an outstanding quality to her singing chores with the band in either theater or night club work, and in addition to a voice she has looks, personality, charm and poise.

and spot announcements on the radio will all crack at once.

Newman is a Chicago promoter who came to Peoria three years ago to promote boxing and wrestling. November, 1936 saw the completion of the palatial Shrine Mosque, right in the heart of town, with a seating capacity of 1,828. Newman took over the booking of legit plays and musicals for it. Road will be the first show in.

# Four A Committee Recommends Interchangeability Changes

NEW YORK, March 25. — Changes which would facilitate switch of performers from one union's jurisdiction to another were recommended by a special committee studying the present interchangeability pact at a board meeting of the Associated Actors and Artistes of America Wednesday. Proposals will have to be accepted by the individual union governing boards before amendments can become effective. Proposed changes follow:

1. In place of the stipulation which requires payment of full dues when switching jurisdictions for members earning \$25,000, committee recommends that full dues in second jurisdiction be required only if applicant has earned \$25,000 in the second field or has a contract proving his income will be \$25,000 or better.

2. Withdrawal cards be granted upon application instead of after a year's wait.

3. Upon returning to original jurisdiction, member's dues responsibility would

start with date of return should re-entry take place after a lapse of six months. If interval is less than six months, then dues for whole intervening period would be required.

4. Upon entering second jurisdiction member would be required to pay either difference in dues of two jurisdictions or half initiation fee, whichever is the higher. Now member is required to pay initiation fee at time switch is granted.

Last provision is said to have caused quite a stir at the committee meeting. Mrs. Emily Holt, of American Federation of Radio Artists, requesting a \$12 minimum be established for all changes of jurisdiction. AFRA, claiming union spends \$1 to service a member, is seeking funds to continue its membership drive and may have to raise its initiation fee to \$15 by May 1. Screen Actors' Guild is said to favor a \$15 switching minimum. Both figures were opposed by the American Federation of Actors.

Board meeting discussed further the raising of per capita tax to meet its \$6,000 deficit and heard a report from the committee investigating the AFA.



LONG before the matter became a surface problem of discernible proportions this column fought for interchangeability of cards among the various actors' union organizations that comprise the international body known as the Associated Actors and Artistes of America, or the Four A's. We also preached occasional sermons on the benefits that would accrue if the component parts of the Four A's were knit closely together in a body that would wield more power than the old Four A's set-up, which was nothing more or less than a dog wagged by Equity's figurative tail.

At long last it has reached the point where some effort at modernization has been made in the Four A's. It has also been our pleasure to note a fair degree of progress in the direction of interchangeability. As this time interchangeability of cards exists to the extent of about 30 per cent. Which means that the actor still pays a needless tax or tribute when he moves from one field to another as practically every progressive actor must do in these times.

The Four A's has not made sufficient progress in reasserting itself as the fountain head of the actors' union movement. We understand that some effort is being made within the Four A's to reorganize completely the actors' union movement. That is gratifying news but far removed from satisfying those who see incalculable harm being done by unnecessary delay. It is our earnest belief that the reason progress is not being made is that those who are charged with the responsibility of furthering it are lax in their duty to the Four A's as well as the actor for whom the Four A's is supposed to exist.

The present Four A's set-up is obnoxious, inefficient, illogical and wasteful. There is no reason for it to exist one day longer except the fear on the part of the labor leaders about losing their jobs and prestige or the narrow views of men holding down important jobs in existing unions who see in a reorganization the possibility of taking from their organization the treasury that has been built up thru the years.

There is no reason in the whole of logic why there should be many offices of organizations affiliated with the Four A's in such cities as New York, Chicago, San Francisco and Los Angeles. There is no reason for actors—and they are all actors whether they work before cameras on sound stages in vaudeville theaters, night clubs, before studio cameras, in legit shows or burlesques—to be hampered in moving from one closely related field to another by the imposition of taxes. With a reorganization of the Four A's taking place so as to change completely the entire structure, the least that will be accomplished in the very beginning will be to cut down office expense, provide for interchangeability of cards and a general reduction in executive expense.

The Four A's is now broken up into craft lines. This is unnecessary. The actors who can't see why it is unnecessary should be educated into seeing it. Most successful unions in this day and age whose membership involves one type of worker are broken up only geographically and for reasons that are obvious to anyone with elementary business knowledge. The stagehands' union (IATSE) is broken up into crafts as well as geographically. But this is a logical arrangement for such a union and its experience in the field of negotiations has proved that. We don't claim that the combination of a geographical and craft breakdown is not applicable to the Four A's. But we do insist that the present loose construction is archaic and no longer justifies its continued existence from any angle—save the personal welfare of those who would be expected to fight for its continued existence.

There is some degree of comfort in the knowledge gained from reliable sources that the various leaders of groups affiliated with the Four A's agree that the present set-up is antiquated; that something should be done about it. That's all very well as far as it goes, but it hardly goes far enough. Either the leaders collectively are too low geared or too lazy to do anything about it or they talk one game and play another. The important fact is that despite all the talk nothing has been done about it since the Four A's abandonment the first housecleaning of its existence last season.

Maybe if it were pointed out to the leaders who are dancing the hesitation (See SUGAR'S DOMINO on page 26)

## BLUE BARRON

(This Week's Cover Subject)

THE rise of Blue Barron and his "Music of Yesterday and Today" to a position in the forefront of the dance band picture dates back to October, 1935, and a tryout given the Barron outfit by the management of the Floating Palace, a showboat at Troy, N. Y. Despite the fact that this spot had played some of the biggest name bands in the country, Blue and his boys did so well that they remained on its band stand 21 weeks. Followed then a dozen weeks at Martin's Paradise Restaurant, Rochester, N. Y.; a lengthy stay at Colvin Gardens, Tonawanda, N. Y.; a jump to Cleveland and a direct hit on the Southern Tavern, nightly, remote over WTAM and the NBC network and the turning point in the Barron career.

For it was these broadcasts that attracted the attention of executives of the Hotel Edison, New York. The latter traveled to Cleveland, auditioned the band just once and signed it to a four-week contract for the hotel's Green Room. The four weeks went so many renewals that Blue wound up with nine consecutive months at the spot, singing each night over both the NBC Blue and Red networks.

Completing his run at the Edison last October, Barron was faced with numerous offers for his services as a result of the reputation he had established with his dance remote. A theater and ballroom tour which started at New York's stronghold of name bands, the Paramount Theater, seemed the best bet, and Barron has been journeying around thru the winter until he returned once more to the Edison's Green Room, April 14 in the deal set for the latter's regular engagement. In addition to this year's hunt has been numerous recording dates for Victor under the Bluebird label and a Warner-Victrolone movie shoot.

One unique feature of Blue's band is that the average age of the boys is only 20, the youngest member being 18 and the oldest 24. The manager himself is 25. The band is under Consolidated Radio Artists, Inc., management.



# Broadway Beat

By GEORGE SPELVIN

**J**UST as Please, Mrs. Geribaldi was about to fold Saturday night a new buckler showed up and handed checks to the crew—but the crew demanded cash and, according to members of the cast, the would-be buckler was so insulted that he withdrew at the last minute. . . . Which is why the show refused to announce its closing until Monday night just before performance time; they were still hoping that the guy would change his mind. . . . Broadway is trying to spruce itself up to impress World's Fair visitors in an effort to make it distinguishable from the Coney Island Boardwalk. L. L. Strauss, president of the Broadway Association, is warring against pullers-in, barbers and "sidewalk solicitation." . . . No, no, McGillicuddy, he means solicitation for stores and dance halls and orange drink stands. . . . Raoul Pons DuBois, the 26-year-old scene and costume designer who's the boy wonder of legit musicals and who is chief costume designer for Billy Rose's multitudinous schemes, is exhibiting his designs at the One Ten Gallery; the show ends April 8. . . . Johnny Messner, ex leader of the Hotel McAlpin, offers the first world from World's Fair visitors concerning reservations for nifty tables; he got a letter asking for a reservation "down front, near the orchestra," and he's holding a special spot for these first fair visitors, who are from Great Falls, Mont. . . . Incidentally, Brock Pemberton reports plenty of fair reservations for his Kees the Boys Goodbye. . . . The Waldorf-Astoria, according to custom, provided a room for the Great Maurice, magician, during his engagement, but Maurice preferred sleeping at home; being a perfect gentleman, however, he took a bath every day at the W-A because he felt it "wasn't nice to refuse the hotel's hospitality completely."

**O**ne of the most unusual cases ever to come before the AFA trial board occurred when Misha Yudasoff, dagger dancer, accused the Russian Kretschma of paying him under the AFA minimum. The club contended that the owner nightly planned a dollar bill on a board at which Yudasoff threw daggers, and that Yudasoff was allowed to keep the buck. That, said the club, brought his pay over the minimum. But the trial board ruled that the buck on the board was really a tip and not part of the salary, and that the minimum would have to be paid in the more usual way. No record yet of Yudasoff tossing a dagger as a pay envelope.

**J**immie Whitley and his orchestra, hailing from the South, are fully convinced that New York is the fastest town on earth; they were rehearsing here prior to their prem at the Sagamore Hotel in Rochester, and after five hours of continuous fooling decided to take time

## Deuces Wild?—No, But Guild Is

**PHILADELPHIA, March 25.**—Best crack about Orson Welles' production, *Pine Kings*, comes from Jeff Keen in his *Daily News Review*. He described *Pine Kings* as not being good enough openers.

out for dinner; they were in a hurry to go, so 13 of them piled into the elevator for the fastest trip they ever made. . . . The elevator fell three floors. . . . Nobody hurt, tho. . . . Vaughn McCune, Whitley's pianist, in the big town for the first time, spent the happiest six hours of his visit—riding for that length of time on the subway. . . . Charles La Torre, last in *Hooray for What*, plays the head gangster in *Victorious Ellen* Lee, just completed by Oscar Micheaux at the Biograph studio. . . . Mrs. Ollie Andrews is one stage mother who studies with her children; a good singer herself, she is studying dramatics, and voice at the same school her three daughters attend; they're the Andrews Sisters, as if you didn't know. . . . In the March Spur Pete Boetwick, noted horseman, has a tight entitled *Horses With Peculiar Tails*. . . . You'll have to write your own gags on it, tho.

## Musicians Nix KYA's Cut Plea

**SAN FRANCISCO, March 25.**—After several meetings over a period of two months musicians' union this week flatly turned down KYA's appeal to reduce the amount of money to be paid musicians, determined by an agreement signed last year with *Heater Radio, Inc.*, station owner. KYA is committed to employ 20 musicians at a yearly outlay of \$30,000. The contract was negotiated with *Heater* radio executives in New York.

Station Manager Neiland Quinn asked the local to set aside the existing contract and set \$20,000 as yearly musicians' wages. Station claims the latter amount is more in line with business being done at present.

Kiddie Love, union secretary, said he will insist on the terms of the agreement being carried out.

## Phil Ross to NBC

**BUFFALO, N. Y., March 25.**—Malcolm Barney, announcer for WKBW and WOR, has been appointed to succeed Phil Ross as assistant program director. Ross is to go to NBC in Washington. Announcer Floyd Keesee, who did sports for WBOB, Elmira, N. Y., will continue Ralph Hubbel's programs at WBNT, local outlet. Hubbel recently replaced Roger Baker, sport commentator, at WKBW-WOR.

# Tele Scales Problem to NBC; May Lead to Union Conflicts

**NEW YORK, March 25.**—Lenox Lohr, NBC president, is reported seeking for the network special scales covering television production from the various unions involved. These would be, principally, the musician, actor and singer unions. This request may be the inadvertent cause of what may ultimately become a major jurisdictional clash between closely affiliated unions, Actors' Equity and American Federation of Radio Artists, who are so closely related that the kinship is almost filial.

AFRA stemmed from Equity and was given radio jurisdiction by Equity, which in turn had received it years ago from the Associated Actors and Artists of America, AFL show his international. However, Equity retained television jurisdiction. While many radio actors (AFRA members) are also Equity members, most of them have temporary leave from Equity. Most of television's actors, to start, will be AFRA members. Thus, it may mean that an actor finishing a radio broadcast at NBC and walking into an NBC tele studio will likewise walk from one union jurisdiction to another.

Lohr's reported request for low scales covering tele is based on two factors: (1) Excessive production costs in comparison with other show business fields, and (2) No monetary return for the outlay.

Officials at AFRA made various comments. One stated the NBC move had "special implications." Another implied the latter would be taken up when the NBC move was made.

Theatrical union circles consider it very unlikely that AFRA will neglect to bid for the tele charter. Prime reasons are supposed to be the similarity between radio and tele work, and the success of AFRA in organizing radio 18 months after the union's birth.

Equity at one time held charters covering not only legit performers but also screen actors and radio performers. Thus a succession of various circumstances and failures it has failed to consolidate its position in any field other than legit.

## Equity-SAG Deal

AFRA and Equity may conclude a deal whereby the latter will relinquish the tele charter in return for a payment of a certain percentage of dues paid by members—as was the case between Equity and Screen Actors' Guild. Cost SAG plenty.

Thus far, no scales, have been set by unions for tele performances. American Society of Composers, Authors and Publishers, too, has held off slapping a license on the infant industry—taking the attitude that such a measure might retard its development.

NBC is felt to be justified in asking for a definite set-up, since the network might consider itself responsible to pay AFRA talent used in television regular AFRA sustaining pay, as contracted by the chain and the union last year, if no other policy is set by the union. Trade generally believes that sustaining pay might work out as too high in view of the other costs of television, its newness, and lack of commercial support as yet.

Contracts between Local 802 of the musicians' union and the networks has a provision that, if and when television

starts, webs and union will agree to work out a scale. *Proviso* does not mention sustaining or commercial television—merely television.

Paul Dullzell, executive secretary of Actors' Equity and of the Associated Actors and Artists of America, said this week that Equity has no intention of relinquishing its television jurisdiction, and, in fact, regards it as a valuable franchise. Should NBC wish to do any negotiating, Dullzell added, he will do it with Equity.

Saying no organization had a better right to the field than the legit association, Dullzell added that plans were already laid for organizing tele in quick time as soon as conditions warrant. He refused to divulge these plans, said AEA would go to the mat with any org that tried to "get a finger in the tele jurisdiction."

**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.

Now Available on 16mm. for Showings in Schools—Churches—Clubs—Towns Without Theatres

**John GIBSON CAVALCADE OF THE WEST**

Our 16 descriptive catalogs this hundreds of other desirable late subjects. Shows of late in real programs rent for but \$20.00 a week.

**EASTIN 16mm. PICTURES CO.**  
Davenport, Iowa  
EASTIN PICTURES, INC.,  
Colorado Springs, Colo.

**THE FILM WEEKLY AUSTRALIA**

Covering the Motion Picture and Entertainment Field Generally.  
Conducted by REVIE BRENNAN,  
108 City Terrace Building, Pitt Street, Sydney.  
Australian Office of THE BILLBOARD.

**ROOFLESS PLATES** with 3-POINT SUCTION FEATURE

Post-tensioned—no casting—National Tension Welding. Strong, flexible like the cast concrete, smoother surface. All forms take easily—no mold—lowest price. 60-day trial.

Write for FREE Catalog and descriptive material. We trust you. Monthly payments. 24 Hour Service. NOD. L.A. 1981 Red Williams Bldg., Van Nuys, Cal.

# NBC, Thompson Passing the Buck Over McCarthy Ticket Headache

**NEW YORK, March 25.**—J. Walter Thompson ad agency, which drew burns from radio editors when the agency allegedly decided there would be no reserved press section for the Chase & Sanborn-Charlie McCarthy broadcasts here, denies that fracas is the agency's fault. As reported last week, newspaper men were given to understand that the fault was directly the agency's and specifically traceable to John Reber, radio head for J.W.T. At the same time

it is learned that J. Walter has definitely decided that Charlie McCarthy will never again work from the show while under this sponsorship and that the plans of sponsor, Standard Brands, regarding World's Fair broadcasts may be changed. Sponsor feels ticket, requests for fair broadcasts may be so great that they'll never be able to satisfy that demand and perhaps there will be more back-firing.

According to J. Walter, Standard Brands decided originally that there would be no press section. Without authorization, agency says, NBC handed out tickets marked "Press Floor" or reserved section. When the agency heard of this, it is said, NBC was overruled and the slug went in on the standard press section. So the press section never emerged. The kill order went in Sunday morning, so editors were not apprised until they reached the studio the evening of the broadcast and had to crawl to their seats in the dark row or near that.

NBC says Thompson's claim is applesauce and J. Walter is trying to pass the buck.

J. Walter says NBC's claim is boloney and NBC is trying to pass the buck. Reported that guys from NBC now also say their pops can lick any guys' pops from J. Walter Thompson. And vice versa.

**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; \$4.00 per Week.

**THEATRE EQUIPMENT NEW & USED**

MOVIE SUPPLY CO., Ltd.  
1310 E. WABASH AVE. CHICAGO, ILL.

**FIRST TIME - BIG PICTURES**

FOR ROAD SHOWMEN.

RAIN . . . Joan Crawford - Walter Huston - Guy Kibbee  
HEART OF NEW YORK . . . Al Jensen - Frank Morgan - Madge Evans  
STREET SCENE . . . Sylvia Sydney (Fulbright Prize)  
BAY WHISPERS . . . Chester Morris - Una Merkel - And Others.

**ALL 8-9-10 REELS**

AVAILABLE NOW AT YOUR 16 MM DISTRIBUTOR IF NOT AVAILABLE • WRITE—WIRE—PHONE! ASTOR PRODUCTIONS • RADIO CITY • NEW YORK

**STOCK TICKETS**

ONE ROLL . . . \$ .50  
FIVE ROLLS . . . 2.00  
TEN ROLLS . . . 3.50  
FIFTY ROLLS . . . 15.00  
100 ROLLS . . . 29.00  
ROLLS 2.00 EACH.  
Double Coupons.  
Double Price.

No C. O. D. Orders  
Bills Single Only, 3¢

The Big Increase Order for

**TICKETS**

show that in every branch of outdoor amusement industry—Parks, Carnivals, Circus, Fairs, Race, Pool, Resort and Museum—there is a powerful activity. We print Tickets of Every Description and in double and single order. Let us serve you.

**THE TOLEDO TICKET COMPANY**  
TOLEDO, OHIO, U. S. A.

**SPECIAL PRINTED**

Roll of Machine.

10,000	..	4.95
30,000	..	9.85
50,000	..	12.75
100,000	..	20.60
1,000,000	..	150.50

Double Coupons, Double Price.



# RADIO EXPLOITATION AWARDS

## Mutual, Young & Rubicam, WSM, Fizzdale Held Top Exploiters

(Continued from page 1)

no comparison between radio and picture exploitation. Every major film produced is heavily exploited—often at considerable expense. Radio, on the other hand, does a comparatively small amount of exploitation. The irony of this, of course, is that radio is one of the most sought-after exploitation fields for other amusement lines. Press agents for films, film theaters, legit theaters, circuses, carnivals and night clubs direct as much attention to getting radio exploitation as they do to getting other exploitation.

Exploitation runs in various directions. It is differentiated in this survey from publicity by considering as exploitation those endeavors to get space or attention thru means other than the routine press releases to radio editors or other editors to whom a release is apropos because of the nature of the broadcast. Thus, a release to a sports editor concerning a sports program is not exploitation. But if a network or station or sponsor sent a sports editor a baseball ball autographed by the Giants after they were interviewed on the program and then made miniature replicas available to the public—that would be exploitation. Another difficulty is that promotion material may be confused with exploitation material. The basic rule covering this, however, is that exploitation is directed at the lay—the average radio listener—rather than a select group such as sponsors, time buyers, educators, clergymen or government officials. Radio directs much promotion material to such groups such as those first named—for obvious reasons.

The award committee used several fundamentals as guide lines in selecting the winners in the various divisions. Ingenuity was the principal consideration. Coupled with this was the reaction stunts. Having conclusions on ingenuity gave a common denominator in the various divisions so that the three networks, for instance, could be equally judged regardless of size. This reduces the awards to the most important factor—brain power.

### Advertising Agencies

The advertising agency, with certain exceptions, is a baby—still swaddled—insofar as show business is concerned. Perhaps the agencies are really active in exploitation—but the evidence is to the contrary. The winner, Young & Rubicam, was not even menaced by a close runner-up. While in the station and press agent field awards are being given to first, second and third, only one award is being made in the agency field, although three were originally planned. Since there are only three national networks, only one award is made in that field.

Young & Rubicam gained first ad agency position by steady exploitation of their various network shows. Included in the stunts were a talent hunt for the Kate Smith show, with selected nets working on the last five weeks of the show's spring 1938 run; International Lum and Abner broadcast, Lum in London and Abner in Chicago; Fizz Ridge

University (Lum and Abner) diploma stunts, giving scrolls to various names, with special broadcasts on each; booking of various "break-news" names for *We, the People*; frog race for *Fobby Lobby* in Madison Square Garden; exploiting Fred Allen-Jack Benny feud; touring Rush Hughes thruout country for his news broadcasts.

### Stations

Station exploitation does not, to any great measure, show an overabundance of ingenuity, although a number, including those mentioned below, do first-rate jobs. Following WSM, Nashville, the award committee selected WCKY, L. E. Wilson's Covington, Ky., Cincinnati station. Rated third was WHN, New York.

There was little doubt that WCKY deserved its selection. It is possible claims will be advanced that this station, because it is owned by an insurance company and salesmen of this company play an important part in exploiting the station and selling it to listeners, has an advantage over competitors. The committee felt, however, that all leading stations have some one particular advantage no other has. Furthermore, it was felt that the ingenuity and thoroughness with which these particular advantages are followed up must be considered.

### Pix Needs

Next week's issue of *The Billboard* will publish a list of radio editors, and show whether they use art, photos or mats, and what type pic shots they prefer.

Highlights of WSM exploitation include the following points:

National Life and Accident Insurance Co., owner of WSM, employs approximately 3,500 agents in 21 States. Each salesman calls on several hundred homes per week, identifies himself as from WSM, talks WSM. Agents are given usual sales material, but also considerable literature on the station, such as the *WSM Family Album*, published in 1938. Book shows the station personnel, with a plug for insurance at the end. Especially built programs mentioned the *Album* on the air.

WSM also ran a series of trade advertisements—not selling WSM, but selling radio. Series plugged the "American System of Broadcasting." Ads were used for editorial comment by 23 newspapers and broadcast by 21 stations.

Football programs were tied up with agent calls on a "pick-the-winners" angle.

Program called *Our America* had a giveaway, reproducing the Constitution and printing it in its entirety, given to teachers, pupils, veterans, etc. Program also tied up with American Legion posts.

Agents are given literature for customer distribution plugging WSM advertisers and their programs. Station also ran a special radio-television tour for the L. & N. Railroad and booked Ann Ford, sponsored by *Faultless Starch*, before women's clubs.

### WSM and Talent

A most significant point is WSM's attitude toward exploiting radio by radio. Another of WSM's slant toward talent. Letter the station sent *The Billboard* in submitting its material in the exploitation survey said, in part: "We believe the best exploitation any station can have is thru the promotion of its artists—life blood of radio. We have proceeded on this theory in giving the more than 200 artists of the station a build-up, in sending them thruout a 15-State area, realizing that whenever people saw and heard them they thought of WSM. It is a policy that has paid real dividends, we believe, because it cannot fail. One cannot exploit the artist without at the same time exploiting the station itself." WCKY, rated as second, is up against

### Top Stunts

Recorded as being tops in exploitation are the following (Note—This is not to be regarded as a complete list.) Streamlined "Star-Spangled Banner," worked by Joe Glason. Grace Allen surrealist painting exhibit—worked by Tom Fizzdale. NBC, Fizzdale and Young & Rubicam cuff gossie script to radio stations. For further details see story on Exploitation Survey.

some of the toughest competition in radio—primarily WLW, Cincinnati. Exhibit submitted showed the station was in "punching all the time, ran community talent quests, set up special loud-speakers in parks to carry its own broadcasts of various major events (fights, etc.), so that people in the parks could hear; tied up with Inventors' Congress for good publicity-exploitation results; tied up with food shows; made theater tie-ups on *Lower Rempier*; ran a slogan contest; made college and university tie-ups and the like.

WHN, New York, also manifests an aggressive exploitation attitude, probably inherited in part from its ownership, Loew's-MGM. Stunts effected included fan magazine tie-ups (*Modern Notes*, *Modern Screen* and *Personal Reminiscences*), with Sam Taylor, WHN movie columnist, writing a column for these mags; signs with station call letters at Port of New York Park Authority bridges and tunnels; tie-ups with various dailies, including *New York Post* and *New York Journal American*; stunt built around Kuda Bux, man with the "X-ray eyes" column by station press agent Al Simon in 84 newspapers within WHN listening area; various stunts worked with Loew theaters; deals for car parks in subways, buses and trolleys and other.

### Networks

Networks and the decision as to which maintained the most effective exploitation offered a difficult problem, especially as to deciding which, between CBS and Mutual, should get the award. As noted, decision finally went in favor of Mutual, primarily because that chain's stunts impressed as being more ingenious than those of its competition. While Columbia's program promotion or exploitation, the committee thought, was widespread and thorough, palm went to Mutual because its ideas seemed to warrant that decision. Special event broadcasts were not regarded as exploitation survey material on the basis that such broadcasts now come under the head of routine radio activity.

Activities of Mutual along exploitation lines included a tie-up with a dress manufacturer to have coupons on dresses sold, asking customers to pick their favorite Mutual program; with reasons why; winners to get a new dress free. (To be repeated this month.) Stunt on *True or False*, recruiting a team of radio editors to meet a crew of Baltimore and Ohio Railroad employees. (Point here was the difficulty facing Mutual in exploiting a quiz program, with the program schedules cluttered with question and answer shows.) Exploitation in connection with affiliation with Mutual of the Texas State (Elliott Roosevelt) network. Exploitation on *Girl From Maine* program, having leading gals pick 10 typical American dishes, etc.

Columbia's highlights included transcripts of Munich broadcasts to leading stations thruout the world; School of the Air tie-ups with schools, libraries, etc.; tie-ups with various industries for *Americans at Work*; exploiting *First Per-*

son Singular (Orson Welles) thru literary groups, women's clubs and the like; William S. Paley award to radio amateur performing most meritorious feat of the year; book drive on Phil Cook program to get books for shut-ins.

NBC, unlike CBS and Mutual, has not been especially active in exploitation, rather directing a sort of combination of exploitation and promotion towards selected groups. Yet, NBC uses one of the best and probably the simplest radio exploitation ideas. This consists of sending weekly scripts to its Red and Blue network affiliates, a different script to each group, script giving radio gossip, news and so on. This, obviously, is exploiting radio by radio. Free radio script idea seems to be getting around. It's done by Tom Fizzdale, Young & Rubicam and NBC. Who started it? Let claimants submit affidavits and required boxing-glove size.

NBC also pulled good stunts in sending a microphone exhibit to the Smithsonian Institute and touring a radio studio exhibit thru its various affiliates, as well as window displays and other gags worked on the Coast to offset dropping of radio space by Coast papers.

### Press Agents

Picking the No. 1 radio press agent exploiter was another tough one to work out. Selections as finally made gave top spot to Tom Fizzdale, second to David O. Alber, and third Irving Lehara. Press agents gave much evidence that they are considerably more exploitation-minded than networks, agencies and stations. This is one of the reasons why several other press agents have been given special mention for their exploitation work, these including Joe Glason, press agent for Vincent Lopez; Cook & Doherty (Alfred Cook, Henry Doherty being no longer with firm) and George B. Evans. Glason gets his because he was responsible for what is very likely the best radio-band stunt of 1938, as well as one of the best stunts pulled in show business last year. This was Vincent Lopez's advocacy of a "more singable version of the Star-Spangled Banner," a campaign that received an enormous amount of national newspaper space and comment. Several other press agents, subsequently, by arranging "protests," lagged on to exploit their clients. Cook & Doherty and Evans get theirs because of efforts with lesser known names. Example is Cook & Doherty building Al Roth, orchestra leader, as an expert on the history of nursery rhymes.

Fizzdale was responsible for a topnotch stunt in the Grace Allen "Surrealist Painting exhibit," a gag that not only drew space in news columns of newspapers but also in art columns, radio and picture columns and a flock of pictures—including roto sections. Fizzdale, in submitting his material to *The Billboard*, indicated that Grace herself had done the drawings—a little too much to ask—but it still remains a good stunt. Other stunts worked by this office: radio gossip scripts to stations; press books on shows headed, press books giving publicity material to stations, many without adequate press facilities themselves; Benny Goodman Carnegie Hall swing concert; publicity material for stations.

Dave Alber, in second place, worked, among others, the following: getting Merton Downey and Andre Baruch selected as two of 11 best dressed men in U.S.; getting Baruch in amateur cooking contest; Sammy Kaye "swing and sway" dress; Benay Veluta at Mother-in-Law Day stunt at Bako department store; getting Downey picked as most generous singer tipper by Pullman; (See RADIO EXPLOITATION on page 7)

## Publicity-Exploitation Summary

Second Annual Radio Editor Publicity and Exploitation Survey covered both radio publicity in radio columns and exploitation stunts. Highspots of the Publicity Division of the survey include:

- Best network press department—Columbia Broadcasting System.
- Best advertising agency press department—J. Walter Thompson Co.
- Best press agent in publicity phase—Eddie Ferris.

### Exploitation Leaders

- Best network exploitation—Mutual Broadcasting System.
- Best advertising agency exploitation—Young & Rubicam.
- Best exploitation by press agent—Tom Fizzdale.
- Best radio station exploitation—WSM, Nashville, Tenn.



# Quoting the Editors

Following are various remarks made by some of the radio editors who participated in *The Billboard's* Second Annual Radio Editor-Publicity Survey. Complete details as to the editors' opinions on radio publicity in general were published in last week's issue of *The Billboard*.

"General complaint about all publicity is that it makes fast finding too difficult. You have to plow thru a page of glowing copy to get the simple facts you need. All publicity departments are somewhat sloppy on last-minute corrections. Tremendous duplication of information by networks and agencies." Katherine Smith, Washington (D. C.) Daily News.

Thomas Archer, of *The Montreal Gazette*, said: "I write one two-column editorial a week on radio, five daily columns averaging a half column each and two syndicated radio columns. Publicity received is good on news but short on feature material. There is probably not enough demand for this feature material."

"Sorry if I've been unduly harsh on press agents, but I am positive that most current use of radio editors are directly traceable to press agents. Spots have been sold on the idea it is cheaper to get free space—to chase it—than to buy advertising. Of course, the editors were clumsy for using this copy, but unfortunately, nine-tenths of the radio editors are chumps. They show little ability to judge story values, are not astute in advertising-editorial lines and some are outright chiselers." Ulmer Turner, Chicago Herald & Examiner.

"I think networks are missing a good mark in not exploiting the feature angles of network radio. A good part of network articles concerned with film stars on the air, exploited the high heavens already. Why don't the networks concentrate on radio personalities. Duplication is terrific." Bruce Nicoll, Lincoln (Nebr.) Star.

"Tom Finkels' service has shown tremendous improvement the last year, publishing him about Earle Ferris, who got my vote last year. Ferris is still tops on gossip. I still don't see after 11 years of radio editing, why networks and press agents don't localize their copy." William Douglas, Wisconsin State Journal, Madison.

### Points To Remember

Ben Gross, of *The New York Daily News*, said: "Press agents should remember that with the limited space at the disposal of radio editors, most of the stuff that would have made the columns a few years ago will hit the basket today. Three points to bear in mind are: (1) make it news; (2) make it brief; (3) make it interesting. The old-time scribbling p. s. no longer moves the heart. Press agents who send but fewer but better releases stand better chances than those who bombard an editor indiscriminately. The more exclusive items a press agent hands an editor the higher his rating."

"Shorten those network releases. It would save money and give us less to wade thru." Chris Mathisen, Washington (D. C.) Star.

"Few press agents," says Joe Ranson, Brooklyn Daily Eagle, "know what makes news. Ninety per cent of the stuff that comes to radio desks is absolutely useless."

The Toledo Blade uses a half page daily on radio and the Blade's radio editor, John Grigsby, says that slow correction service makes his problem much more difficult. The substitution of Kay Francis for Norma Shearer went without a word of explanation "until the following day, when I wired CBS and J. Walter Thompson. Corrections, received by mail, are about a day and a half late."

### NBC Kept Busy

NEW YORK, March 25.—NBC men last week were figuring out the crisis occasioned by the bee keeper gnatting on the Hobby Lobby program. The gnat lost a batch of his bees in Studio 3-B when the insects decided to set up housekeeping in the ventilator on the ceiling.

Understood the bees are starting, there being six green pastures on Lenox Loth's fourth floor. Actors saw to that.

Mr. Lohr doesn't know whether he is negotiating with the ASCAP or the AEPCA—or maybe it will soon seem like both.

Detroit stations are exceptionally lax in publicity. WLW, for its size, is extremely poor in publication relations work."

"Having had experience as a station publicity director, I realize how difficult their job can be," said Chuck Gay, of *The Dayton (O.) Daily News*, "but at the same time few of them take advantage of opportunities thrown in their laps. The networks are still too interested in cranking New York, Chicago and Los Angeles papers, when two of these cities have tossed out columns. Five will get you 10 that not one man in a network press department can give you an intelligent analysis of radio columns outside of these metropolitan areas mentioned. Then how can they expect to service them properly?"

E. D. (DK) Kellmann, dean of radio editors and on that desk since 1923 for *The Daily Capital*, Topeka, Kan., said: "I have made my own surveys of stuff used by other radio eds and find that most of them seem to want the same things as I. Then why do press agents of all categories try to get their stuff out wholesale and double our work?"

"On for general clearing house for the questions of fans, which I get by the hundreds. That's one place the eds are weak—and slow, too." Ben Kaplan, Journal, Evening Bulletin and Sunday Journal, Providence, R. I.

### Recorded Previous Help

"On two occasions during my 10 years as radio editor agencies have sent recorded previews of the first broadcast in new series. They were much more valuable than all the mimeographed stuff in this world, giving us something substantial on which to base our advance remarks. Now that both networks are in the phonograph recording business it would seem this service could be done at a cost not prohibitive. Movie critics are given pictures. It seems only fair radio editors should have some such means of obtaining accurate pictures of programs they must inform their readers will be on the air. This especially holds true for radio editors outside of the metropolitan areas who cannot attend dress rehearsals." Rocky Clark, Bridgeport (Conn.) Post.

"I wish I had the postage on duplicating mail. I could buy a new spring bonnet." Lotitia Lyon, Birmingham (N. Y.) Star.

"We use positively none of the propaganda sent in by radio press agents or advertising firms, consigning it all to the waste basket. We would be delighted to be taken off all such mailing lists." O. B. Litzick, Times-Recorder and Signal, Zanesville, O.

"This survey should help press agents to better meet needs of those they serve." Harry W. Moody, Illinois State Journal, Springfield.

"Have noticed a marked improvement during the past year in radio publicity and I credit your last year's survey findings with much of the good work." Carl E. Zimmerman, South Bend (Ind.) Tribune.

"I truly believe," said Herbert Kenney Jr., of *The Indianapolis News*, "that after last year's survey all the publicity material perked up sharply in quality." "You might be interested to know that following *The Billboard* survey last year the NBC service to our paper improved 100 per cent. If in some way you can get CBS to give radio editors in the Midwest the same they do in the East it will do a lot to help. There is intense interest in radio in our locality, as evidenced by the calls when the radio page was accidentally left out of a mail run one Sunday." Ina De Weckham, Democrat (Pa.) Leader.

"Since many radio editors, including myself, have taken to reviewing phonograph records, we should be supplied with copy about current song hits, who write them and other recording copy." Norman Rowe, Richmond (Va.) Times-Dispatch.

NEW YORK, March 25.—Scheuing is new program director and artists' bureau head at WMCA. Scheuing has been at WMCA for about a month now without title. Al Hall, former program director, and Charles Wislizen, former artists' bureau head, both stay working under Scheuing. Latter has been an agent for some years now, having previously been the NBC artist bureau head.

# Radio Exploitation Awards

(Continued from page 8)  
ters, having Downey drive 13 millionth car over Henry Hudson parkway; sending a recording of Mallorca to Duke of Windsor (Mallorca was written by the Duke); Boy Scout tie-up for Larry Ross; tie-up with stamp clubs and issuing souvenir stamp with Ross' picture; Madison Square Garden rooster race for Dave Eisman (with Young & Rubicam); store exhibit tie-ups for Eisman, and others.

Lehrer's stunts, all for Kay Kyser, included protest to streamlining Star-Spangled Banner (see above); booking

Kyser on *Emergence Newsreel*, with Congressman Harold D. Cooley, North Carolina, on the same show, also on the *Banner* streamlining; worked with Noel Meadow on "Screech-o's of America" stunt; editing Kay Kyser Musical Class folio for Miller Music.

Evans' honorable mention covers work with the comparatively unknown Alice Cornett and Nadine Connor, as well as a stunt for Al Demahue, ork leader.

Next week's issue of *The Billboard* will publish a list of picture and art requirements of radio editors.

## NBC Openly Spoofs CBS "First" Claim

NEW YORK, March 25.—Most open criticism or poke yet taken by NBC at CBS was in the form of a press release NBC sent out yesterday, in which that network mentioned a release from CBS, claiming priority on international round table broadcasts and said such round table casts had been done by NBC nine years ago. Adding to the slap NBC administered to CBS was the fact that NBC's release was headed by a cartoon labeled "raked eyebrow department," showing two fellows goggling at one another, their eyebrows drifting lazily in the air above their heads.

NBC release quoted from CBS release dated March 20, in which Columbia said a round table international broadcast was a "new type of transatlantic broadcasting," claiming a first for CBS. NBC then listed dates, December 25, 1930; May 1, 1932, and five others up to October of last year, whereas NBC had had such broadcasts from Europe.

NBC has previously limited any resentment toward or criticism of its rival to off the record comment. Occasionally NBC had argued CBS claims in CBS sales promotion, but that has been about all. Present NBC step may be a result of *The Billboard's* Radio Editor Publicity Survey, which CBS won in the network division.

## Carter Compton's Copy Sentinel

NEW YORK, March 25.—Compton Advertising, Inc., has created a one-man department to steer copy thru Federal Trade Commission regulations. Agency first nullified the idea when the Wheeler-Lees Bill made mandatory a careful check on commercial spots, etc.

Most agencies have passed problem along to legal firms or law departments, but Compton, thru Lawrence Carter, combs thru all publication and radio material to see there is nothing the agency can be cited for. Carter keeps abreast of all FTC citations, applications of the law, and keeps the scripters informed. Tying in with this he has a "product" story available for every account, so as to support any copy claims.

WCCF, Chicago, carrying NBC Red series of Arch Oboler's plays. WMAQ, regular Red Ch outlet, can't carry the programs because of commercial commitments.

## Radio Needs A Honky Tonk

### LOOK

For This Feature in  
**The Billboard**  
Spring Number

Dated April 8

## FCC Press Set-Up Follows Criticism

WASHINGTON, March 25.—FCC voted this week to establish a two-man information office for handling FCC press relations. Marion L. Ramsay, temporarily on loan from the Rural Electrification Administration, returns to that agency at the end of this month.

Plan will have two men available to the press, and was contained in a special report to the FCC which Ramsay prepared. He had lectured the commission on its methods of dealing with the press and complained of the "leaks" which often were flashed by attorneys before reporters knew the cases were up for decision. A monopoly on the news of the commission, he complained, was held by a few writers and those closely identified with the industry.

Individual commissioners privately expressed anger at the tone of Ramsay's report, and declared that the report was "filed," i. e., in the wastebasket. This means, actually, that the commissioners simply quibbled over the words but accepted the report.

## NBC Soundsters Go AFRA

NEW YORK, March 25.—The no contract has been signed, National Broadcasting Co.'s 22 sound men are virtually in the fold of the American Federation of Radio Artists. Group was formerly in the American Guild of Radio Announcers and Producers but decided on the switch when the NBC actors went AFRA. NBC studio engineers are members of Association of Technical Employees, independent group.

### Our Thanks

To the Radio Editors of the United States and Canada for AGAIN selecting

### Radio Feature Service, Inc.

FIRST in *The Billboard* publicity poll for quality of copy and service to them.

Our clients agree with our policy of never exposing obligations we execute in their behalf. This explains why we are not represented in the exploitation poll in this issue.

EARLE FERRIS

10 East 49th Street

Chicago

New York City

Hollywood



# RADIO BARGAIN COUNTERS

## Stations in N. Y. Overloaded With Installment Advs

NEW YORK, March 25.—Daytime radio programs on New York independent stations, primarily WMCA, WNEW and WHN, seem to be dominated by sponsors selling bargains on the installment plan. Any degree of steady listening to the stations, whether exclusively to one or dialing from one to another, gives this impression. This type commercial, especially as used by Madison Personal Loan Co., largest local radio time buyer, has a definitely jarring effect, plugs being flapping and insistent.

Leader in the buy-today-pay-tomorrow sponsorship is WNEW, with its phonograph record show, *Make Believe Ballroom*, carrying several of these advertisements. Station's list of this type account, in addition to the auto money lending outfit, has Barney's Clothes, Canadian Fur Trappers, Sterling Furniture, Community Opticians ("Payments as low as 50 cents a week"), Howard Store, Rony Clothes, Michaels Department Store and others. Firms all will for cash, too, of course, but they plug that easy ninety-cent-a-week thing.

WHN has several such accounts, including Barney's Clothes and two Madison Personal Loan shows. Barney's, like the other retailers, stresses the angle that the installment plan is available at no additional charge other than 5¢ service fee.

WMCA it's so easy-to-buy-it-this-way accounts include Sachs furniture chain, the recurring Madison Loan outfit, Community Opticians, May's clothing stores, Famous Furriers.

Situation seems worse on listening than it may be. Because several of the advertisers use more than one station and use a number of programs per day. While same type advertising goes in other cities, it goes to a lesser degree.

### Ray Perkins' WF Spot

NEW YORK, March 25.—Ray Perkins has been set to start a commercial series from the New York World's Fair for Westinghouse. Starts May 7 from the Westinghouse Building at the Fair.

### International Hot Foot

NEW YORK, March 25.—Ten minutes before broadcast time one evening this week, Johannes Steel, exiled German, who is WMCA's news commentator—and an ardent critic of Nazism and Fascism—tried to adjust his desk lamp. Something went wrong and he was given a shock of 120 volts. Steel managed to broadcast, but in sort of wondering whether maybe he got a long-distance hot foot.

## Advertisers and Agencies

By PAUL ACKERMAN

POSTUM, thru Young & Rubicam, has renewed Lum and Abner to July, 1940. Phil Baker-Dole Pineapple show dropping Eddie DeLange's Orchestra, with Harry Salter slated to come in after the April 8 broadcast. Andrews Sisters will remain under the new set-up. Brown & Williamson Raleigh program show from WFLW, Cincinnati,

goes over the NBC-Red network beginning May 2. Phil Davis will have the orchestra. Annabella makes one of her rare radio appearances April 6—on Texaco. Tommy Riggs checks out of Hollywood April 2.

"Your Family and Mine" renewed for 53 weeks. Stan Quinn out to the Coast, replacing Ed Rice in producing dramatic spots on Chase & Searborn. J. Walter Thompson polishing its "Dr. Susan," with the idea of making it comparable to nighttime dramatic fare. Russ Morgan going on the Fitch Bandwagon April 9. Jan Savitt set for a series of NBC shows. Fred Wile, F&R, back from Puerto Rican vacation. New radio show, "Relatively Speaking," produced by Dave Albor, radio p. a., will debut over WNEW Tuesday (28). Script, based on interviews with relatives of famous people, written by Leo Guild, who originated the idea.

## Radio Talent

By JERRY LESSER

LIFE OF MARY SOTHERN has been sold by Transamerican to Ipana Tooth Paste. It will start as a recorded series and go on live in the fall. Cast includes Betty Caine as Mary, Jay Jostyn as Max Tilly, Leon Janney as Danny, Flo Golden as Phyllis, Bennett Kilpack as Daddy Stratford and this columnist as Dr. John Benson. Script is written by Don Becker and directed by Chick Vincent. Matt Crowley has taken over the role of Barry on *Life Can Be Beautiful*, following Dick Kollmar, who has gone on tour with Katcherbucker Holiday. Barbara Lee is making a series of one-minute recordings for Degett & Ramadell. Arthur Vinton is doing secret agent M on the K-7 series. He may soon appear as the star of a new air show being prepared by Gene Stafford. Jean Paul King addressed the Rotary Club of Hollywood, Fla., this week. Beatrice Miller started a new role on Stella Dallas, that of Mary, a common femme but "with a heart of gold." Ed Birmbryer, who writes *Horse and Buggy Days*, also writes Doc Rockwell's Brain Trust. The first takes one back to the old days, the latter to the old jokes. Tom Langan's *Parade of Progress* has had a nibble from a Chi sponsor. Richard McDonagh, who wrote *Episodes of Baseball*, writes continuity for the Lady Esther show. The cast of Central City boasts names that are well known to Broadway. They include Muriel Kirkland, Charles Dingle, Calvin Thomas, Geoffrey Bryant, Tom Powers, Elspeth Eric, Myron McCormack, Ned Weaver, Eric Dressler, Ariens Francis, Selena Boyle, Van Hefflin, Mark Smith and Kent Smith. Show is written by Leonardo Bertucci, without "cliff drama."

During a recent studio tour at NBC a woman with a German accent stepped up to the guide and asked him if his name was Bill McDantel. He said "yes," but didn't recognize her. Then she asked him if he was the Bill McDantel who suffered from typhoid in the German Field Hospital (see RADIO TALENT on opposite page)

## Chicago Air Briefs

By HAROLD HUMPHREY

JIMMY PARKS is back in the home town after leaving the William Morris radio department recently for a job with Gardner agency, St. Louis, and is now scouting around for an opening in local radio row. Songster Everett West closes at the Chez Paree this week to join the Al Pearce radio opus. No doubt unknowingly NBC sent out a funny press release on the broadcasting of the osteopathic conventions in San Francisco and New York. Release went on to explain that it would be aired on a "joint" book-up over the NBC Red. Lenox Lohr dallied here a few hours on his way to New York this week. WLS manager Glenn Snyder is visiting New York and Washington, and returns next week. Eddie Guest knocked off his seventh anniversary for Household Finance. Jerry Doggett, a local radioer who left four months ago for a staff speller job at KFRO at Longview, Tex., is now program manager of the outfit.

The "History in the Making" show, had a right kitch on that stilling March 12, the day before Herr Hitler took over the Czechs. After showing that March had been the time of all previous Hitler coups the commentator ended his stuff on this tone, "Beware the Idea of March!" Hal Dock, NBC press chief from Hollywood, was thru town on his way back to the Coast. Kay Armen, warbler at WAAF, is doubling at the Dan-Bell nitery now. Some of the radioites here are trying to get WGN's "Keep Fit to Music" Wallace to start an evening class exclusively for actors to whittle off ambiguous avowals.

### WHOM Signs With ACA

NEW YORK, March 25.—Contract between American Communications Association, CIO radio affiliate, and WHOM was set this week. Pay raises for the station's panelmen are scheduled for October 1, 1939, and April 1, 1940, ticket running until October 1, 1940. Minimum pay is \$40. Usual union working conditions provided in the deal.

Margaret "Manhattan Mother" Hillis flew to K. C. over the weekend to see her seven-year-old daughter. George Stehman, WBBM news writer and author of

# EVERETT WEST

AMERICA'S NEWEST SINGING STAR

JOINING

## AL PEARCE AND HIS GANG

APRIL 3—NBC NETWORK

JUST COMPLETED  
14 WEEKS

CHEZ PAREE, CHICAGO

NOW PLAYING

FOX THEATER, ST. LOUIS  
(WITH AL PEARCE)

MANAGEMENT: WILLIAM MORRIS AGENCY



# Program Reviews

EST Unless Otherwise Indicated

## "It's Up to You"

Reviewed Saturday, 3-3:30 p.m.  
Style—Quiz program. Sustaining on WJZ (New York).

Latest audience participation show to be ground out of NBC's production mills is the pitiful variation of the badly battered quiz show idea—and about the wackiest one to come along in some time. Half hour is divided into three parts, contestants being asked to indulge in oral expression thru the medium of fairy tales and Mother Goose rhymes, to remember details about a dramatized episode and to display their ingenuity in getting out of tight spots, such as talking themselves out of a ticket for speeding or trying to put a baby to sleep.

Idea probably sounded great on paper but as exposed to a microphone lacked the spontaneous sparkle without which diffuseness becomes dullness. Program is supposed to be unprepared, but plenty of the participants' quips had a script-like ring, and a not-too-good script at that. Four contestants are used, three selected by the usual method and the fourth a guest expert on some particular subject. Cal Tinner, newspaper columnist and conductor of NBC's *If I Had a Chance* show, served as the "expert" on the opener and came up with a worse score than two of the other three.

Dale Baxter puts the contestants thru their paces capably. Cash prizes, as usual, are awarded the winners. It's about time they were awarded the listeners—it's tougher on them.

Richman.

## "Footnotes on Famous Feet"

Reviewed Sunday, 4-11:35 p.m. Style—Music, drama. Sponsor—Sable's Shoes. Station—KDKA (Pittsburgh).

Another provincial show with big league tag. Theme weaves organlogs with dramatizations of incidents in lives of people famous for feet-work. On show caught Glenn Cunningham, Ginger Rogers and Fred Astaire were subjects. Material can't help but focus listeners' attention on sponsor's product from start to finish and, thank Allah, without undue emphasis on straight plugs. Favorable portent for station is staff scripser, Bill Beal's production job. Bernie Armstrong's keyboard, timely of stout, and pot setting should rank program one of top quarter hours, if its character remains as fresh as at start and it cuts slightly long closing commercial.

Frank.

## Gene and Glenn

Reviewed Monday 6:30-6:45 p.m. Style—Sketch. Sponsor—J. Spang Baking Co. Agency—W. D. Williams Inc. Station—WTAM (Cleveland).

Two years ago Gene and Glenn introduced their Jake and Lena program over WTAM, then managed by John Hoyt, and the sponsor was the J. Spang Baking Co. Since then they have wandered far but now are back at their first station working for their first sponsor, and now, as then, they open their program with their *Hello Song*.

This program was one of the early commercial successes, and the boys, as Jake and Lena, have held closely to their formula thru the years. Situation rather than instantaneous humor is stressed, and the scenes of Jake and Lena are relied upon to carry the show. Cal DeVoll is back with them after a long absence to write the continuity just as he did in the days when their star was rising.

This show does not use an announcer for the plugs, but Jake or Lena or both boast of the excellence of whatever bread, cake or pie it is that the sponsor is plugging. Here the accent alone is used in the attempt to make the commercial acceptable.

Jake's Musical Spangeroos furnish the music for this program, and at the first broadcast the music was remarkable for its superiority to the dialog. All music is introduced with the refrain on a Jew's-harp and closes with the refrain played again on a mouth organ. Lee (Stubby) Gordon is making the arrangements for the Spangeroos, who in addition to the Jew's-harp and mouth organ play the electric guitar, jazz whistler, banjo and xylophone.

The program will run three times a week, Monday, Wednesday and Friday.

Spang apparently is a firm believer in the theory that there is no such thing as too much commercial. There were eight plugs in the 15 minutes, one of them three minutes long. Later programs will probably content themselves with fewer but not shorter commercials. Boys may do better in later programs, but first show's music was the saving grace.

## "Kitchen Klinik"

Reviewed Wednesday, 2:15-2:45 p.m. Style—Chat, Cooking Demonstrations. Sponsor—Ironquils Gas Corp. Station—WGR (Buffalo).

About three weeks ago when this show was inaugurated radio folk were pretty certain that it would be a direct take-off on the Niagara Hudson Electric Co.'s program, *Modern Kitchen*. Surprisingly enough, the Gas Corp. did not ape the rival's spot but incorporated some really different and new ideas in an effort to make Buffalonians "gas-conscious."

Merchandising used is a combination of good-will advertising and direct appeal. Program has so far been conducted at a different location every time. Naturally all these places use the new all-gas equipment and get a good deal of publicity themselves when interviewed on the merits of their gas ranges, gas ovens, gas refrigeration, gas heating systems, etc.

Program has Mrs. Louella Fischer, home service director, conducting practically the entire 30 minutes ad lib, and her assistant, Katherine L. Barnes, aiding in some of the intricate cooking demonstrations that she tries to put across to the audience. Mrs. Fischer, unlike most cooking experts of the air, does not dictate recipes nor waste time giving exact ingredients and cooking directions. Rather, she skips back and forth preparing the number of dishes previously announced, giving information about the tricky and difficult parts involved as she goes along and demonstrating at the same time to the assembled audience. Recipes can be obtained by telephone or letter. Recipes also on hand at all gas offices to be taken when paying the bill. Newspaper and poster advertising for the program and printed reference to it on the monthly statements all make up an effective publicity campaign. A recipe contest is also a good stunt, even tho hardly novel.

Only criticism of the show is the extremely amateurish delivery of Mrs. Fischer, which, with its abundance of "Ahs" and "Ohs" does much to distract listeners from the otherwise really clever production idea. She tries very hard to be honey and chummy, but her apparent lack of experience on the air and inability to handle her chatter fluently without a script do much to impede her otherwise well-done demonstrations.

Warner.

## "Housewives' Friendly Service"

Reviewed Monday, 12-12:15 p.m. Style—Sketch. Sustaining on WEL (New Haven, Conn.).

This period directed by "Red" Warren is supposed to be humorous, telling of a couple of alleged comedians who are at the beck and call of housewives to help them out of any and all situations. In this episode they were supposed to catch a ghost, who turned out to be a burglar.

Material is rather weak, and whole set-up seems very amateurish. One of characters representing an Italian man is fair, but the Hebrew delineator is terrible. Program could stand a general overhauling.

Lehoultz.

## "The Waste of Time"

Reviewed Monday, 7:30-8 p.m. Style—Music and talk. Sustaining on WBRV (Waterbury, Conn.).

Program has been off the air some time, brought back reportedly because of listener demand. It's an odd and amiable affair. Commentator is Walter Howard, billed as the Mad Monk. His ad lib. are easy listening.

Program formerly used live recordings but now has a nine-piece combo directed by Waldo Nowberry. Arrangements are good.

Show impresses as ditch for local sponsorship.

# Comment

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

Wednesday evening has a steady flow of high caliber radio diversion over WABC. There is no necessity for groping around the dial every 15 or 30 minutes. If one can forego FRED ALLER on the opposition network—and that is a great entertainment sacrifice—one will find CBS does well by the audience between 8 and 11 p.m. The last half-hour show, EDGAR GUEST'S *It Can Be Done*, is disappointing.

Again with exception of the last commercial, the advertising texts are of the informative type which leave folks with something to talk about as well as buy. It was really a most fortunate coincidence that all four sponsors were using the same approach. In order of call they were Colgate-Palmolive-Peet Co., Liggett & Myers, Texas Co., U. S. Rubber and Household Finance Corp. Last-named is sloppy chatter.

As the juxing in *It Can Be Done*, long-standing member with its moral of Crime Never Pays. Presence of Colonel Norman Schwarzkopf, former New Jersey police head, lends convincing authenticity to the dramatization, as do the closing clue announcements for the apprehension of criminals still at large. The Big Boy Brady story, tho in its second installment, was complete in itself. The typical juvenile delinquency case offered hair-raising moments. Its moral motif presupposes victory for the police, but the obvious outcome does not diminish dramatic effectiveness.

The change, at 8:30, to Chesterfield's half-hour of PAUL WHITEHEAD is good production. It offers all the music a body can want in a manner that almost makes the blood stream tingle, contributions coming from the old, MODERN AIRS, JOAN EDWARDS and CLARK DENNIS. Alternate soloing and duetting of the vocalist adds for some happy situations. But were it not for the unobtrusive texts of the commercials, a listener could get pretty annoyed with long interruptions the way PAUL DOUGLAS dished them out this evening. Couldn't tell whether it was marbles for hot potatoes in his mouth.

Between 9 and 10 KEN MURRAY pilots a merry gang. There are so many stars, however, competing for public favor that the Texaco Star Theater could become spotty were it not that the direction keeps things spinning. One or two fewer guests and more lines for NED SPARKS is precious, but the show doesn't quite make the most of his possibilities.

Discounting EDGAR GUEST himself, between 10:30 and 11, because one either likes his blubbering or finds it amusing at all times, the dramatization of BERTHA L. MOOREGON'S rise to fame

as a patent attorney was anything but dramatic and certainly was far from inspiring. Maybe the producers, forgetting it is 1939. There's a singing ensemble not credited on this show. Units is too good to be buried with *It Can Be Done*.

It's a high batting average for any network, nevertheless. K-W.

## FCC Chain Monopoly Probe Disappoints

WASHINGTON, March 28.—Probing into lease and management contracts, the FCC committee investigating chains and possible monopoly this week disappointed observers anticipating sensational disclosures.

Samuel R. Rosenbaum, of WJLA, who he represented the independent radio network affiliates and explained the organization was attempting industry self-regulation.

Elliot Roosevelt, in his second appearance before the committee, denied his contract with KLP-T, Paris, Tex., was transfer of control. He said that it was simply one in which the station was provided with programs and "better management."

Glenn Gillette, radio engineer, became uncomfortable under cross-examination concerning his connection with WBAX, Wilkes-Barre, Pa. Originally, Gillette had been hired to perform engineering services but later he took over the financial management of the station and hired his own station manager to steer the station back to solvency. Half the profits, he admitted, would be his. S. King Funkhouser, special counsel for the FCC, asked him for his opinion on the intent of Congress when it required FCC okay on transfers of control. Gillette responded he was not a "mindreader."

Gillette denied control of the station had passed to him and continually referred to the fact that the contract had been filed with the FCC. Commissioner Walker wanted to know if Gillette understood that filing with the FCC meant securing commission approval and the engineer said no.

Engineer revealed connections with WQDM, St. Albans, Vt. Funkhouser declared it looked as tho Gillette had gone to St. Albans to do some engineering work and ended up in control of the station. Reagin, the original partner in the station, admitted that was the case.

M. A. Morlon, NBC vice-president in charge of owned and operated stations, testified NBC had contracts with Westinghouse Electric and General Electric to manage their stations. He denied the contracts passed control to NBC, declaring the technical personnel which operated the stations was employed by the licensee, Walter Evans, Westinghouse official, stoutly denied NBC had control of his company's stations. He admitted that NBC programmed the stations both nationally and locally and that station rates and sales were in the hands of NBC. Nevertheless, he declared that Westinghouse still controlled the stations because Westinghouse employees could pull the "plugs" and take the programs off the air.

Same situation covered WGY, Schenectady, owned by General Electric.

**BILLY SWANSON**  
and his MUSIC

WE CONSOLIDATED RADIO ARTISTS

**WINDOW CARDS**

14x22, 21x28 paper and cardboard posters, one-sheet, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.

BOWEN SHOW PRINTING COMPANY, INC.



# RESTRICTS DANCE REMOTES

## Union Plans Equitable Distribution of Air Wires for Band Bookers

Aimed at MCA and CRA preferentials—locals unite to legislate at convention—wire availability on merit of band rather than agency drag

NEW YORK, March 25.—In an attempt to break up the seeming "monopoly" on network wires for dance remotes held by a few of the larger band agencies, local musicians' unions with the assured support of many out-of-town locals, is preparing a resolution to be presented at the AFM convention this June calling for a definite limitation and a predetermination on the availability of air time to be had by band bookers throughout the country. Measure is aimed, specifically, at Music Corp. of America which has a choice corner grab on dance remotes over

work wire was obtained for localities Joe Frazzetto, current at Jack Lynch's Hotel Walter Roof. Air spot was granted after A. Rex Riccardi, union secretary, blasted MCA and CRA for creating a "monopoly" of all available web time which, he said, they reserved for bands under their own management. Riccardi promises to air his "monopoly" charges on the convention floor this June, pointing out that this victory in behalf of Frazzetto nullifies the previous contentions of broadcast officials that Philly bands were not of national hook-up caliber.

Local 802's action will climax discontent brewing in musicians' locals throughout the country and will be the first major attempt to eradicate a situation which, allegedly, is stifling the incentives of local band leaders in this and other cities. Rather than just a general proposition asking for action, as planned by resolutions tendered by other locals, Local 802's measure will carry a concrete plan of control. Cause for discontent here and elsewhere is that the local bandmen haven't a Chisholm's chance of getting on the air in their locale unless handed by one of the big offices, with the result that the slimmest network wire rather than the musicianship of the band has become the biggest factor among band buyers. As a result, some talent has been taking a back seat while buyers have gone overboard on traveling bands handled by the large agencies for the added publicity and prestige gained by a network wire.

Union control of network wires has been brewing for the past two years. The nothing crystallized as last year's conviction, it promises to be the key issue as the Kansas City conclude this year. Shortly after the Miami meeting the Pittsburgh local made the first attempt to keep the out-of-town bands from airing from Pittsburgh spontaneity home talent was given an even chance to crack the networks. Past few weeks has found the Philadelphia union agitated over the loss of employment opportunities to their own bandmen because the major offices were able to give the spots national air time.

The union's action is designed primarily to help local bands, any allocation and limitation of dance remotes will result in fairer competition among the booking agencies, it is felt. Now, after MCA and CRA assign their bands, remaining remote time on the nets, amounts to so much chicken feed.

Philly Makes a Hit  
PHILADELPHIA, March 25.—As a result of pressure brought upon MCA by the local musicians' union, a CBS net-

DEAR MR. READER,

WATCH FOR . . .

DEAR MR.  
BALLROOM  
PROMOTER

By BILLY SHAW

and

DEAR MR.  
MUSIC BUYER

By STAN ZUCKER

A Special Feature in the Spring  
Special Issue of

THE BILLBOARD  
Dated April 3

## House Band Matches Box Office of Guest Orks at Dellwood B.

BUFFALO, March 25.—Dellwood Ballroom, midtown dancery, reports less for the average week and smaller attendances than in past seasons, with the house band comparing very favorably at the box office with visiting bands. Manager Tommy Flynn has brought in few guest orks this season, going little better than Harold Austin, house band here for the past seven years. Austin bows out Saturday (1), in favor of Tiny Schwarz, his former crooner turned wand waver.

Ray Herbeck was first out-of-towner camping at the Dellwood, coming in November 21 for two weeks. Average week-day crowd for Herbeck's stand was 750, with Thanksgiving and week-ends getting almost capacity runs of 1,400. Hit \$3,430 for the fortnight, first week grossing \$1,800 and the second \$1,630.

January 21 brought in Jimmy Barnett for a two-weeker, drawing an average of 500 to 600 nightly, with week-ends running about 1,000. Total intake was \$2,795, with \$1,470 the first and \$1,325 the second. Herbeck took in a return trip February 28 for nine days. Attendances went up with 1,400 turning out on several week nights, with his average upped to an 800 nightly draw. Box office hit a profitable \$2,520 for the nine days. Wally Stoefler is current guest band, coming in March 15 and finishing out the month.

House maestro Austin, when guest bands are absent, draws an average of 500 dancers nightly, with special nights and week-ends ranging from 1,000 to 1,300. Average weekly gross for Austin was \$1,125. Prices are standard for both sexes, scaled at 35 cents for week nights and 40 cents on Saturday, Sunday and holiday nights. Ballroom is owned by Mrs. Arthur J. Funk and has been in the Funk family for the past 22 years, at its present site for the past 27 years.

## Fairyland Post to Tumino

KANSAS CITY, Mo., March 25.—Brancato Bros. operators of Fairyland Park, appointed John B. Tumino as general manager of the amusement park for the 1939 summer season. Tumino, associated with Consolidated Orchestras of America, Midwest band agency, has been connected with Fairyland since 1924 in practically every capacity. For the past two summers he served as assistant to manager Omer J. Kenyon and was also ballroom manager. Park season starts May 12, ballroom again using the traveling tooters.

## Add to Stutter Cures

BUFFALO, March 25.—Bill Nassal, sax tooter in Harold Austin's Ork at Dellwood Ballroom, stutters badly when he talks. An assistant to the maestro, he has to hold up the sheet music when calling out the tunes for the next dance set. He's okay when he tells 'em to play K-K-K-Katie.

Strangely, he has no trouble when doing vocals out front and never yet mixed or muddled the lyrics. And when he gets good and mad, he does all right by the King's English, too. It appears that he just has to keep on singing, being mad or play the sax all day long to overcome his stuttering.

## Holmes a Hit With \$1,200 for a Trey Of Midwest Terps

KANSAS CITY, Mo., March 25.—Peddling the prom as an "appreciation night"—for local dancers who have been generous in their patronage all year—Herbie Holmes proved plenty potent for Will H. Wittig at Pla-Mor Ballroom last Saturday. Ducats going at 50 cents each, 900 buyers built an appreciable \$450 box office.

Staying over the following day for the Sabbath afternoon dancing, Holmes brought out one of the biggest crowds of the year. Scaled at 35 cents per, 1,100 dancers turned in a \$385 take. Offsetting \$215 for the two sessions put Holmes on the credit side in Wittig's books. Doc Lawson is the stand attraction tonight (25).

LINCOLN, Neb., March 25.—Making his first appearance in this area last Friday, Herbie Holmes proved more than satisfactory for R. H. Pauley at Turnpike Casino. Was speeded at the gate at \$1,100 and gross hit over the \$400 mark.

Following two dancing days, with Howard Becker on top, Turnpike take was neat \$530, plenty oke for Becker's asking price. Sound hits scored by Lee Dixon and Becker with dancers here has 'em reporting back fast. Pauley has Blue Barron and Lawrence Walk-in-ink in for April stands.

## Trend Turn With Whiteman Rhythm Right for Rodeo

PORT WORTH, Tex., March 25.—Rhythm rides to match the mood of rodeo rides was established as acceptable fare by Paul Whiteman in connection with the Southwestern Exposition and Fat Stock Show here, March 10 to 19. At \$1.50 to \$2.25 per pop helped to attract 80,000 payees for the 10 rodeo performances, considered the largest attendance in the history of this rodeo.

Idea of the jazz-king dishing out dancin' for the rodeo events appealed to crowds here. Whether other Southwestern rodeos will follow example set by the local show and get monied music makers to accompany the Western contests remains to be seen, but many believe the rodeo won't be in style unless it has a name band for the extra added.

Band played twice daily in the arena. Instead of the conventional tunes, band boys wore Western regalia for the night. Also gave PW a chance to show off all those cowboy suits he acquired two years ago while playing the Casa Manana here.

Alfido Whiteman was tops at the rodeo, the Stock Show management learned that the same attraction could not be duplicated for profit on "the same grounds when shifted to a nitery atmosphere for dancers. Playing nightly at the cafe-like Fat Roundup, total attendance for the 10 sessions was less than 4,000. Factor in this flop phase was fact that prices were scaled sky high for the rangers. Adding 25 cover per person, with an extra half buck on Saturday, found too few willing.

## Hitz Sour Then Sweet on Busse

Hotel head charged MCA misrepresented — cancel no go, rules union

NEW YORK, March 25.—Desire of Ralph Hitz, head of the Hitz Hotel chain, to cancel out Henry Busse, current at his Hotel New Yorker here, was not sustained by the musicians' union. Hitz complained to the Local 802 exec board on Thursday (23) that Music Corp. of America in selling him Busse had misrepresented the band, and sought abrogation of his contract which still has four more weeks to run.

While he had full knowledge of the fact that Busse was changing a few men since the maestro wanted all his men to hold 802 caps, Hitz complained that Busse brought in an entirely new combo with only a few of his original men remaining. Union, however, failed to uphold his contention that MCA had misrepresented and ruled that the existing contract be held in force.

It's no secret that Hitz burned plenty, but rather than creating a legal fuss or otherwise, reached a settlement with MCA. Union officials would offer no comment on the case. And as far as Hitz is concerned, his only aftermath was that "we kissed and made up."

## Sensational 4G for Shaw As Addicts Defy Snowman

BUFFALO, March 25.—In spite of the bad snowy weather Artie Shaw was a dynamite draw last Tuesday for Carlyle (Tiek) Smith's dance promotion at Broadway Auditorium. Crowd, mostly addicts, numbered 4,100, with the mob around the band stand matching the mob on the dancing floor.

Ducats peddled for 25 cents in advance, with 2,000 taking advantage of the bargain price. Advance sale ran to \$1,760. The other 2,100 addicts bought at the door price, \$1.10, taking in \$2,310 at the gate. Total gross for the date was \$4,070. Checking at 25 cents per brought in another \$600, with the concessions run by Lou Hoerschel grossing a similar amount. Promoter Smith went hot and heavy on the advance bill and his profit is estimated at \$2,800.

## Rita Righteous With \$845

BRIDGEPORT, Conn., March 25.—In her first appearance here in several seasons, Rita "Rio" and her fem aggregation did mighty nice last Sunday at Hitz Ballroom when 1,300 satisfied customers plunked down 65 cents per to pile up a nice gross of \$845. This was the second all-girl combo to play here this season. Ira Ray Huston coming in several months ago.

## SWING YO' PARDNERS

### A RURAL GATE

(HARRY KNOTTS)

Reveals There Is Modern  
Dancing in the Barnyards

AND

### A CITY ICKEY

(H. F. REVES)

Owens Up to Old-Time  
Dancing in the Big City

A Special Feature in the  
Spring Special Issue of  
THE BILLBOARD  
Dated April 8



Music in the Air

By DANIEL RICHMAN

Out of the Night

FOR a good many years now "out of the night" has come the music of TED WEEMS (Hotel Peabody, Memphis, WAB) to lend a definite lilt to waltzing-hour waltzing, and a recent hearing from his current stand proved that Weems has lost none of his ability to stage a good remote. It may be due to experience or to the natural showmanship that lifted him to the top long before jazz changed its name to swing, but whatever the reason, here is a maestro who fills his vacuum half hour with more than the usual network of aimless tune dispensing.

It wasn't so much what Weems did as the way it was done that made his program more enjoyable than the average. A sincere approach to his audience ("... it's a pleasure to meet you once again thru your loudspeakers"), a subtle acknowledgment that his listeners' intelligence equals his own regarding current Tin Pan Alley product ("... here comes that tongue-twister again, Hold Tight"), a group of contrasting vocalists, a carefully selected program of songs were the main ingredients responsible for an excellent 30 minutes.

Specialties

WEEMS has long been known for his special material in the Peabody and the Martins and the Coys vein, and two equals to those familiar ditties Hyman still more his remote from the Peabody. The follow-ups are The Ghost of Peabody and The Young Man of the Martins and the Coys, both original and clever in the style of their ancestors and both great radio stuff. For the current pop things Weems gave his auditors enough to keep them happy, but wisely cut down the monotony of repetition by playing only short, two-chorus arrangements. A concluding note of distinction is Elmo Tanner's whistling a Weems trademark for years and an effective break in straight instrumental and vocal work.

Another wand waver to make use of a little featured specialty—a smart way to impress a band's remote endeavors upon a highly discriminating radio audience—is BOB CROSBY (Blackhawk Restaurant, Chicago, WOR). Crosby managed to save his remote from the tedium of seven out of eight pop-tunes (tedious no matter how well played) by letting Bobby Haggart put loose on his bass fiddle for Jesters Creepers. If the majority of maestri had any idea how effective the use of a rarely starred instrument like this can be the night would be filled with much more than just music.

On the Sentimental Side

UNINSPIRED to the nth degree was the quarter-hour program emanating from LEON VAN OXLEDER (Melody Club, Union City, N.J., WNEW). In his apparent desire to crowd into his curtailed remote as many tunes as possible (in direct opposition to the old woe that it's quality and not quantity that counts) this baton-wielding rascal rushed thru one chorus each of nine songs in three medleys. Only one combo was allowed the dignity of an airing by itself, a tango announced as a Van Oelder "specialty"—and that got brushed off in two choruses. Reference to such a poorly played number as a specialty, furthermore, was a definite mistake.

Also on the unexciting side was a session with the "cascading chords" of AL EAVELIN (Nixon Restaurant, Pittsburgh, WJE). A conglomerate of pops was relieved but twice by a medley of Song of the Islands and Tea for Two and by Raymond Scott's instrumental novelty, Musical Im Jazz.

Worthy of note, however, was one incident that might be used to good effect on more remotes. It involved the announcement that the Scott number would be played for Artie Shaw, one of the spot ringers during the broadcast. Ringing in impressive names like that not only benefits the place but has strong listener appeal as well. A wider use of the stunt with an accompanying musical aside to the celeb. or celebs in question, would impress the average listener more than the finest swing arrangement, because it's something he can better understand.

LOS ANGELES musicians' union has outgrown its present quarters. Committee is shopping around town for a new building site.

The Reviewing Stand

Tiny Hill

(Reviewed at Melody Hill Ballroom, Riverside, Ill.)

LOW-DOWN corn, particularly tasty for the small-town ballroom inhabitants, is dispensed with generosity by this youthful 10-piece outfit fronted by a rotund maestro. Hill has been in the business some four years, starting in Central Illinois spots and polishing the rough edges in the smaller communities of that State. He doesn't play an instrument himself but has a jolly personality and a neighborly way about him in selling his wares.

Stock instrumentation of three brass, three sax and four rhythm, with the guitarist doubling on a vibraphone that is prominent in the early sections of many arrangements. When caught in this dance temple, located just outside of Chicago, the more acceptable stuff was hillbilly and square-dance type of fare, with which the boys can cut up both musically and vocally and the dance couples can join in the general hullabaloo.

A high spot is the solid tenor warbling of Allan DeWitt, a young, personable looking chap who draws the goo-gooed femmes. Forming a corny vocal trio are DeWitt, Hill and Harold King.

Hill has been airing his band over the Mutual network for the last six months, but his programs are usually made up of smoother stuff which is not used to any large degree the rest of the evening. Noodle Schreier, one of the group, arranges. Honigberg.

Harold Austin

(Reviewed at Bellwood Ballroom, Buffalo, N. Y.)

AFTER serving house duty here for seven years Austin and his 13-piece band still manage to hold a crowd breathless when they foot torrid, Carbonic no particular style, band beats it out at the extremes—either bebop barrel-house or on the other side of the fence with sugar-coated sweet melodies.

Instrumentation takes in four saxes, as many brass and three rhythm, with Austin making the personable front man and adding sweet-styled trumpet choruses when occasion calls. Bandmen Bobby Nicholson and Bill Nassal, bass and sax, respectively, handle the orchestrating chores. Vocal assignment, capably handled by Fran Hines and "Boots" James. Arrangers and croaker comprise the vocal trio.

Dancing as well as listening qualities are very fine. Austin's personality and charm have built him a large personal following here. Warner.

Eddie McGraw

(Reviewed at East Market Gardens Ballroom, Akron, O.)

OFFERING a unit that's strong on the boogie appeal and just as easy on the ears, McGraw has built into a territorial name in these parts. Combo included three fiddles, three tenor saxes, trumpet, drum, bass and piano, with McGraw tooting a fourth sax and clarinet front. Linda Carroll is socked for the personality singing. Bass slapper Chuck Lynn adds to the vocals in the bary range, with saxer Billy Springer drawing the hetcha and novelty wordage.

Band concentrates on the melodic, smooth syncop. But bebop doubling on the hotter horns enables McGraw to present a Dixieland gang of seven that sends the jitterbugs away happy. Styled horns utilize the three fiddles, who also bridge the tunes in each set with a strain from the band's theme song. Trademark gives the band a definite stamp of identification. Library takes in current and standard tunes, and the arrangements are all melodic and appealing to all musical tastes. Matching their swell musicianship, band makes a neat personal appearance on the stand. McConell.

Ernie Palmquist

(Reviewed at New Wind Mill Club, Natchez, Miss.)

COMING here from Dallas, Palmquist presents a right smart danceable band with plenty of novelty fare, mostly his own song-writing efforts, to temper the tempo to patronage liking. Band can sock 'em out for the swingy sange and go sugary on the sweet stuff.

With Palmquist out front for warbling, clowning and slick-waving routine, instrumentation takes in three saxes,

single trumpeter, piano and drums. Gift singer is Doris Smith, handicapped by a poor p.-a. system here, but gets over. Leader and lark also ring in a bandman for trio toning.

Freddy Schlott

(Reviewed at Pie-Mor Ballroom, Lincoln, Neb.)

STRICTLY a Joe College collection, the Freddy Schlott organization is a stock outfit (eight men in the corporation) with its principal job being to get its membership the wherewithal to pay off for a college education. Comes from Ames, Ia. (Iowa State), and has been going for five years.

Don Thompson waxes the baton, and Schlott is a sax player. John Paley, the guitar man, and Fred Olschburner, bass, do the vocals. Brass section (can be lengthened to five, but is normally three), and three saxes in the sax and in the rhythm sections. Not so forte and strictly ballroom. Oldfield.

Yacht Club Boys

(Reviewed at Schneider's Bar, Long Branch, N. J.)

THIS cocktail threesome ganged together two years ago, starting their strolling career at Stevie Yacht Club, Long Branch, N. J. An apropos name for the combo also grew out of this association. Unit produces good, smooth music which is a credit to any cocktail lounge. Boys are good musicians and their blending makes for a happy combination.

Sam Fidel on bass is the guiding hand, Sam Devereux leads guitar pickings and Bill Brady supplies the melody instruments, playing also sax for the slow songs and clarinet for the swingy things. Repertoire takes in all that's old and new, complying with the requests. Abbott.

Freddy Martin

(Reviewed at Aragon Ballroom, Chicago)

ONE of the "name" boys, Martin has climbed the oak ladder by working in class spots in the Coast and Midwest areas. He has stuck to pre-swing synopsations, dishing out with sweet and rhythmic tempo and leaving the five to the newer crop of juvers.

Thirteen men and Martin on his sax comprise the outfit's shell-aller, with the various departments holding four in rhythm, three fiddlers, three in brass and three on the reeds. Band's work is really a joy to behold with its restraining, smooth but effervescent qualities.

It's grooved for this type of tune-peddling and Martin chalks up his only error when he lets his boys ride out the hotter arrangements. They're just not cut out for the strait stuff, but it's kept at a minimum in the library, so it's easy to forgive and forget. On the danceability side there's nothing more to be desired. Martin has the right tempo all the way thru and the hoofers can feel it.

Song rendering is done by tenor saxer Bill Stoker and belly-fiddler Gene Walsh. Both work out in smooth fashion, besting the oak's standards. Martin's sweet sizzlings on his own iron pipe hike up the general sum total which can be cashed in for blue chips any time. Humphrey.

3C Oke for Philly Battle

PHILADELPHIA, March 25.—Battle of swing last Saturday between localities Jimmy Corhan and Jim Pettis at the Dance Box resulted in an extra 200 admissions over the previous Saturday night. Total of 754 payees, at 40 cents, made a b.-c. return for operator Jim Toppi at \$301.60. After the Saturday session Corhan replaced Pettis as the house band. Last Tuesday's session netted a no-so \$113.60 for 284 customers. Good weather prevailed both nights.

Off the Records

Dick Dobson

TWO newcomers are found on the Bluebird listings, but there is little likelihood in either of them making any appreciable ripples on wax: Spud Murphy, who goes daisy on the cats with a Lyle (Spud) Murphy billing, listens as a better of the breed of ballroom bands of which the woods are full thereof. One of the outstanding stock arrangements in the big Spud offers stock standard stuff in Blame It on My Last Affair and It's Easy To Blame the Weather. A better fair for the free and easy is found away from the pop fare, cutting swell stompology with his Just a Phrase. Hold Out for Love doubles it, but that's all.

Joe Sudy, who has cut some fifty copers at the smart spots on the West Coast, gives little evidence of having anything on the musical ball for his Bluebird preem with Diary of Dreams and Nothing Is Too Perfect for You. First of all, the tunes are from the University of Pittsburgh's Cop and Gown Show and should never have left the campus. However, other maestri have been able to dress up the trite ditties to make 'em listenable and sellable on wax. Sudy's stringy dining room music is not equal to the task, being a poor imitation of Henry King. Maestro formerly warbled in King's Band, and the couplet proves little else than that Sudy possesses a fine voice.

More acceptable are the finds of Mitchell Ayres on Vocalion, making it hard to understand why the recording know-it-alls have been passing up these boys until this late date. Their arrangements are youthful and refreshing, played with finesse and make a trip around the light fantastic more desirable. Could Be, I Want My Share of Love, We've Come a Long Way Together and Shut Eye make for excellent dance invitations.

Star-Studded Sides

THE band biggies come thru with a batch of torrid sides that makes it difficult for one-to turn off the turntable. Bob Crosby has a buidler-upper on Decca in a Dixieland doodling for The Shakers' Waltz, with a prize backing in Eye Opener, wherein Bob Zurke dirties up the keyboard. Benny Goodman Quintet, John Kirby on bass added to the regular quartet, have rich pickings for Pick-a-Bib (the name of Benny's odd street beanie) on both Victor sides. Biggest kick is on the R side, the improvisations against a boogie-woogie background. With the full band Goodman has a double-barreled double in Cuckoo in the Clock (Johnny Mercer wowing the bird) and A Home in the Cloud. The Cuckoo is a killer. (See OFF THE RECORDS on page 35)

Barron Hits Chase High

ST. LOUIS, March 23.—Final tally for Blue Barron's 10-day stand at Chase Hotel here, ending last Sunday, finds a new attendance mark set by the band. Barron played, to 3,550 payees during his run, averaging 655 nightly. Previous nightly high average numbered 430, established by Artie Shaw last fall.

Attractive DANCE ORCHESTRA POSTERS AND CARDS

Call Boy! They're Knocking! Newest Orchestra Designs: Four Poster Colors, 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$15.00; 9 1/2 x 13 1/2 Card, 200, \$4.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills prepared to order, \$12.00 up. Wire your order NOW, or write the company. New Date Book and Price List.

CENTRAL SHOW PRINTING CO. WAGON CITY, IA.

ROLL TICKETS Printed to Your Order 100,000 for \$17.50



# The Champagne Music of LAWRENCE WELK

SCHROEDER HOTEL, MILWAUKEE (WTM) and NBC.  
BRUNSWICK-VOCALION RECORDS  
Exclusive Management,  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# MUSIC by GOLLY CECIL GOLLY and his ORCHESTRA

The BILTMORE, Dayton, O.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# "Music Played Smart"—Styled by Little JOE HART and his ORCHESTRA

CLUB GRAYHOUND,  
Jeffersonville, Ind.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# HERBIE and his HOLMES ORCHESTRA

Currently Featured  
PARAMOUNT THEATRE  
Fort Wayne, Ind.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# HOWARD BECKER and his Orchestra

currently featured  
RAINBOW BALLROOM, DENVER.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# RALPH WEBSTER

Musical Patterns  
Designed for  
Dancing  
FLORENCE DAVIS Electronic Piano  
TARTILLA GARDEN, Richmond, Va.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# JIMMY BARNETT and his ORCHESTRA

"New Moods in Music"  
ON TOUR.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# RAY HERBECK and his MUSIC with ROMANCE

DILLWOOD CLUB - BUFFALO  
BRUNSWICK-VOCALION Records  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# Orchestra Notes

By M. H. ORODENKER

### New York News

**WILL OSBORNE** opens April 5 at Park Central Hotel for five weeks. **LARRY CLINTON** follows May 17 thru June 13 with the customary optional. **ENRIC MADRIGUERA** building a new band for the Hotel Pierre post, unshrinking the roof mid-May. **EMERY DEUTSCH** mentioned to light up Ben Marden's Riviera May 4. **BENNY CARTEER** now under **MOE GALES** wise managerial wings, opens Wednesday (29) at Savoy Ballroom. **WALTER GROSS**, conductor of the has-been CBS Swing Session, is planning to blossom forth in bandom. **RED NICHOLS** returns to the warworks for the Bluebird batch.

### In the East

**BOB BENNETT**, back in Philadelphia to his society schedule after wintering at 52d Street Club in Palm Beach, Fla., has incorporated a new presentation idea for his music-makers . . . calls it "Music in Colors" . . . a concealed lighting system is installed in the stands and as they play, different colored lights flood the stand to blend with the type of song played . . . makes a colorful setting for Bob's colorful music. **HAROLD AUSTIN** crosses the color line when he locates April 1 at Glen Park Casino, Buffalo . . . adds "Peanuts" Holland, who had his own gang at the black-and-tan spots, to the trumpet section . . . **BERNIE CUMMINS** holds over at William Penn Hotel, Pittsburgh, till May when the Urban Room's season starts . . . **Pitt's Harbor Casino** returns **McKINNEY'S COTTON PICKERS** June 9 thru July 6 . . . **IRVING FIELDS** opens April 5 at Hotel Crossinger, Fallsburgh, N. Y. . . **JIMMIE ANDREWS** holds over for the April month at Fire-side Inn, Providence.

### Chicago Chat

**Henry Busso's** recently discarded band together again . . . will operate co-op. name to be selected this week . . . band will undoubtedly go under William Morris banner, practically set to follow **RUSS MORGAN** into the Chez Paree in May . . . **Drake Hotel**, which was almost snared by another office, remains on MCA books, with **TED WEEMS** set to follow Wayne King into the hostelry April 14 . . . but it's still a tom-up, on the office, that'll add the fat Bon Air Country Club account when it becomes active again next month . . . operator **BILL JOHNSON** will use top bands, and all the leading ork peddlers are courting him.

### Cocktail Combos

**LOOKS** like a cocktail combo is going to get the call from **BENNY GOODMAN** when the swingmaster introduces a new jam combo to take over when his present Quartet leaves out . . . **WILLARD (MOA) ALEXANDER**, Goodman's manager, has signaturred the **FOUR ES-QUIRES**, current at Promenade Cafe, Newark, N. J. . . . foursome hail from Philadelphia and the saxology ornamenting from their single guitar, accordion and bass is slightly terrific . . . Alexander is changing their name but we'll have to wait until their initial Vocalion records are released to catch their new tag . . . **Hotel Utah**, Salt Lake City, brought in the **TAVERN CLUB BOYS** for its Rendezvous Room . . . **JOE COSTA** and his Men of Note hold over till April 27 at Chase Hotel, St. Louis . . . **THREE PEPPERS**, at Park, Central Hotel, New York, double between the upstairs Coconut Grove and downstairs Cocktail Lounge . . . **DAVE HAMILTON QUINCY** at Palace Gardens, Lansing, Mich., till the first of May . . . **CHET and MARCIA LONG**, featuring their "Impromptus in song," linger at Milwaukee Athletic Club, Milwaukee . . . **PADDY and JOE**, the Royal Palm Boys, have four more weeks to go before they call it a fourth season at Royal Palm Club, Miami, Fla. . . . **STERLING GRABIN**, solo, entertainer, draws a holdover on the completion of his third month at Blackstone Hotel, Ft. Worth, Tex. . . . **Clady's** Cocktail Lounge, new sipping and snacking spot at Sunnyside, L. I., N. Y., starts off with **CLARE RINOWALT** and his Fashion Aires . . . **CAL CALLOWAY** and his Top Aires now fly the MCA

banner . . . unit opened this week for an indef stretch at Ft. Armstrong Hotel, Rock Island, Ill. . . . **JACK KURTZE'S** Rollickers rolled into Hotel Spencer, Marion, Ind. . . . **THE FIDDLERS THREE** hold over at Top Hat Club, Madison, Wis. . . . **P. S. Edwards**, New York booker, takes over the management of **MARIA KARSON'S** Musicals Congress Hotel, Chicago, gets the **FOUR CALIFORNIANS** April 4 for five weeks . . . **THE SWINOSTERS** jumped from Florida to Rockford, Ill., opening this week at Hotel Nelson's Dyke Room . . . **William Morris Agency** signed **REED and VALLI**, who opened last week at the Netherland Plaza Hotel, Cincinnati.

### Way Out West

**CARL NOBLE** reorganized the Gold Coasters . . . he was the piano pounder with the band when Carson Donnelly had it some years back at Drake Hotel, Chicago . . . the reunited Coasters career till mid-May at Rivoli Theater, Muncie, Ind., and then take to touring for Mutual Orchestra Service . . . **CLIFF KYES**, routed by Lloyd Hall, barnstorms the Nebraska and Iowa ballrooms . . . **HAPPY BROOKS**, batoning a new band, is scoring hits all over Northwest Oklahoma, Southern Kansas and the panhandle of Texas . . . **EMERSON OLL** takes over the stand at Frontenac Cafe, Detroit, for a fortnight starting April 8 . . . and in the same Motor City, **DON RICARDO** located at the Oasis for a month . . . after a dozen weeks at Richmond Hotel, Lexington, Ky., **MEL CROCKER** returned this week to Red Horse Cafe, Steubenville, O. . . . **BUS WIDMER** locates at Trimble Springs Night Club, Durango, Colo. . . . **SEOR ELLIS**, opens April 11 at Netherland Plaza Hotel, Cincinnati, staying till the first of May . . . moves to Van Cleve Hotel, Dayton, O., May 4-31, and takes in the Noodlet Hotel, Minneapolis, June 3-30 . . . **PAUL BABIN** precedes Ellis into the Van Cleve, closing in Thursday (30) . . . **MARVIN FREDERICK** opens April 7 at Cosmopolitan Hotel, Denver . . . deal is on fire for **BUNNY BERIGAN** to locate at Trianon Ballroom, Cleveland . . . **RUSS MORGAN** plays the June 30 week at Eastwood Gardens, and the following seven days at Westwood Gardens, both Detroit summer dance spots . . . **ANSON WEEKS** takes in a fortnight, starting April 7, at Hotel Muehlebach, Kansas City, Mo., with **GRAY GORDON** on the follow on the 21st for an indef stretch . . . **RAN WILDE** opens the first of the month at the Hofbrau, San Diego, Calif. . . . it's an indef stay for **HAL BORNE**, opening April 5 at Florentine Gardens, Los Angeles.

### Down in Dixie

**FLOYD MILLS** opens April 7 for an indef stretch at Hotel Chamberlin, Old Point Comfort, Va. . . . and at Virginia Beach **KING'S JESTERS** start the season at Terrace Beach Club May 28, lingering for a fortnight . . . **LANG THOMPSON** opens the same spot July 9, remaining thru August 22 . . . steady parade of monickered Maestri are set to follow **CLYDE LUCAS** into Beverly Hills Country Club, Newport, Ky. . . . **TED LEWIS** takes over April 14, with **ABE LYMAN** on the follow May 11 for a four-weeker, similar stretches inked in for **PHIL HARRIS** and **EDDY DECHIN** . . . **RAY WILLIAMS** has his option taken up for four more weeks at Chez Maurice, Dallas . . . **GERRY GERARD** returned to Windsor Castles, Atlanta, to remain thru the summer.

### Notes Off the Cuff

**LUIGI ROMANELLI**, current at King Edward Hotel, Toronto, marks his 20th anni. in the band biz . . . **MART KENNY** set for Toronto's Royal York Hotel, opening May 18 . . . **EMERSON OLL** opens this week at Nu Eins Ballroom, Youngstown, O. . . . **HEN CUTLER** takes over the stand April 5 at Book Cadillac Hotel, Detroit . . . **EMERY DEUTSCH**, current at Noodlet Hotel, Minneapolis, jumps to Milwaukee to open April 6 at Schroeder Hotel . . . **PAUL WAMBISH**, former Paul Whiteman booking manager, taking a month's vacation in Hollywood before returning to New York to regulate his own activities . . . and so 'tis sing your cuffs to the cleaners.

currently . . .

# 2nd SMASH WEEK

**PARAMOUNT THEATRE**  
New York

**CHARLIE BARNET**  
and his  
ORCHESTRA  
featuring  
Judy Ellington

Get Ready  
Philly . . .

Opening April 7th  
FOX THEATRE  
Philadelphia

Back on the  
Air From . . .

**RAYMOR BALLROOM**  
Boston

Opening April 15th  
NBC Networks  
4 Times Weekly

**VICTOR-BLUEBIRD RECORDS**

Direction . . .

**CONSOLIDATED RADIO ARTISTS, Inc.**



### Sheet-Music Leaders

(For Week Ending March 25)

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 Kinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Title	Last Wk.	This Wk.
1	1. Deep Purple		
2	2. Penny Serenade		
3	3. Umbrella Man		
4	4. I Get Along Without You Very Well		
5	5. Little Sir Echo		
6	6. The Masquerade Is Over		
7	7. God Bless America		
8	8. You're a Sweet Little Headache		
9	9. Heaven Can Wait		
10	10. Could Be		
11	11. Hold Tight		
12	12. I Cried for You		
13	13. I Promise You		
14	14. Gotta Get Some Sleep-Eyes		
15	15. This Is It		

### Ban on Boll Weevils Finds Ia. Ballrooms Bettering Biz 11.6%

CHICAGO, March 25.—Extermination of the wacky bugs of the jitter specs by Iowa Ballroom Operators' Association some six months ago has paid off with increased spending by the more staid followers of the dances and musical aggregations. The average gross of the some 70 ballroom managers in the association has jumped 11.6 per cent over last year, and this despite the fact that b.-o. figures have slipped 2 per cent, according to the official spokesman.

Ops trace this cash upturn directly to the fact that the "sweater clad, space consuming dancer" has been replaced by a more respectable class of hooper who checks his topper rather than leaving it at home and takes time to buy his fem partner a drink of orange between dance sets.

The ops were further elated by this turn of things when industrial surveys showed the State's general biz of 6 per cent this annum, and claim their totals would have sunk low had they been dependent on the low-paid or unemployed jitterer to swell their coffers. One of the members was quoted as saying that after barring the ballroom boll weevils his biz tilted 60 per cent. Another said his biz had steadily increased at the concessions since his customers started coming with neckties and overcoats.

### Walled Lake Sets Bands

WALLED LAKE, Mich., March 25.—New Casino Ballroom here starts its new season April 14, with a week-end dancing policy skidded until May 23, at which time nightly terping goes into effect. Red Nichols tees off, followed by Tiny Hill, Jimmy Livingstone, Cecil Golly, Dick Gardner and Lawrence Welk. With the exception of Nichols, all are Frederick Bros. Music Corp. bands. Orks will be changed weekly until summer season starts. Spot is owned and operated by Leona Tolettene and managed by Albert Tolettene.

### Joy Gets Oberstein Post

NEW YORK, March 25.—Leonard W. Joy has been appointed to permanently succeed Eli Oberstein as RCA-Victor's recording manager of Artists and Repertoire. Appointment to the post follows his temporary handling of the job after Oberstein left the company several weeks ago. Joy, who has been with Victor since 1928, will be in complete charge of selecting tunes and talent for Victor and Bluebird pop labels.

### Truck on Down But Watch the Red Lights

CLEVELAND, March 25.—Swing can now definitely be considered to have arrived, having broken down—officially—the dignity of the local law enforcement agencies. No better proof of the influence of the current musical mode—insofar as the local police department is concerned—can be offered than a sign, erected in the center of a street at Public Square here, and addressed to pedestrians and motorists alike, which reads: "Jeepters Creepters, Use Your Peepers!"

### Music Items

**Songs and Suchs.**  
Tony Sacco signs Jimmy Franklin placed a new novelty number with Mel-Art Music Co., The Scissors Grinder. Sacco's Shambertina Along the Seawall has Words and Music Co. behind it, with the tune getting Ella Fitzgerald and Mildred Bailey waxings.

Joda, one of the original swingers from way back, is being reissued by Polat, with a new batch of lyrics by Stan Wynn, radio and nitery songstress.

Fourteen of Irving Segal's numbers are published in the National Song Review, along with his picture and life story.

Latest Fred Hollander-Frank Loesser collab for Paramount is Song of the Beachcomber for the studio's King of the River.

#### Publishers' Paragraphs

Jack Robbins signed Dana Success, one of Tin Pan Alley's foremost fem composers, to an exclusive writing contract. Rookeette is her first compo as a Robbins staff tunesmith. Another Robbins signee is Bud Freeman, former Dooey and Goodman sax man.

Mills is starting to work on the four tunes from the new World's Fair edition of the Cotton Club Parade. Titles are Don't Worry 'Bout Me, What Goes Up Must Come Down, Got No Time and If I Were Sure of You, all penned by Hube Bloom and Ted Koehler.

Bryce Lavigne is the new sales manager of Zeller Publishing Co., Amstetown, N.-Y. Firm's latest release is Blue Rain.

New series of rhythm arrangements of

perennial standards being issued by Feist under the title Feist's All-Star Series (Of Modern Rhythm Classics). Among the arrangements are some by Eddie Miller for sax, Joe Venitti for violin and Bobby Haggart for bass fiddle.

### Songs With Most Radio Plugs

## "This Is It" Jumps to Top; "Deep Purple" Is Runner-Up

Songs listed are those receiving 10 or more network plugs (WJZ, WFLB, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, March 24. Independent plugs are those received on WOL, WNEW, WOMA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Artist	Plugs	Index
1	1. This Is It (M)	Chappell	28	18
2	2. Deep Purple	Robbins	20	37
3	2. Penny Serenade	Shapiro-Bernstein	20	26
4	3. I Get Along Without You	Famous	20	23
5	4. Gotta Get Some Sleep-Eyes	Berlin	24	23
6	5. Hold Tight	Exclusive	22	24
7	6. Heaven Can Wait	Bernick	22	28
8	6. Masquerade Is Over	Crawford	22	28
9	7. Little Sir Echo	Bregman, V. & G.	20	20
10	7. Could Be	Santley	20	20
11	8. Begin the Beguine	Harms	19	21
12	9. You're a Sweet Little Headache (F)	Paramount	18	13
13	10. I Have Eyes (F)	Paramount	17	18
14	11. I Cried for You	Miller	16	18
15	11. Moon Is a Silver Dollar	Robbins	16	15
16	11. My Heart Belongs to Daddy (M)	Chappell	18	13
17	12. This Night (F)	Bregman, V. & G.	14	18
18	12. Have a Heart	ABC	14	16
19	13. I Long to Belong to You	Red Star	13	10
20	13. I Promise You	ABC	13	8
21	14. Chopsticks	Shapiro-Bernstein	13	6
22	14. We've Come a Long Way Together	Feist	11	24
23	15. Good for Nothing	Wernick	11	17
24	15. Last Night a Miracle Happened	Spier	11	7
25	16. I Want My Share of Love	Harms	10	13
26	16. How Strange (M)	Feist	10	23
27	16. Our Love	Chappell	10	13
28	16. Honolulu (F)	Bregman, V. & G.	10	9
29	16. Funny Old Mills (F)	Paramount	10	5

I want to take this opportunity to thank my many friends and colleagues for their unselfish expressions and assistance in my hour of grief...

Also my sincere appreciation to the Executives of the Loew Circuit for their kindness and consideration during my engagement at Loew's State Theatre, New York, week of March 16, 1939.

(signed) GEORGE HALL

**Everything New**  
BUY THE  
**RHAPSODY IN BLUE**

**PAUL WHITEMAN**  
and his  
**ALL-AMERICAN BAND**  
PICKED TO  
PLAY THE  
**NEW ENGLAND  
CONFECTIONERY SHOW**  
Mechanic's Hall,  
BOSTON,  
MARCH 30th and 31st

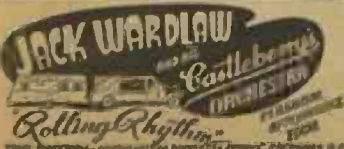
TUNE IN THE  
**CHESTERFIELD SHOW**  
CBS Coast-to-Coast  
Wednesdays, 8:30 E.S.T.

Booked exclusively by  
**ARTISTS MANAGEMENT, INC.**  
17 East 45th St. New York  
MURPHY JEM 2-1838.



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

Send your correspondence to advertisers by attaching The Billboard.



**JACK WARDLAW**  
Rolling Rhythms  
Calleberry  
GARDNER



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

# Orchestra Routes

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

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

- A**  
 Akeley, Carlisle (Rancho San Pablo) San Francisco, Calif., no.  
 Almona, Harold (City Dump) NYC, no.  
 Andrews, Jimmie (Firestone Inn) Providence, R. I.  
 Angelo (Berloutti's) NYC, no.  
 Avard, Joe (Lido) Westbury, Mass., no.  
 Azeola, Al (Onozaga) Syracuse, N. Y.  
 Ash, Paul (Elmy) NYC, t.  
 Asch, Billy (Club Savona) Monroeville, Pa., no.

- B**  
 Bass, Billy (Schroeder) Millersville, Pa.  
 Bass, Edna (Flaestine Gardens) Hollywood, no.  
 Banaga, Johnny (Congress) Chi. h.  
 Barnes, Charlie (Paramount) NYC, t.  
 Barrie, Dick (Devere's) Buffalo, no.  
 Barron, Eddie (Loew's Grand) Atlanta, Ga.  
 Barrow, Charles (Brook) Bound Brook, N. J., t.  
 Bartal, Gene (Piccadilly) NYC, h.  
 Bass, Charles (Elmer) NYC, h.  
 Beecher, Ed (Synapse Gardens) Chi. h.  
 Berk, Joe (Lutcher) Pittsburgh, no.  
 Blake, Lee (Chas. Farel) Omaha, Neb., no.  
 Beyer, Arthur (Earl Carroll's) Hollywood, no.  
 Bono, American (Grand) Buffalo, no.  
 Boone, Dever (Earl Washington) Jacksonville, Fla., h.  
 Boroff, Mitch (Chi-Amil Mountaineer) N. J., no.

- C**  
 Bradford, Forest (Gleam) Newport, Ky., h.  
 Brandt, Eddy (Stevens) Chi. h.  
 Bragg, Vincent (Ambassador) NYC, h.  
 Brandwynne, Ned (East House) NYC, h.  
 Braslow, Irving (Jack Stamp's) Philadelphia, no.  
 Bread, Dick (Pony Club) Ft. Lauderdale, Fla., no.  
 Brent, Mike (New Colonial) Singe, N. J., no.  
 Broder, Ace (Merry Garden) Chi. h.  
 Brown, Mule (Gay Cabin) Atlanta, no.  
 Brown, Lee (St. Paul) St. Paul, h.  
 Bryson, Jack (Toni) New Haven, Conn., h.  
 Budy, Buddy (Henry Grady) Atlanta, h.  
 Bush, Eddie (Elmer) Hollywood, no.  
 Busse, Henry (New Yorker) NYC, h.

- G**  
 Callaway, Cal (Pt. Armstrong) Rock Island, Ill., h.  
 Calley, Cab (Cotton Club) NYC, no.  
 Canabala, Harry (Atlantic Billboards) Atlanta, Ga., h.  
 Canabala, Joe (Versailles) Hollywood, Fla., no.  
 Cappy, Milt (Woods Bar) Union City, N. J., no.

- D**  
 Davis, Frankie (Berca Cabaret) Melford, Canbyville, Va., no.  
 Davison, J. J. (Barringer) Madison, Wis., h.  
 Day, Buddy (Capitol) Washington, D. C., h.  
 Decker, L. (Argonaut) NYC, no.  
 Decker, L. (Argonaut) NYC, no.  
 Decker, L. (Argonaut) NYC, no.

- E**  
 Daley, Jack (Corktown Tavern) Detroit, no.  
 Dade, Terry (Milton Stadium) Hollywood, no.  
 Danberg, Bobbie (Cory) Chi. h.  
 Davis, Eddie (Largo) NYC, no.  
 Davis, Frankie (Tower Inn) Chi. h.  
 Davis, Paul (Mid-A-West) Muncie, Ind., h.  
 DeAngelis, Harry (Copley-Square) Boston, h.  
 DeCher, Paul (State) Columbus, O., no.  
 Dell, Lou (Woodside Gardens) Woodside, N. Y., no.  
 Deutsch, Emory (Nicollet) Minneapolis, Minn., h.  
 DeVito, Don (Berkeley-Carter) Asbury Park, N. J., h.  
 Dickman, Harry (Melson) Rockford, Ill., h.  
 Dennis, Al (Fox) Philadelphia, Pa.  
 Dewey, Jimmy (Strand) NYC, t.  
 DeWitt, Tommy (Antlers) Kansas City, Mo., no.

- F**  
 Donkey, Bill (Green Haven Inn) Mammoth, N. Y., no.  
 Duerr, Delph (Green Derby) Cleveland, no.  
 Duks & Their Dishies (Wyder Hall) Detroit, h.  
 Dunham, Don (Tepper) Cincinnati, h.  
 Duran, Lee (La Cona) Hollywood, no.  
 Duran, Edward (Earl Carroll's) Hollywood, no.  
 Duran, Ray (Kil) East NYC, no.

- H**  
 Edwards, Roy (Arcadia) NYC, h.  
 Elliott, Jack (Parsons) Detroit, no.  
 Ely, Joe (Queen Mary) NYC, no.  
 Emel (Nappa Gardens) Chi. h.  
 Engle, Freddy (Sea View Inn) Albany, N. Y., no.  
 Engle, Charles (Harry's New York Cabaret) Chi. h.  
 Epke, Sidney (Victor Hugo) Los Angeles, no.  
 Evans, Pete (O'Leary's Bar) NYC, no.

- I**  
 Felton, Happy (State) Hartford, Conn., h.

- J**  
 Feild, Don (Stratford) Bridgeport, Conn., h.  
 Fields, Skip (Roosevelt) New Orleans, h.  
 Fidler, Mack (Club Versailles) Hollywood, no.  
 Fildner, Johnny (Elmer) San Antonio, h.  
 Fisher, Jack (Vienna Room) Boston, no.  
 Fisher, Bud (Old Vienna) Cincinnati, no.  
 Fisher, Art (Club Kincoet) Chi., no.  
 Fisher, Mark (Royal Palace) Chi. h.  
 Fisher, Freddy (Lookout House) Covington, Ky., no.  
 Fish, Jerry (Franklin) Toledo, no.  
 Fish, Sam (St. Moritz) NYC, h.  
 Francis, Leeb (Paddock) Chi. h.  
 Franklin, Morton (Netherland Plaza) Cincinnati, h.  
 Freeman, Fred (Hilly Hilly) NYC, no.  
 Frendberg, Leo (Roses House) Newark, h.  
 Funk, Larry (Prestonia Club) Detroit, no.

- K**  
 Gagen, Frank (Adelphi) Philadelphia, Pa.  
 Gary, Joaquin (Victor Hugo) Beverly Hills, Calif., no.  
 Gaspari, Dick (Ambassador) NYC, h.  
 Gates, Ed (Royal Palm Club) Miami, no.  
 Gata, Bill (Macon Inn) Macon, Ga., no.  
 Gerard, Gerry (Windsor Castle) Atlanta, no.  
 Gilford, Dave (Thomas Jefferson) Birmingham, Ala., h.  
 Gilman, Fred (Nell House) Columbus, O., h.  
 Gilman, Frank (Northwood Inn) Detroit, no.  
 Givney, Leonard (Pine Lodge) Eau Claire, Wis., no.  
 Gordon, Gray (Edison) NYC, h.  
 Gordon, Lloyd (Michigan) Kansas City, Mo., h.  
 Graefelder, Francis (460 Club) Wichita, Kan., no.  
 Granele, Ozzie (Osborne) New Haven, Conn., h.  
 Grant, Bob (Book-Offices) Detroit, h.  
 Green, Jimmy (Ball-Ball) Chi., no.  
 Green, Louis (Windsor) Tacoma, Wash., h.  
 Griffin, Benny (Savaria) Buffalo, no.  
 Gunder, Johnny (Parkland Club) Kansas City, Mo., no.

- L**  
 Hall, Stepp (Shore Bar) Fitchburg, Mass., N. Y., no.  
 Hamilton, Dave (Palace Gardens) Lansing, Mich., no.  
 Hamilton, Johnny (Triston Club) Santa Fe, N. M., no.  
 Hardy, Bob (Flamingo) Boston, no.  
 Harris, Paul (Wiltshire Bowl) Los Angeles, no.

- M**  
 Harriet, Harold (Schmidt's Farm) Searsville, N. Y., no.  
 Harris, Ken (Cork Club) Providence, no.  
 Harris, Wm. (W. V. Tavern) Cincinnati, no.  
 Hatell, Horace (Biltmore) NYC, h.  
 Henderson, Fletcher (Grand Terrace) Chi. h.  
 Henry, Ed (Rialto Casino) Englewood Cliffs, no.  
 Henry, John (Carolyn) Columbus, O., no.  
 Herbeck, Ray (Billmore) Dayton, O., h.  
 Herman, Peter (Casa Manana) Boston, no.  
 Herman, Woody (Famous Door) NYC, no.  
 Herth, Milt (Case Firehouse) NYC, no.  
 Hols, Ernie (Belmont Plaza) NYC, h.  
 Holiday, Byron (Murray's) East Orange, N. J., no.  
 Holmes, Herbert (Ph-Nor) Kansas City, Mo., h.  
 Horton, Chris (Lombard's) Bridgeport, Conn., no.  
 Hook, Orr (Park Central) NYC, h.  
 Howard, Vincent (Perona's) Anderson, N. J., no.  
 Hugo, Victor (Little Bohemian) Philadelphia, no.  
 Hunter, Ed (Wilder Bar) Cincinnati, no.  
 Huston, Dan Ray (Rose Bowl) Chi. h.  
 Hyatt, Jack (Costa) Baltimore, no.

- N**  
 Frisky, Mac (Chandler) Millburn, N. J., no.  
 John, Al (Billmore) Providence, h.  
 Jones, Harry (Pennsylvania) NYC, h.  
 Jordan, Art (Philosophical) Philadelphia, no.  
 Joy, Jimmy (Ben Franklin) Philadelphia, h.  
 Jurgens, Dick (Triannon) Chi. h.

- O**  
 Karson, Mack (Opera) Orlino, O., h.  
 Kay, Herbert (St. Francis) San Francisco, h.  
 Kay, Sammie (Cosmopolitan) NYC, h.  
 Kay, Al (Metropolitan) Stockton, Calif., no.  
 Kemp, Hal (Waldorf-Astoria) NYC, h.  
 Kendrick, Gene (Gloria Club) NYC, no.  
 Kent, Jerry (Playbill) Union City, N. J., no.  
 King, Wayne (Drake) Chi. h.  
 King, Ray (Brook-Bumlike) N. J., no.  
 Kinley, Ray (Lexington) NYC, h.  
 Kramer, Ray (Ritz) Superior, Wis., no.  
 Kramer, Howard (Riverdale) Green Bay, Wis., no.  
 Kristal, Ozzie (Cavalier) Montgomery, Ala., no.  
 Kuba, Otto (College Inn) Chi. h.  
 Kuba, Dick (AMCO) NYC, h.

- P**  
 Kertis, Jack (Spencer) Marion, Ind., h.

- R**  
 Lako, Sol (600 Club) Chi. h.  
 Lando, John (El Regis) NYC, h.  
 Lang, Sid (Uki Ha) Chi. h.  
 Lang, Teddy (Club Cavalier) NYC, no.  
 LaPorte, Joe (Old Roman) NYC, no.  
 Larr, Harold (Royal York) Toronto, Ont., h.  
 Larr, Carl (Minneapolis) Minneapolis, Minn., h.  
 LeBaron, Eddie (Rainbow Room) NYC, no.  
 LeHar, Billy (Spa) Richmond, Ind., no.  
 LeRay, Chester (Golden Sped) Chi. h.  
 Leza, Julia (Metropolitan) Kansas City, Mo., no.  
 Leza, Wade (Royal Armat) Buffalo, no.  
 Leonard, Harold (Rosedale) Kansas City, Mo., h.  
 Lewis, Bobby (Royal Palm) Boston, no.  
 Lewis, Ernie (Elmer) NYC, h.  
 Lombardo, Oop (Roosevelt) NYC, h.  
 Lombard, Angelo (Delavan) Buffalo, no.  
 Long, Johnny (Buller) Buffalo, no.  
 Lopez, Joe (Rook Club) NYC, no.  
 Lovland, Archie (Olympic) Seattle, h.  
 Lowe, Bert (Lenox) Boston, h.  
 Loze, Clyde (Devere Hill) Newport, Ky., no.

- S**  
 Lyssa, Billy (Mastie) Bronx, N. Y., no.  
 Lyons, Milt (2 o'Clock) Baltimore, no.

- T**  
 McCoy, Clyde (Muehbach) Kansas City, Mo., h.  
 McCoy, Howard (Ambassador) Chi. h.  
 McCorra, Will (Murray's) Tuckahoe, N. Y., no.  
 McDowell, Adrian (Andrew Jackson) Nashville, Tenn., h.  
 McFarland, Twain (Symposium) Syracuse, N. Y., no.  
 McFarlane, Frank (Chalet Moderne) NYC, no.  
 McIntire, Dick (Hula Inn) Hollywood, no.  
 McKay, Coy (Jupiter Beach) Detroit, h.  
 McKenna, Red (Greenwell Terrace) Louisville, no.  
 McKinney's Cotton Pickers (Harlem Casino) Pittsburgh, no.  
 McPherson, Jimmy (Torch Club) Los Angeles, no.  
 McPherson, Jimmy (Torch Club) Los Angeles, no.  
 McPherson, Jimmy (Torch Club) Los Angeles, no.

- U**  
 Madala, Genie (Big Tent) Bay City, Mich., no.

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

- V**  
 Mandala, Frank (Embassy Club) West Orange, N. J., no.  
 Mandala, Frank (Embassy Club) West Orange, N. J., no.  
 Marshall, Tom (Old Gallop) Peoria, Ill., no.  
 Martinez, Joe (Cotton Club) Chi. h.  
 Maples, Nelson (Webster Hall) Pittsburgh, h.  
 Marcelino, Murray (Rainbow Rendezvous) Salt Lake City, no.  
 Marjo, Ray (Spring Club) NYC, no.  
 Maranda, Lou (Harlow House) NYC, no.  
 Marland, Jack (Flara) NYC, h.  
 Marston, Al (New Penn) Pittsburgh, no.  
 Martin, Dave (St. George) Brooklyn, h.  
 Martin, Lou (Leon & Eddie's) NYC, no.  
 Martin, Freddie (Argonne) Chi. h.  
 Master, Freddie (Nul Club) NYC, no.  
 Maul, Bertie (Silver Moon) Pueblo, Colo., no.  
 May, Elmer (Morie Carl) NYC, no.  
 Messner, Johnny (McAlpin) NYC, h.  
 Meyers, Viet (Triannon) Seattle, no.  
 Michael, Ray (Cocktail) Newark, no.  
 Miller, Glenn (Meadowbrook) Cedar Grove, N. J., no.  
 Millender, Lucky (State Palace) NYC, h.  
 Millington, James (Black Cat) NYC, no.  
 Mills, Joe (Empire Beach) Chi. h.  
 Molina, Leo (El Patio) San Francisco, h.  
 Monro, Hugh (Deaher-Wallick) Columbus, O., h.  
 Monroe, Vaughn (Dempsy's) Miami Beach, Fla., no.  
 Moore, Billy (El Club) Grand Rapids, Mich., no.

- W**  
 Mooney, Art (Vanity) Detroit, h.  
 Moore, Carl Deacon (Lowry) St. Paul, Minn.  
 Morris, Skeets (Tandella Gardens) Richmond, Va., no.  
 Morris, George (Whirling Top) NYC, no.  
 Morton, Gerry (Savoy Plaza) NYC, h.  
 Morton, Hughie (Anchorage) Pittsburgh, no.  
 Muro, Hal (Athletic Club) Minneapolis, h.  
 Murphy, Francis (Ten Foot) Albany, N. Y., h.  
 Murray, Charlie (Cafe Paris) NYC, no.

- X**  
 Nagel, Harold (Pierre) NYC, h.  
 Nance, Skipper (Devere Gardens) Little Rock, Ark., no.  
 Newman, Abe (Riviera) Trenton, O., no.  
 Newman, Ray (Rainbow Room) NYC, no.  
 Newson, Frank (Cafe Society) NYC, no.  
 Nichols, Red (Netherland Plaza) Cincinnati, h.  
 Nielson, Paul (Moonlight Gardens) Saginaw, Mich., h.  
 Niva, Bert (Grant Inn) Burlington, Ont., h.  
 Noble, Leland (Gladstone) Boston, h.  
 Noble, Carl (Rivoli) Muncie, Ind., h.  
 Norris, Stan (State Lake) Chi. h.  
 Notafara, Al (Village Cellar) NYC, no.  
 Novy, Mihal (Casino Russo) NYC, no.

- P**  
 Pablo, Don (Palm Beach) Detroit, no.  
 Pacheco, Joe (St. Francis Drake) San Francisco, h.  
 Palmer, William (La Marquette) NYC, no.  
 Palmer, Alister (Opera) Rochester, N. Y., h.  
 Palmquist, Kristi (New Windmill) Natchez, Miss., no.  
 Parham, Ed (Versailles) NYC, no.  
 Paul, Eddie (Columbia) Cleveland, h.  
 Paul, Toasty (Orchestra) Chi. h.  
 Pearl, Ray (Cherry) Chi. h.  
 Peaslee, Paul (Palace) San Francisco, h.  
 Pearl, Gene (Club Savona) Hollywood, no.  
 Peyton, Jimmy (Pina) Pittsburgh, no.  
 Phillips, Ray (Overdrew House) Boston, h.  
 Phoenix, Vic (Warwick) NYC, h.  
 Pierce, Ross (Lookout House) Covington, Ky., no.

- Q**  
 Quidan, Juan (Monte Cristo) Chi. h.  
 Pooley, Bob (Dunroff) Worcester, Mass., h.  
 Powell, Murray (Rockwell) Glens Falls, N. Y., h.  
 Price, Jack Arnold (Merry-Go-Round) Newark, no.

- R**  
 Quartell, Frankie (Town Club) Cleveo, Ill., no.  
 Ramirez, Ray (Le Mirage) NYC, no.  
 Ravel, Arthur (Arabian Nights) NYC, no.  
 Ravel, Don (Greenwich Village Casino) NYC, no.  
 Ray, Jack (Crystal) Fargo, N. D., h.  
 Reiter, Al (Lenny) Troy, N. Y., no.  
 Reves, Al (Continental) Detroit, no.  
 Ricardo, Don (Casal) Detroit, no.  
 Rice, Ray (Cafe Hour Club) Atlanta, no.  
 Richardson, Robert (Bivouac Casino) Honolulu, Va., no.  
 Rider, Ray (English Tavern) Richmond, Va., no.  
 Riley, Milt (Nick's) NYC, no.  
 Risna, Gino (Chicago) Chi. h.  
 Ringwald, Clark (Clady's) Sunnyside, L. I., no.

- S**  
 Robinson, Chas (Alabam') Chi. h.  
 Rodrigo, Rano (Harvans-Madrid) NYC, no.  
 Roeder, Eddy (Belmont) Baltimore, no.  
 Rollins, Adrian (Belmont Plaza) NYC, h.  
 Romell, Rocky (Clinton Ford Pavillon) Rosendale, N. Y., h.  
 Ronald, Thos (Globe) Cincinnati, h.  
 Ruhl, Warren (Lilgoin) Pittsburgh, Mich., h.

- T**  
 Rubin, Paul (Var Club) Dayton, O., h.  
 Sachs, Coleman (Strling) Birmingham, Ala., h.  
 Saunders, Hal (Montparnasse) NYC, no.  
 Savit, Jan (Linden) NYC, h.  
 Seeger, Chas (El Tiro) Dallas, no.  
 Scott, Elmer (Rivoli) NYC, no.  
 Sharron, Sully (Swing Club) NYC, no.  
 Shaw, Bob (Boo Lido) Dalton, Ala., no.  
 Shaw, Maurice (Dempsy's) NYC, no.  
 Shelley, Lee (Lilgoin) Cincinnati, h.  
 Shultz, Bob (Paramount) NYC, h.  
 Skinner, Fred (Capri) Hollywood, no.  
 Smith, Joseph C. (La Rue) NYC, no.  
 Smith, Ray (Stones Grill) Marion, O., no.  
 Smith, Paul (Highland Park) Birmingham, Ala., h.

- U**  
 Smith, Cliff (La Salle) Chi. h.  
 Southern Gentleman (Music Bar) Omaha, no.  
 Speer, Paul (Kil Wa Low) Toledo, no.  
 Steck, Our (Brook Summit) N. J., no.  
 Steney, George (Coo Range) NYC, no.  
 Stevens, Dale (Arabian Club) Columbia, S. C., no.  
 Stewart, Billy (Gardner's Grove) Seattle, h.  
 Stump, Eddie (Wolf's Gardens) Toledo, no.  
 Strong, Benj (Brown) Louisville, h.  
 Stuck, Dick (Brown Derby) Boston, no.  
 Sud, Joseph (Cosmopolitan) Denver, h.  
 Sullivan, Joe (Big Club) Hollywood, no.  
 Sultans of Swing (Old Mill) Salt Lake City, no.

- V**  
 Suss, Theres (De Witt) Union City, N. Y., h.  
 Svirly, Don (Berloutti's) NYC, no.  
 Sylvester, Bob (Club Rex) Birmingham, no.

- W**  
 Tansella, Steve (Hi-Hat) Bayonne, N. J., no.  
 Tanguerd, Jack (Rosedale) NYC, h.  
 Thompson, Gianni (Fountain) NYC, h.  
 Thisher, Bob (The Casino) Chi. h.  
 Tisdale, Tris (Coo Range) NYC, no.  
 Tison, Carl (Troika) Washington, D. C., no.  
 Torma, Loren (Hilly Club) Wichita, Kan.  
 Traub, Ted (Lime Meadow) Lexington, Ky., no.

- X**  
 Tucker, Ozzie (Palmer House) Chi. h.  
 Tucker, Tommy (Baker) Dallas, h.  
 Turk, Al (Royale Palace) Chi. h.  
 Tye, Bill (Roxy) Columbus, O., no.

- Y**  
 Varva, Jacotto (Club Tivoli) Jaures, Minn.  
 Vance, Eddie (500 Club) Chi. h.  
 Veronitians (William Penn) Pittsburgh, h.  
 Verdon, Vitian (Cafe Venice) Galveston, Tex., no.  
 Vozien, Nick (Coo Range) NYC, no.

**BROADWAY HOTEL**

315 TREMONT STREET AT BROADWAY, BOSTON, MASS.

Conveniently Located in the Heart of Boston's Theatre and Shopping District.  
 ATTRACTIVE PROFESSIONAL RATES. WIFIEN, WITH BATH, \$3.00 UP.

**BOSTON'S HOME FOR TRAVELING BANDS**

COURTESY AND HOSPITALITY. P. O. PINI, MANAGER.



# Group Nears Rep Co. Goal

**\$50,000 profit since 1937 in sinking fund for 40-wk. season—\$100,000 needed**

NEW YORK, March 25.—The \$30,000 profits which the Drama Group Theater Corp. (the Group Theater to you) has banked since its reorganization in the summer of 1937 takes it within striking distance of its ultimate aim—a \$100,000 liquid account with which to support a 40-week New York repertory and a summer theater tryout session, Kermit Bloomgarden, general manager, said this week. The current repertory of *Asaoka* and *Sing and Rocket* to the Moon is a step in that direction. No specific date has been set for the inauguration of the rep. company, but it is fairly certain that at least another year will elapse before the Group hits its goal.

More immediately, the Group will re-establish its dramatic school next season on an all-scholarship basis, rather than follow last year's policy which permitted paying students too. Altogether there were about 40. The that arrangement closed the school season with \$1,000 to the good; it is not being repeated. Resumption of classes under Robert Lewis will be exclusive training ground for future Group actors, with an advance curriculum to keep dramatic members well geared.

Group's profits take on added importance in view of current clamor at Actors' Equity Association for co-operative and experimental groups because the Group Theater evolved from such organizational means in 1930. In shadow of same category were Group's predecessors, the Prospecttown Players, the Actors' Theater and the Theater Guild in the days of its permanent acting company.

The Group guaranteed a year's salary, ranging from Equity \$49 minimum to a \$300 a week top, for 17 members this year, and finished paying off indebtedness assumed from the first financial set-up. Under financial structure maintained now, all profits are returned to a sinking fund for the contemplated 1939 season. Group is incorporated as a non-profit-making enterprise wherein no stockholders exist, and each now play it produces is individually incorporated.

Because of its policy of guaranteeing salaries on yearly contracts, the Group is exempt from Equity bonds for its own members, paying only the two-week advances for non-Group actors who may be engaged. Otherwise, Equity working conditions prevail.

Group directors are looking around for a co-barn wherein to hold tryouts this summer without public showings or box office.

## Miller Sets Marshall, Others

NEW YORK.—William Miller Agency and not the William Morris Agency, as erroneously listed last week, negotiated with the Shuberts for appearance of Everett Marshall, Don Cummings, Edna Strong and Joe Besser at the San Francisco Fair production, *Passing Show*.

## Wisconsin Summer Theater Announces Play Contest

CHICAGO, March 25.—Thoda Cocroft, director of the Coach House Theater, Oconomowoc, Wis., summer house which launches its second season this year, announces a \$250 cash award for the best comedy submitted by any playwright and presented at the Coach House in 1939.

Award is being made by Mrs. Gregory Montgomery Ward Baker, and Judges will include Margaret Ajer Barnes, novelist; J. Russell Lane, head of University of Wisconsin drama department, and Cecil Smith, drama critic for *The Chicago Tribune*.

Efforts are being made to present comedies only this season, since this type of play was found most acceptable last summer.

# League-Ticket Broker Tie Is Advocated by McBride

**Agency head says managers and brokers must get together to educate public and wipe out specs—suggests flexible h.o. scales to lower top whenever expedient**

NEW YORK, March 25.—Co-operative advertising and public relations campaign by theater ticket agencies and legit producers to educate the public to a standard service charge was advocated this week by William McBride, of the McBride ticket agencies, to wipe out specs and stimulate theatergoing. Better business management of productions to lower box-office scales when feasible, instead of holding on to the \$3.50 or \$4.50 precedent, and institution of an alternative play-subsidies were also suggested by McBride if legit is to be salvaged. His recommendations, offered as a substitute for the present code and apparent trade strike, followed reports that Senator Frederic R. Coudert Jr. had introduced in Albany amendments to the General Business Law, providing for more stringent licensing and regulation of ticket brokers by city mayors or commissioners of license in place of the secretary of state.

# From Out Front

By EUGENE BURR

Ben Irwin, national secretary of the New Theater League, is mildly upset over the column I wrote a couple of weeks ago dealing with the flood of "Americanism" plays and the danger to the theater (and to the American ideal) of their-obviously propagandistic purpose. Mr. Irwin doesn't seem particularly ruffled over my remarks on the American ideal, but he does object to my suggestion that propaganda tends to lower the artistic standards of the theater. The New Theater League, it is to be noted, is engaged in presenting violently propagandistic plays that below the Leftist point of view.

But perhaps it would be best to let Mr. Irwin speak for himself. "I had thought," he says in a note that indicates he isn't angry but just terribly, terribly hurt, "that most of our theater critics by this time had matured beyond the stage of declaring that 'propaganda' and art are incompatible." (So, if I may interrupt him, had I.) "It should be evident by this time that bad propaganda is bad art and good propaganda is good art. . . . When you say that 'artistic standards tend to sink in direct proportion to the amount and enthusiasm of the propaganda' you lay yourself open to plenty of argument." And he lists three plays, *Waiting for Lefty*, *The Credit Will Rock* and *Bury the Dead* (all discovered by his organization) to prove his point.

"If you want a theater without enthusiasm and without ideas," he continues, "which is what your plea amounts to, you'll find yourself in very dull company. Certainly, *Kickerbocker Holiday*, which you liked, contains some very neat anti-New Deal propaganda, good natured, yes, but by all means, Mr. Burr, Propaganda. . . . I suppose in the final analysis it all depends on where you're sitting when you label a play propaganda. If you like the idea of the play and it happens to coincide with your own beliefs. . . then it's not propaganda, or at least it's not objectionable." And he ends by suggesting that in any case the boys on the dais thrashed out the subject of propaganda pretty thoroughly four years ago in the days of the Theater Union.

Mr. Irwin's interest is understandable, since the spreading of propaganda is the fundamental aim of his organization, despite the fact that it calls itself simply the New Theater League. It is this primary interest of Mr. Irwin and his embattled cohorts, I believe, that creates the difference in points of view.

In the first place, I've never said—and I don't believe—that propaganda and art are absolutely incompatible; nor did I say that artistic standards invariably fall in proportion to the amount of propaganda. I merely said they tend to fall—and I think the facts will bear me out.

Of course art and propaganda—even obvious propaganda—can conceivably go hand in hand; but they very seldom do. They did in, for example, John Howard Lawson's *Marching Song*, which was a fine play; they may have in *The Credit Will Rock* and *Bury the Dead*, which I failed to see; but they certainly didn't in *Waiting for Lefty*, which was a pink-tinted emotional orgy and not a play at all.

As for propaganda that isn't obvious, it is present in anything that has a point of view. *Kickerbocker Holiday*, since Mr. Irwin brings it up, had a point of view, and in that respect, I suppose it was propaganda.

Fundamentally, I suppose, the trouble lies in a different conception of what is meant by "propaganda plays." Mr. Irwin ties his hands when he cheerfully suggests that a propaganda play is one that spreads views that differ from your own. I, on the other hand, mean merely a play in which the propagandists (whether you agree with it or not) outweigh the drama—in which the play itself is sacrificed to the insistence upon a message, usually a message that is obviously biased.

In *Marching Song* the obvious propaganda was subordinated to the stirring melodrama of the play, as a play. Mr. Irwin says that in *Kickerbocker Holiday*, since it possesses a point of view, there must also be propaganda; but in its so skillfully submerged in entertainment that the majority of people with whom I have discussed the play failed to realize that it was there. That, I think, is good propaganda—as propaganda. And it is also good playwrighting—and good theater.

At a couple of other points Mr. Irwin, in the manner of a New Theater League play, seems to push a bit beyond the boundaries that separate argument from obvious bias. For example, he indicates that this unfortunate corner is about four years behind the times in bringing up the question of propaganda at all. But four years ago this corner thrashed it out with appalling thoroughness, and it was brought up again merely because of the new "American" angle. People who were quite willing to dismiss the fantastically undramatic mouthings of 14th Street four years ago may now be swayed by the higher aims of the newer plays into an acceptance of propaganda just as bald and just as harmful to the drama.

As for Mr. Irwin's insistence on propaganda as a vivifying force, he fails to push it to its logical conclusion or to examine examples that are ready to hand. He wouldn't, I imagine, shout with joy if the American theater became as propagandistic as, say, the German or the Italian. As for the Russian, perhaps he wouldn't consider that propagandistic at all—since he defines propaganda on the basis of his own standards.

But for my own part I'd rather be in the dull company he predicts for me when he charges that by slandering propaganda I favor a theater without enthusiasm or ideas. For in effect he says that enthusiasm and ideas were lacking in the theater that produced *Hamlet* or *The Way of the World* or *Cyrano de Bergerac* or *Barkeley Square* or *Dr. Faustus* or *All for Love* or *She Stoops To Conquer* or *Here Come the Clovers*.

Perhaps Mr. Irwin may argue that *Hamlet* was a parable of muddled liberalism, that *She Stoops To Conquer* was an early lesson in modern left-wing technique, that all of the plays mentioned were, in effect, propaganda plays. Somehow, I don't think so; but even if they were, the propaganda certainly never overwhelmed the drama. In my definition if not Mr. Irwin's, they were not propaganda plays. And if they represent a theater without enthusiasm or ideas, I'm all for theatrical inertia and morosity.

"All the laws on earth won't help the present situation. The digger and speculator will thrive periodically, unless the public is educated to pay a fair service charge and no more. The way things are now, with charges being hurled from all sides, customers trust no one, think they are being gypped by everyone and so stay away from the theater altogether," he said.

McBride felt confident an educational program could be mapped out, indicating that most of the producers could be depended upon for honest co-operation; but that there were a few speculators who would have to be "dealt with" to make a broker-manager co-operative scheme practical. At recent meetings of the League members themselves have broached the same idea, agreeing that airing of code animosities has created an unfavorable impression with the public.

Once the public was educated to order theater tickets in advance and realized that a nominal service charge could obtain the best seats in a house, outside-out speculators couldn't survive, McBride reasoned; but both producer and broker would have to work hand in hand in the educational campaign so that no speculators were cast on anyone's honesty. League's approach, inviting public complaint, was bad psychologically, he felt.

"Production for everyone, except the backer, can be run on sound business practices to lessen risks, but producers too frequently fail to make proper business adjustments." To illustrate this point he cited *Tobacco Road* as an example of good judgment. Opportune reduction of hot offices contributed to the show's success, he held. "Other producers should realize that the class which can afford \$4.40 and \$3.50 seats is sooner exhausted than the \$1.50 class. So that after a time it pays to lower the top to tap a larger buying stratum."

Reality of more friendly relations between the Dramatists' Guild and Hollywood producers, in place of a pseudo peace which has produced a ton of gab but nothing more so far, he suggested, was needed to increase the number of productions of the boards, favoring a contract which would enable picture producers to buy on outright basis picture rights and encourage them to "back Broadway productions. Lifting present shackles would help uncover new writing talent, which under present set-up gets no chance to show."

## Pitt Likes Dollar Top

PITTSBURGH, March 25.—Maybe \$1 top is the salvation of touring legit. At buck scale, on third visit of *The Women*, grossed \$13,000 this week, exceeding by \$8,000 take for last year's second trip at \$275 top. Show's success, practically a sellout, has created new optimism on projected summer stock, for Nixon, tentatively under management of O. E. Wei and Frank McCoy.

With cancellation of *Five Kings*, only definite bookings for Nixon are *Kickerbocker Holiday* next week and annual Pitt, Cap and Gown musical revue in May.

# It Shouldn't Happen To a Dog

By SHERLING OLIVER

## LOOK

For This Feature in  
The Billboard  
Spring Number

Dated April 8



Stage Whispers

Last week, which started out poorly, ended up surprisingly well at the box office, with 40 of the current attractions spilling out...

played by Welles in 'Five Kings; the Boy Wonder had a few Mercury cohorts with him, and at the first intermission he stalked up the aisle, exclaiming loudly to the rest of the boys...

American Academy Students Present Season's Last Show

NEW YORK, March 25.—The graduating class of the American Academy of Dramatic Arts presented the Helen Jerome adaption of Jane Austin's Pride and Prejudice last Friday at the Vanderbilt Theater...

Mary McCowan as Mrs. Bennett had us

laughing with her almost every time she read a line, never over-acting, she managed to keep a beautiful pace throughout, and left us feeling that we had witnessed a really professional job.

Practically the entire cast rated changes. Elvira Straza as Elizabeth Bennet gave a charming performance, forthright, sincere and convincing; Edward Hargess as Mr. Collins...

The curtain-raiser was the second act of Maxwell Anderson's Saturday's Children. Peggy Montgomery deserves to be seen by professional managers...

BROADWAY RUNS

Table with columns: Performance, Date, Title, and other details. Includes plays like 'The Hot Mikado', 'The Sign of the Cross', etc.

tivating sets and costumes—and, of course, Bill Robinson, Mr. Robinson, playing the title role, erupts late in the second half and for a little while turns the evening into a dance recital.

For the rest, The Hot Mikado is merely the swing bastardization of a minor classic, performed by uncomfortable and rather annoying colored entertainers...

The performers, aside from Robinson, seem pitiful—their that's probably because they are unhappily confined by the rough outline of the script that has been retained.

It is quite probable that those who like vulgarity better than beauty, slapstick better than wit or jester-bugging better than music will find great delight in Todd's secondhand masterpiece.

If Todd is at a loss for a show to do next year, I suggest that he try his hand at Houdier, rewritten as a water-closet skit for a burlesque show.

Indianapolis Preens for Preen

INDIANAPOLIS, March 25.—Local playgoers are showing great interest in the prospect of a world premiere of N. Behrman's new play for the Playwrights' Co., No Time for Comedy, scheduled for March 30 in English Theater.

New Play on Broadway

Reviewed by Eugene Burr

BROADHURST

Beginning Thursday Evening, March 23, 1939

THE HOT MIKADO

A "swing" version of the operetta by Arthur Sullivan and W. S. Gilbert, with orchestral arrangements by Charles L. Cooke. Staged by Hazzard Short.

Jackson, Harry Lewis, Elmaurice Miller, Walter Mosby, Raymond Sandidge, Vincent Shields, Larry Seymour, Harold Sings, Clyde Turner, Andrew Taylor, Ben Williams, Roy White, Moke Wilson.

Dancing Girls: Rosetta Batson, Valerie Black, Mirzi Coleman, Elaine Dash, Elizabeth Dozier, Claude Hayward, Sylvia Lee, Jackie Lewis, Cleo Law, Pearl McCormack, Ruby Richards, Mary Robinson.

Jitterbug Girls: Gladys Crowder, Geneva Davis, Belle Hill, Corrie Hill, May Miller, Mildred Pollard.

Jitterbug Boys: Eddie Davis, Leon James, Walter Johnson, Leo Lyons, Albert Milner, Russell Williams.

"Top-a-teers": Louis Brown, Jules Adger, Ernest Frazier, Fred Haron, Chick Lee, Eddie Morton.

Guards: Sam Bron, Vincent Anderson, Willie Dirkins, Condon Meyers, John Williams, Luther Williams.

Quartet: Travers Crawford, Otto Galt, Harry Lewis, Elmaurice Miller.

It may be thought by some that since the opening at the Broadhurst Thursday night of Michael Todd's production of The Hot Mikado Sir Arthur Sullivan and Sir William Schwenk Gilbert are turning in their graves like a pair of whirling dervishes. It may be thought that Sir William is storming thru heaven, sore that he can't follow his usual bent and slap Todd with an angelic lawsuit.

That, as a matter of fact, is just about what The Hot Mikado deserves. It's easy enough to get sore at the unprovoked and vulgar rape of a classic, but The Hot Mikado is hardly important enough for rage.

Two things in it, however, are excellent. They are Nat Karson's colorful, sparkling, humorous and altogether op-

Alviene Theatre

144th Year! 31-33 Avenue C, East 10th St., New York. School 36. Graduates—Drama, Dance, Opera, East Department & School 36 itself.

The 1939 Supplement to FRENCH'S CATALOGUE OF PLAYS IS NOW READY FOR DISTRIBUTION. SAMUEL FRENCH, 25-27 W. 43rd St., New York.

AMERICAN ACADEMY OF DRAMATIC ARTS

THE foremost institution for Dramatic and Expressional Training in America. THE courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.



### Sassiest Derbies Invade Chi Clubs; Bring New Business

CHICAGO, March 25.—Local society girls with ambitious to warble find little trouble getting jobs in spots looking for a Gold Coast following, but the trade generally doesn't think that they pull bread from any performer's mouth. Some believe that they are more likely to stimulate interest in a spot and, consequently, increase the demand for talent there.

Blue-blood singers are credited with focusing the spotlight on the Pump Room in the Ambassador East, and the Business Room in the Blackstone, now rated leading society cafes. Betty Howard, with the Playboys, was an early attraction at the Blackstone, followed by Marie McNellis, who previously worked the Pump Room and Colony Club.

Other hotels using vocalists with the "400" touch include the Essexwater Beach Hotel, where Mary Fran Beckley is decorating Jay Mills' band stand, and the Bismarck, where Nanna Van Houten accepted her first engagement with Chuck Shanks' outfit. Adelaide Moffett comes into the Chez Page Friday.

Interesting to note that all of these socialites invading the show biz do it via their warbling efforts. None have ventured into the other fields.

### Sandrini To Stage For London Casino

LONDON, March 25.—When London Casino, famed for most lavish shows, reopens within three weeks the revue-cabaret presented at dinner and supper will be staged by Pierre Sandrini.

It is anticipated that show will be on lines of last one produced at Bal Tabarin, Paris, of which Sandrini is director and producer. Sandrini wanted to bring over an entirely French company, but insistence of Alfred Kodalle will see at least 50 per cent of the girls drawn from England.

As for Paris Bal Tabarin, next show will open March 29 and will be headed by George Prentice and Marion Daniels.

### Ban on Sunday Dancing Tough On Pitts Clubs

PITTSBURGH, March 25.—Dozens of city night clubs and suburban road-houses tonight will shut down shows and dancing at 7, first time at so early an hour in years, due to ruling of State Liquor Board banning Sunday dancing in spots with liquor licenses.

Sunday night dancing, too, will be only a memory tomorrow in all but a few rural clubs as a result of liquor board's suspension of New Penna's amusement license for 15 days in test case. During suspended period Lou Passerello's suburban nitery may furnish orchestra music and sell drinks, but must not allow dancing or floor shows.

Passerello protested that "a thousand others" in Allegheny County were holding Sunday dances.

Sunday dancing has been officially unnoticed at Bill Green's, Arlington Lodge, Eddie Peyton's, the Orchard and many other rendezvous.

### Akron Club Moves

AKRON, March 25.—With the Merry-Go-Round, and Downtown Nitery, Wagon Wheel night club has shifted to the downtown district.

Consistent floor show policy will be maintained with Paul's Forty-Niners, rhythm band, playing for the inaugural, along with four acts. Popular-priced drinks and food will be the policy in the new location.

### Plantation, Indianapolis, Folds

CHICAGO, March 25.—Plantation Club in Indianapolis folded shortly after its reopening last Saturday. Acts which left here for the first show, among them Barbara Parks, Manzo and Stratford, St. Clair Sisters and Ed Ray Smith, failed to open. A week's salary was paid them, according to reports.

Spot was taken by State police, who seized cash and gambling equipment worth some \$18,000.

### Recession Gag

NEW YORK, March 25.—Latest agent gag making the rounds: One small-time agent met another and asked how business was. "Well," said Agent No. 1, "I've had the best day in years today." "Is that so?" said the other. "I suppose you sold a lot of acts?" "No," purred the other, "I sold two rugs from the office."

### Club Talent

#### New York City:

PATSY WYNN, current at the Paradise, is being taught a new dance routine by Lanni Russell, of the Wally Jackson Productions. . . . STONE AND VICTOR current at the Rainbow Inn. . . . SCOT MACLEAN and his Royal Scots, featuring Grace and Scotty, appeared at the Jewish Consumptives' Relief Society benefit Sunday at the Hotel Astor. . . . HAL THORNTON, back from Chicago and Cleveland, is playing at Restaurant Forty-One, together with the Three Hawaiians. . . . BETTY WILLIAMS, soprano, and HARRY Randall, pianist-arranger-vocal teacher, are now doing a swing program for WLTH Thursday mornings and a classic program for WBER Thursday nights. . . . MATT BILEY, Irish tenor, is in his sixth month on the Barney Hour over WNEW Sunday nights. . . . ANDREWS SISTERS have been renewed on the Hawaiian Pineapple program over CBS Saturday nights. . . . SYLVIA AND CHRISTIAN, European dance team, set for the new Cam Maana show thru Leo Grund (Hamid office). . . . JANE POKENE is in her eighth week at the Plaza Hotel, a record for a singer at that spot. . . . JERRY KIRKLAND is producing, and heading the show at the Cafe Savini on a percentage basis.

#### Chicago:

RALPH COOK will double as emcee between the Ball Ball and State-Lake Theater, starting April 7. . . . ADA LEONARD returned to Colostino's Wednesday. . . . GUY CHERNEY, singer, has left for Cleveland after participating in a petroleum firm's advertising campaign for six days around this area. . . . RUPE DAVIS will headline the new Palmer House show starting April 7, and Bernhardt and Graham open a six-week run at the Stevens the same night. Booked by Eddie Elbert. . . . MAKIE TURK, of Jerry and Turk, finished work in a 20th-Fox picture, *Rose of Washington Square*, starring Alice Faye. . . . MARCO GAVIN, singer, moved from the

## Joe Moss Seeks To Clear Old Salary Claims for Int'l Casino

NEW YORK, March 25.—Unless Joe Moss straightens out his labor problems with the performer unions before the reopening of the International Casino "early in May" he will be placed on the unfair list of the American Federation of Actors and perhaps Local 802 of the American Federation of Musicians. Moss, who will manage the Casino under the new ownership of National Casino, Inc., appeared before the AFA council Thursday and asked the right to waive \$2,855 in unpaid salaries to members of the cast of the Clifford Fischer show, which appeared there until January 11, the time of closing. Moss insisted that, although the salary claims were incurred during the regime of the BMO Corp. receivership, Fischer should

be held responsible for paying off the show. Fischer's office here claims that the contracts were signed by Moss and the corporation, and that it is therefore not liable.

AFA threatens to put the International Casino on its unfair list if it does not settle before reopening. At the same time the musicians' union claims that the old management also owes its members "a couple of thousand dollars," but that the new owners haven't as yet asked them for a settlement.

Local 802 does not allow members to work at "unfair spot" unless back salaries are paid or an arrangement is made to pay off over a period of time.

Fischer's former International Casino revue is now playing an eight-week engagement at the San Francisco World's Fair.

Club debut in the Hi Hat. . . . THE YACHT CLUB BOYS, follow Connie Howell into the Colony Club. . . . SHELTON KRIM joined the APA club date department.

### Here and There

BOBBY NEWALL, off and on stage, was ruled the name of Mrs. Elizabeth Mae L. Worden, tap dancer, in a decision by County Judge Van Duser in Rochester. SONDRA MILLER, singer, has opened in the new show at Sam Pick's Club Madrid, Milwaukee. On the same bill are Ezita and Ania, Emile Pick and the Pat Page Trio.

AL SHERMAN is now at Al Mercuri's Nut House, Pittsburgh. JACK LEWIS also a newcomer, with Jim Buchanan and Harry Nosokoff, continuing. MACK AND MACK in their eighth week at the Neon Club, Louisville.

BETTY SMILEY doing a tonal assignment at Hotel Rita's Club Petite, Pittsburgh. . . . BILLY AND BETTY JACKSON at the spot for their third week.

HENRY LEWIS, emcee at Mattoon's nitery, Stockton, Calif., has been there since September 30, 1937. By March 30, Lewis claims, he will have created a record for the longest single engagement in a Class A California nitery. . . . FRANCIS PARKS has opened with her debutante of 1939 at the Paradise Club, Findlay, O., for an indefinite run. . . . BILLY STEED is on a return engagement at the House of Rinko, Cincinnati, with Conchita Gomez, dancer, and Margie Vail, vocalist. . . . OLIVE WHITE, after six months in England, is at the National Scala Theater, Copenhagen, Denmark. She returns to London in April.

## N. Y. State Rules Producer Pay Tax

NEW YORK, March 25.—Frank Small, unit producer specializing in private club entertainment, was held to be the employer responsible for unemployment insurance taxes for performers in his units by the State unemployment insurance department to keep the State's administration tuned to the Federal Social Security laws.

State declared, "The same person must be considered the employer for the purposes of the State unemployment insurance as is responsible to the Federal Social Security."

## Law Closes 10 Kansas City Clubs

KANSAS CITY, Mo., March 25.—Ten night clubs and bars were locked here Saturday by temporary injunction suits filed by the attorney-general. The operators of all the establishments were indicted recently for liquor law violations and employment of strip-tease dancers.

The places ordered locked are Winnie Winkle Club, The Bowers, Chesterfield Club, Roosevelt Bar, Oriental Club, Reno Club, Stock Club, Jubilata Bar, Perkins Buffet and Blue Goose.

The temporary order asked that the properties be closed for a year.

## Another Political Cabaret

WASHINGTON, March 25.—Washington Political Cabaret, nitery whose entertainment is social and political, debuted last week to a full house.

Folley calls for a two-hour revue Saturdays, and venture is claimed to be non-profitable. Opening show's music and lyrics were by Freda Berla and Bernard C. Schoenfeld, with sets by Whitney Atchley, Nicholas Ray, formerly with the New York Federal Theater Project, was in charge of production.

Cast included Helen Sinnott and Sophia Deiza.

## Observations From Chicago

By SAM HONIGBERG

WE HAVE no argument with the comparatively good dance teams who accept \$60 to \$75 a week engagements when desperate, but we do take exception to the many teams, who do not belong in the business and accept such dates to escape a harder way of making a living.

Not only do these teams make it tougher for their more standard competitors to get a decent salary, but also mar the field with rotten performances.

It takes more than one member of each sex, a department store basement gown and tug and a stock routine to make a dance team. Unfortunately, a number of small agents here do not think so and encourage such couples to continue in the business by using them in neighboring cafes. They mostly are to blame for this talent-jumbling crime.

### Such Obvious Deceptions

AND some of our better acts still believe that audiences like to be taken for suckers. The other day a well-known orchestra leader had his girl vocalist finger a piano, during each show (and the kid can't play a note), while a radio comedian during a personal appearance announced he was going to play three different tunes on his violin at the same time (but what he did was use his mouth to perform the trick).

These deceptions were so obvious that the customers burned up. Result: most unhealthy word-of-mouth advertising.

### Too Many Bookers Spoil the . . .

OPERATORS of small cafes in particular would do well to let one booker do the entire booking and staging of their shows. The "too many cooks spoil the broth" adage is most true in this instance, for the quality of the shows is far from good and the financial returns for each agent placing an act or two are far from profitable.

A booker handling a club exclusively will take the trouble to land the best talent available and whip it into a presentable shape. His personal interest will assure entertaining shows that are consistent and commercial.

### He Spoke to God

BILLY REED, dancer and emcee, spoke his most original message to Eddie Elbert of MCA here last week. Failing to see him in order to inform him that his act can be caught at the State-Lake, he wired: "Just walked into church and spoke with God. That's more than I could do with you." (In justice to Elbert, he was preoccupied with many Midwest hotel men who attended their annual convention here last week.)

## Publicity— What To Do About It

(Suggestions on Building Up a Following in Night Clubs)

By SAM HONIGBERG

### LOOK

For This Feature in  
The Billboard  
Spring Number

Dated April 8



Harry's New York Cabaret, Chicago

This Wabash avenue bitery uses more acts than most spots in that vicinity. Entire production in the hands of Billy Rankin, is designed along the girly-girly lines to attract the traveling trade and veteran city rovers.

As well as in this room is its layout, the floor in clear view of all tables, and bar which stretches the entire length of the cafe. Food and liquor prices are reasonable and service is very hospitable.

Al Samuels, apparently a newcomer to the omeze ranks, handles the show. He has a nice, youthful personality, but will need more experience in gag telling to hold his own. Later on he appears in an amusing, altho lengthy, comedy dance with Evelyn Andre, the latter, imitating with a good legitimate circle of spins. Earlier Miss Andre is on briefly with a fast Russian number that is loaded with strong tricks.

High spot is Whimsy Hoveler's line of four girls. Kids open and close the bill with flashy routines. Look great and work with an abundance of enthusiasm. They are a good asset in a spot of this type, having routines, striking costumes and shapely bodies. When caught they did can-can and Mexican folk dance.

Patsy Bloor is a snappy little tap dancer and fills her spot ably. Colleen, with her parade, strips in the usual manner. She is big and sexy. Gloria Shynne, blues singer, warbled *Could Be, Deep Purple* and *There'll Be Some Changes Made*. She sells fairly well and appearance is o.k.

Chicita Garcia, tall brunet, offers an interpretation tap number to Spanish music. Good-looking girl. Gerry Healy is a peppy little sobret with a nice smile and a generally winning personality.

A feature is Kitty Roth, blond German refugee singer. She has a decided accent, but it is cute and the audience reaction is in her favor. Has a good voice but is not used to best advantage in such songs as *Umbrella Man*. Should do songs that would require more volume.

Rever Villog is a gorgeous blond flapper and her white peacock parade is an unusual audity display. She is well known in local night clubs and undoubtedly enjoys some following.

Entertainment entertainment is still furnished by the combination of Dorothy Johnson, Art Buckley, Al Wagner, Lee Wagner, Lee Berling and Billy Myers. One plays piano, the others dish out favorite tunes. Charles Engler's *Ork* located on the balcony band stand.

Sam Hontberg.

Le Mirage, New York

Frank Cerutti's lovely bronze and cream-colored night club on the East Side is managing to hold on in these

terrible night club days when everybody seems to be galling for the World's Fair before spending dough.

In any event *Le Mirage* continues to offer fine food and liquors, good service, a good dance band and pleasing floor-show entertainment. With singer Lucille Johnson out at the moment due to illness, the show only has dancer Lita Moya, singer Gay Adams and band pianist Peter Van Small.

Benorita Moya is a sharp-looking, graceful brunet who did two numbers, making a good impression. Her first was a paso doble, with all its heel stomps and castanet work, and the second was a gypsy rumba, in which the tambour and finger cymbals are used. Flashy rhythm stuff.

Gay Adams is a tall brunet who sings in contralto voice, revealing a limited range and lack of expression. However, she managed to get by with swingy numbers. Her *Umbrella Man*, in which she takes the second chorus in rumba time, is her best. Van Small steps out of the band to solo with *Raymond Scott's The Toy Trumpet*. Does a fine job at the frontier.

The band is billed as Mario and Merino's Orchestra. Mario is violinist and leader and Merino is the drummer. Others are piano, sax and string bass. The quintet provides pleasing sweet melodies and then pounds out hot rhythms for those dancers that like it.

Alfredo is the ever-friendly host. Harry Bobot is still the p. a.

Paul Denis.

Nixon Cafe, Pittsburgh

Imported talent, danceable Al Kayelin music, policy of bonded liquor only and spry waiters keep Tony Conforti's spot city's biggest money-maker.

In same under-theater location for 17 years, Conforti usually books variety show of dance team, novelty act, male and female singer and line thru Joe Miller's National Theatrical Exchange. He changes acts every two or three weeks and shifts bands less frequently. Operated without interruption for 22 years, 17 years under same management, Nixon has built up steady trade from traveling tycoons and local bigwigs on a tender to bolster biz from resident party-goers. Spot makes subtle point of attracting more adult patrons.

Current bill opens with Claire Rau girls, one of freshest looking lines hereabouts in months. Troop of six was booked back after eight weeks' showing here last year. Lassies have youth, pep and smiles. First number is Mexican costumed.

Karolin doubles as emcee. Band's Al Ellenday follows with *Penny Serenade*. Dance duo of Carroll and Dale then pro-

tests ballroom ballet and a faster set of whirled. Chorine Ruth Prickey, tall comely brunet, takes few minutes for dance routine that doesn't quite show all her natural advantages. Then the tapping Hans Brothers, who perform *Somercalls, Kosatzkis* and a dozen other serapes on a set of high steps.

The line returns for a jungle ensemble refreshingly different from most cafe numbers, after which comes the band's sweet-looking and clear-throated Patti Morgan, who hits a home run with *Getting Sentimental Over You* and *My Heart Belongs to Daddy*. Lina's bodied-beautiful Naryle Noble helps show with acro turn.

Another set of numbers from easy-going Carroll and Dale, the Nixon's perennial Angelo di Palma in the post-closing spot with his traditional arias augmented by pop tunes and a chorus jittersbugger for the finale.

Dinner business is good, probably influenced by chef who's worked in Nixon since 1917. Steady patronage also kept by waiters and bartenders, who have been molded into organization uncommon to most night spots, with a *Disco* for Dear Old Swash spirit.

Mort Frank.

Rainbow Room, Main Central Hotel, Asbury Park, N. J.

Spot has five acts week-ends. Joe Williams, who books, frequently serves as emcee.

M. C. Warnock, manager of spot, is planning to increase talent into a full week.

Emceeing is left to Howard Montgomery. He is a good front for this type of spot and is responsible, in a large manner, for the acts going off so smoothly. His rumba dancing was especially well received.

Beryl Cooper offered a *Gypsy Fantasy*. Got ovation because of her flashy entrance and strong personality. Routine was not well received, however. Oil has talent.

Mills and Shea dug up humor in Egypt to start their act. Antics and tumbles brought some applause. Act would be much better in pantomime, forgetting the humor.

Standouts are Rena and Jeri, two girls. Rena whips a piano to a frazzle, with Jeri doing most of the vocals and some outstanding whistling. Jeri was a stand-out on *My Heart Belongs to Daddy*, with the aid of Rena, and *I Cried for You* as solo. Pair does *Hold Night* in style which imparts the popularity of the Andrews Sisters. Rena is a buxom lass who finished third in a 15-mile swim at Toronto about six years ago. They also appear in the cocktail lounge.

Dance team of Antonio and Charlene was not up to par. If appearance several weeks ago as Candice and Charlene is used in comparison. Audience was cold, but team was able to eke out some applause by virtue of its smooth French waltz. Charlene, as always, was stunning in a dark gown.

Billy Oakes and his orchestra furnished the music. Sam Abbott.

Patio Grill, Hotel Roosevelt, Jacksonville, Fla.

Turns 'em away Saturdays, with 6-85 per cent average capacity week nights. Being a ground-floor spot in the town's midsection has a lot to do with its continued popularity.

Blaine Sike's 10-piece *ork* handles the music nicely, playing either hot stuff for the youngsters or sweet, waltzy rhythms for the oldsters. But its background for a floor show they're just so-so.

Virginia March line of six opens with a simple routine in peppy manner. Gals end tops on looks.

Martina Mills, a sartorial dream, sang *I'll See You Again* in a pleasing style. A sweet, clear soprano voice and she knows how to use it.

Three kids, billed as the Edwards (the boys about 7 and 8 and the girl about 15), put over some fine comical work, heavy applause greeting each difficult stunt.

Six Royal Rumballers played a couple of Hawaiian numbers on native instruments and then introduced Eileen Tuck, violinist. She plays with feeling and handles the classics splendidly.

Jimmy Bagelow, banjoist, on for a fast medley of pops. Jimmy has been here more than two years and still pulls 'em to their feet with his stuff.

The *Manning* Brothers come on for

some slapstick burlesque acrobatics and handstands that brought a hunk of laughs. Old vaude stuff but good.

Marie Elliot, at the organ, fills in the *ork* waits nicely.

Harvey Bell, emceeing here for over a year and going strong, handles the show smoothly and at high pitch. Sang a couple of pops in his usual fine style and voice.

Still no cover, admission or minimum, with cafe and drinks reasonable.

W. H. Colson.

Oetjen's, Brooklyn, N. Y.

Modest entertainment set-up here, with four-piece band, led by Bill Martin, playing danceable music for the diners. Mistress of ceremonies is Belle Regas, who stages the show informally and does a singing turn herself.

Miss Regas' delivery is well suited to sweet tunes and ballads. She did a couple of Irish songs, lending some dramatic intensity occasionally. Scored okeh.

The Great Lester, standard ventriloquist act, gave the usual dummy turn-tipped things *popswat* with ad lib. to the patrons and waiters, gave some examples of voice-throwing and other vent stunts and elicited in fair fashion, despite the noise of the diners. Today a vent's act is more important than his technique, Lester's lines are fair.

Of the specialties done by the band, outstanding is the comedy singing turn of George Travers, rubbery-faced bass-slappper. Travers does amity songs, but his delivery has such high comedy value that they are definitely excusable. For robust, salty comedy lyrics he is ace.

Ray Reilly left his drums to please the burghers with an Irish tenor voice—high, clear and straight in delivery.

Billy Martin, a deft pianist, leads the *ork*, accompanies the acts and does accordion solos for the special edification of groups of diners. Together with Reilly, Martin aids materially in stretching the entertainment through the evening.

Opener was Joan Merman, nice-looking brunet hooper, who steps along nicely.

Paul Ackerman.

Berkeley Bar, Berkeley-Carteret Hotel, Asbury Park, N. J.

Saturday night floor shows have been stepped up advantageously by the addition of Don DeVito and band. Features pretty Marion Dugan and Ray Frye, saxist.

Building the acts around a dance team the management this week presented Joe and Mona to the music of *Blue Denim* and *Tea for Two*. Couple makes flashy appearance and drew much applause.

Marion Dugan offers *The Man I Love*. Sings without effort and voice carries well over the system.

Joe Martin, making second appearance here in recent months, gave a good show. His numbers, *Falling in Love*, *Umbrella Man* and *Did Your Mother Come From Ireland*, got a lot of mite-pounding. His lyric tenor put the tunes over in *blue-eyes*.

Emceeing is left to Ray Frye. George Canfield in charge.

Joe and Mona were exceptionally lucky in having band of the DeVito caliber. Their music arrangements were for big units, but Don's boys did good work with their limited instrumentation.

Sam Abbott.

The Nite Spot, Fort Worth, Texas

The Nite Spot, on Houston street, is Fort Worth's newest night club and the only one with floor shows. Has had three-act shows since the first of the year, a record for this city.

The spot and the floor show are not flashy, but this place is doing okeh at a time when most other local clubs are closed. Costs charge is 75 cents per couple. Gets considerable downtown business and is one of few in town serving mixed drinks.

Nite is operated by Red Quayle and Jack Meredith, both well known here, and they give their place a friendly atmosphere that is appreciated by the patrons.

Floor shows are booked direct by Quayle and Meredith. Meredith also is emcee. Hugo Liedke's band plays for dancing and the shows, which are presented twice nightly.

Show this week had no names, but it does more variety than is usually seen here. Opener is Maxine Francis, attrac-



BEAUTY ON BLADES!

SIMPSON SISTERS

CURRENTLY 25TH WEEK IN THE ICE REVUE

IRIDIUM ROOM

Hotel St. Regis New York

DIRECTION MUSIC CORPORATION OF AMERICA



five brines toe dancer. Has a sparkling personality that helps to put her opening toe dance over. Her best is interpretative Hawaiian number, which was different from the usual Hawaiian routines. Her costumes are brief but tasteful.

Melvin Hall, with unicycle act, follows with some clever tricks on the wheels for a good hand. Jessie Mae Jones, band singer, solos in the floor show with some pop tunes. Her voice is a trifle weak at times, and she did better singing with the band than in the show. Alexander's Ragtime Band was one of her best, and Sessoo was good.

Monday and June, undoubtedly old-timers in vaude, offer a hoop-rolling act. They know how to make the hoops behave. A pleasing standard act.

Meredith is a capable emcee. He is one of the few emcees in these parts who omits "gag" from his introductions of acts.

On week-end here the Nite Spot offers an additional Harlem show. The one reviewed featured Mary Tillman, singer; Bob Orr, tap dancer, and two jitterbug contest winners, Alexander and Bennett. Miss Tillman has pleasant voice, but her choice of songs leans toward the very dirty. The jitterbugs demonstrate how they won the State contest, and Orr hops in the usual style.

Quayle and Meredith plan to operate this downtown spot until hot weather, and then move to an open-air location during the summer. Ruth King.

Terrace Room, Hotel Statler, Buffalo

This spot is still the class and draws the spending crowd, young and old. Only entertainment at present is Johnny Long and his 14-piece band, who keep the customers contented with dance music, especially numbers that incorporate plenty of comedy and vocal solos.

Ballroom team of Gomez and Moore, of the Arthur Murray School, did the entertaining until about three weeks ago (their specialty being an audience participation contest with champagne as prize.)

Crew, consisting of Duke greas, mostly of the class of '35, was organized when boys were freshmen and has successfully kept abreast of the changing trends. Boys are all clean-cut and endowed with the real Southern friendliness that pleases patrons tremendously.

Band members all featured numbers. Outfit consists of Paul Harmon, Kirby Campbell, King Walker and Henry Miller, saxes and doubling on clarinets; Swede Nielson and Nick Edmondson, trumpets; Walter Benson and Edward Butler, trombones; Pat Mulvanity, drums; Roy Crouch, bass; Oogie Davie, guitar; Gregory Pierce, piano; Johnny Long, leader and violin; Helen Young, vocalist (an addition to the band when it started here last fall). Johnny Murphy does the arranging, with Edward Butler's assistance. Bud Miley is business manager.

Miss Young, endowed with fine pipes, sings most of the vocals with plenty ofumph and good showmanship and rhythm. Very attractive gal. Jack Edmondson renders a good vocal performance and gets gratifying applause. Swede Nielson is the clown of this troupe and has the audience in stitches with his antics.

Long's sweet fiddling is very appropriate and was well received, especially on some of the old-fashioned sweet melodies and Vienna waltzes. Part, hot ditties and pop songs, however, make up the larger part of the band's repertoire. Boys are versatile. They also go in for some really good tangos and rumbas. Long, Davie and Miss Young accom-

pany rumba strains with deft manipulation of marracas.

Wesley Miller, saxophonist, has written two numbers that are done by the band in part rhythm, part glee club style. They're catchy and fast.

Capacity is 400 persons and crowds have been near capacity all season, reports Ward James, manager of the hotel. There is \$1 and \$1.25 cover charge Friday and Saturday nights respectively.

The Gold-Mer cocktail combo (two men and one girl) plays and entertains in the bar. Joe Bocht is maître d'hotel and Max Hess is host.

Harold J. Warner.

Grand Terrace, Chicago

Windy City's most elaborate colored talent spot is furnishing an entertaining floor show of the Cotton Club variety as can be found in these cities.

Spot's disadvantage is probably its location, which is in the heart of Harlem, away from the Loop and the profitable visiting trade. The nightly \$2 minimum has been lifted, if smart move.

Eddie Fox, operator of the club, is a veteran café man here and well versed in the presentation of colored shows. Spot's chief asset is the top wing music dished out by Fitcher Henderson and band. The boys do a splendid job, playing tunes with a solid entertaining instrumentation that is keeping with the times of swing fans whether at the tables or on the dance floor. Nightly NBC broadcasts will probably prove profitable to the band when it starts its one-nighters and theater rounds and are also instrumental in placing the room on the National map.

The show was produced and staged by Leonard Reed and carries original tunes. Rhythm Hotel opening is novel and flashy, the line of 12 copper-colored gals dressed as bellhops and maids starting the procession with a catchy strut, topped by Dorothy Adams, shapely sou-brette, with a peppy Bessie Topping specialty.

Jean Brady, the band's featured blues songstress, is spotted in "It's How You Do It and If It's Good Then I Want It." Delivers it in typical low-down fashion with a pleasantly throaty voice. Tondayo and Lopez, modern dance team, follow with a passionate interpretative number, the female member going overboard on body gyrations. It is mighty good fare for patrons desiring feverish dances.

Red Smith, another band singer, doubles with Gladys Madden, prima donna, in a romantic ditty that serves as a background for another production routine in which the girls, in picture hats and colorful gowns, do a tap parade. Dusty Fletcher, comedian, has a strong act. He belongs to the old school of comedians, depending on plenty of talk which assumes laugh-provoking proportions thru proper delivery and facial gestures. His stuff is clean. Marie Brian in a comedy dance, next, strikes some funny postures.

The Rhythm Pals, two tap dancing kids, do a familiar act, familiarly good. They dress better than the average colored team.

Most of the line-up returns for the finale, the line kids in silver briefs, fronting with a peppy rhythm number. Sam Honigberg.

Village Barn, New York

Meyer Horowitz is offering at his "country night club" one of the best floor entertainments he has presented there this season. Despite the hay-seed surroundings, a good part of the divertimento has a care society flavor and a smartness that would do credit to a glittering East Side club.

Show boasts variety and novelty, is paced well and makes for 50 minutes of continuously genuine entertainment. Freda Sullivan starts things off with a couple of sophisticated afro dances, well conceived and executed. Owen Williams carries on with a style of song delivery that called for—and received—complete approbation. Several encores. Songstress has a particularly pleasing voice and a charm and personality that complement it nicely.

Novelty is supplied in the form of Paxton, the "memory marvel." Paxton's demonstration of scientific memory training takes in recounting the exact population, principal hotels, theaters, newspapers and industries of any United States city the table-sitters choose to call out, and planning at the sight serial numbers of dollar bills tendered by about a dozen patrons and calling them back correctly several minutes later. It's an amazing performance (Paxton was a recent guest on the Ripley Believe It or Not radio show, and with good reason) and it leaves the customers slightly stupefied. Memory wizard also works with a good sense of humor, always an added asset.

Dance team of Edward Noll and Marion Nolan offers nothing especially new in a trio of routines, but goes thru the accustomed steps and twirls with ease and grace. Miss Nolan has more than her share of attractiveness, a definite help in putting the pair across. Ray Hunt, emcee, follows with a couple of ballads in an adequate manner and rates a particular vote of thanks for not exercising the usual emceeing prerogative of being annoying. Hunt handles the introductions capably and without the customary corny patter.

Holding down the featured spot are Polly Jenkins and Her Powderys. Quartet sings and plays accordion, harmonica, bass fiddle and guitar, plus a variety of homemade instruments concocted of cowbells, sleigh bells and sundry other gadgets. Act is straight off-the-cob, but intentionally so, and it fits in perfectly with the Barn's rustic decor.

Still going strong after 20 months the boys is "Pappy" Below, ringmaster for the square dances, musical chairs, potato races, etc., which have made this spot one of the most popular in town for informal fun. "Pappy's" games provide plenty of laughs for participants and wallflowers alike.

Howard Woods Band supplies music for dancing and for the show. Latter goes on three times nightly, with "Bobby" taking over the floor at 9 and 12. Spot has built up a reputation among

**NORMAN HARRIS AND SYLVIA SHORE**

**RAINBOW ROOM, New York**

"Master of Music" Mr. Harris & Shore in Reception for Outstanding Artistry, by the Rainbow Room. Top Friend, N.Y. Mirror.

"Hats off to Harris and Shore's ballroom act at the Rainbow Room." George Rice, N. Y. World Telegram.

"Glad Stars to Harris and Shore, comedy dancers, and their rib tickling routines at the Rainbow Room." Dorothy Killebrew, N. Y. Journal-American.

"The Rainbow Room is seemingly awed—and justly so—of Harris and Shore, the capable pair of comedy dancers, whose latest novelty, 'Gambler in F,' is a guaranteed rib wreacher." Gene Knight, N. Y. Journal-American.

**PALACE THEATER, Chicago**

"Harris & Shore, the most popular comedy dance team around here, slipped the show with their routines. Their act was not allowed but not completely put enough to bring city humor." Sam Huntington, The Billboard.

**CHEZ PAREE, Chicago**

"The outstanding feature was the comedy dance team of Harris and Shore." City Gazette-Tribune, Chicago Herald-Examiner.

"Harris and Shore experienced difficulty in getting off the Chez Paree floor." Dorothy Dyer, Chicago American.

"Harris & Shore score with their burlesque ballroom act... they are headed with a full set of routines. Sylvia Shore is a winner, her Beatrice Linn and gets plenty of laughs with her smart remarks." Good, Variety.

Now - 7th Week  
**CHEZ PAREE CHICAGO**

out-of-towners as well as localities for good food and amusement.  
Daniel Richman.

**HILDEGARDE**

Singing Star of  
"100 MEN AND A GIRL"  
Wednesdays, 10 P.M. (EST), Over CBS.  
Appearing Nightly  
SAVOY PLAZA HOTEL, N. Y.

Exc. Rep.: JACK BERTILL. Per. Man: ANNA SOSENKO.

**Thank you BILLBOARD for . . .**

"These Sisters prove themselves to be one of the top-notch burlesque duos and pull off a novelty arrangement of 'My Heart Is Calling Lovers' with a real break. The modern look well dress smoothly and work them into arrangements." Billboard review of March 21st, Terrace Room, Hotel New Yorker.

**FRAZEE SISTERS**

**RUTH ANNE & MARY JANE**

**Held Over . . .**  
5 Additional Weeks  
at  
**HOTEL NEW YORKER**  
Opening May 5  
**BEN MARDEN'S RIVIERA,**  
Fort Lee, N. J.

Direction:  
**WILLIAM MORRIS AGENCY, INC.**  
New York Chicago Hollywood Paris London



**ARCHALEE**  
INTERPRETING A SINUOUS BIT OF THE ORIENT  
"THE COBRA"  
An Original Creation.  
Present Address: Hotel Clinton, Philadelphia.  
Direction: TAYLOR & SMITH, 14th St., Philadelphia, Pa.







### Hanlon Sets Unit For Australia; Fischer Uncertain

NEW YORK, March 25.—Alex Hanlon is producing another unit for an Australian tour, opening May 26 in Melbourne for the Fuller Circuit. Unit, staged by Alex Gerber, will sail from the Coast April 26 and has 12 weeks and options on another 12. Talent not all set, but Sallie Puppato and Ross and Edwards understood booked. Hanlon last Australian booking was Harry Howard's Hollywood Hotel Revue. Frank Neal, managing director of the Tivoli Circuit, is in town from Chicago and buying talent. He sails for Europe May 7.

SAN FRANCISCO, March 25.—The Clifford C. Flasher revue, formerly at the International Casino, New York, and now doing an eight-week run at the World's Fair here, is not definitely set for an Australian tour. William Morris Agency, which is booking the revue, has been negotiating for an Australian theater tour.

SYDNEY, Australia, March 11.—Frank Neal is keeping the pace going on his Tivoli circuit. At the Sydney Tivoli The Big Fun Show of 1938, starring Ada Brown, Bonello and Mimi, Pinky Lee and Company, and Medley Dopey and Company, is playing to big business. Young Bloods of Variety, with Buster West and Lucille Page, Ruth Craven and Ted Levy, is doing well in Melbourne. Excellent season has just been completed with shows starring Adrian Casolotti (The Voice of Snow White) and Larry Adler. Adler is playing to big houses in Brisbane.

The Hollywood Hotel Revue is playing to excellent business in its third month at the Princess Theater, Melbourne. Sir Benjamin Fuller is presenting this show, which features Marty May, Bobbie Morris, Murray Briscoe, and Park and O'Hford.

### Fay Upheld in Kemper Squawk

NEW YORK, March 24.—Frank Fay was upheld by the AFA Trial Board last week when he defended himself against the complaint of Charles Kemper, who claimed Fay did not pay him off. Kemper claimed Fay hired him and George Haggerty and that when Haggerty was too ill to appear when the straight vaude show opened at the 44th St. Theater, he worked from the audience. Kemper claims he should have gotten \$150 and not the \$50 Fay paid him after the first week. Fay claims he really didn't need Kemper but let him work as an audience plant anyway. Trial Board ruled that in the absence of a new contract for the Kemper solo booking the AFA minimum for that house (\$50) was sufficient.

### More Vaude Tries In Detroit Houses

DETROIT, March 25.—Major Bowes' World's Fair Revue unit has been booked for a tryout vaude policy at the Broadway-Capitol Theater week of April 7. The house has not played vaude since it was reopened by United Detroit Circuit about two years ago but has been on a second-run double-bill film policy instead. Hitherto UDT vaude has gone to the Michigan, which dropped stage shows about a year ago but was the local outlet for all of the Bowes amateur units up to that time. Present policy follows closely the current tryout of vaude in the neighborhood houses for the circuit, starting at the Annex, and may mean permanent return to a flesh policy if business warrants.

### First N. Y. Club Bonded by AFA

NEW YORK, March 25.—First Local night club to be bonded by the American Federation of Actors is the Russian Arts on the Lower East Side here. Club was bonded when it went under new management.

## The Critics Analyze Vaudeville's Chances

(A Symposium of New York and Chicago Newspaper Men)

### LOOK

For This Feature in The Billboard Spring Number Dated April 8

### Vaudeville Notes

RADIO ROGUES will continue in Olsen and Johnson's Hallespoppin indefinitely. thru an error they were referred to in the Vaudeville Notes section of the March 11 issue as having opened on New Jersey dates, starting at the Opera House, Bayonne. It has been ascertained that the act playing Jersey time is the Radio Rubes, five-people offering.

BORRIS MORROS, returned from France recently, has the remake rights to 22 French films. . . . FARMER RAY'S HILBILLES have been playing the Shenandoah Valley area the past six months. General Manager Raymond L. Streets is reorganizing the unit for a summer route.

DEANE JAMES follows engagement at the Versailles, New York, with a tour of Middle West theaters. . . . HARRY BERRY, manager of Sunkist Varieties, was recently made an honorary member of the Lions' Club in his home town, Paducah, Ky. . . . FRANK SMALL'S International Revue's Revue, eight females, was set for the White House Press Correspondents' Party at the Maydower Hotel, Washington, D. C., last week, but the party was canceled because of a hotel strike.

LOUIS ARMSTRONG, following engagement at the Fox Tower, Kansas City, Mo., week of March 24, continues westward. . . . DON REDMOND is set for a series of one-nighters in the Deep South. . . . JACK HOLLAND AND JUNE HART making a Warner short. . . . INGA NELSON likely to make an all-girl Warner short. . . . LOUIS ZINGONE, magician, just completed another short, Dean of Pastebords, for Warner.

JEANNE HURLEY, until recently with Charles Abbott, and Osa Robey, is now teamed with Ben Ross. . . . MANICKA, exotic dancer, now in vaude, is featuring three new routines created for her by Lanni Russell, of the Wally Jackson Productions.

### Scibila's D'Orsay Unit in Quick Fold

CHICAGO, March 25.—Anton Scibila's French Casino on Parade unit folded after its break-in week at the Colonial, Dayton. Phil D'Orsay was featured. Scibila says he stored the scenery and plans to bring out the title again in the fall. In the meantime Scibila revived his Broadway Raging Show and picked up several weeks in Ohio, Pennsylvania and Florida. It reopens at the State, Sandusky, O., April 8 with a new lineup, including Earl, Jack and Betty Roberts, Betty Sykes, Johnny Elliott, Don Paul, the Vagabonds Orchestra, line of 13 girls and a comedy act yet to be selected. The Winkler-Nights unit closed after its week at the State-Lake here and will come out again with new acts in the fall.

RAYMOND WILBERT, hoop manipulator, jumped into the Radio City Music Hall, New York, last Friday, replacing Dale Verner, magician, Wilbert got into the Oriental, Chicago, March 21.

### Vaude Grosses

## Fay Vaude Slips 3d Week; Fatbush Vaude Okeh; Mae West Unit Only Fair at Fox

NEW YORK.—Frank Fay's straight vaude show at the 44th St. Theater, in its third week, slipped \$2,500 under the previous week, grossing only \$11,200. The slump came right in the middle of the Lenten period. The week prior the house grossed \$13,500, the best week Fay had since opening the show. Opening week the take was \$12,562, which represented a small profit.

Vaudeville's return to Brooklyn at the Fox (for just one week) and the Flatbush was encouraging, but the Fox didn't do as well as it expected with the Mae West Unit. Fox grossed \$21,000, despite the heavy exploitation campaign it put on for the first vaude showing at the house in two-and-a-half years. Cost of the unit was \$10,000 for the week. House has been averaging a \$12,500 weekly gross.

The Flatbush, in its first week of its new stage-show policy, grossed \$12,000 with Red Norvo and Mildred Bailey, plus Cross and Dunn and Lorraine and Rogan. Billy Brandt, owner of the house, said the Flatbush was geared to do \$20,000 with smash business but is "well satisfied with the results of the first week." Current attraction is Benny Meroff's Band and the Andrews Sisters and it was reported that the new show opened to a 40 per cent better take than the last week.

Out of the five vaude houses in the Broadway area, all played holdovers with the exception of Loew's State and the Radio City Music Hall.

Paramount, in the second week of Chick Webb and Ella Fitzgerald, but with a new picture and added act, did a poor \$30,000. Last week's showing was \$27,000, which caused it to cancel the pic, Never Say Die, and substitute it with King of Chinatown, which was just as bad. Acts on the bill were also changed, but the pictures of both weeks were blamed with keeping the take way down.

The Strand held Will Osborne, Sheila Barrett and Mill Herth over for a third week, and also ending the two-week run of Oklahoma Kid, thereby evening up the confusion created by the censorship of Yes, My Darling Daughter. Third week gross was a good \$32,500, as compared to the previous week of \$43,000. Osborne's first week with Daughter was very weak with only \$24,000.

Loew's State, with George Hall's Ork and Dolly Dawn along with Idiot's Delight, did \$23,000. Last week's report erroneously listing the current bill with Hall, Dawn, Delight, etc., as grossing \$18,000, should have been credited to the attraction appearing the week previous (Kitty Carlisle, Walter Powell's Ork and pic: Popper Takes a Holiday).

Radio City Music Hall had a strong week with Lore Agor and the regular stage show including Raymond Wilbert, grossing \$28,000. Being held over a second week.

\$35,000, compared with \$15,000 house average. Pic, Yes, My Darling Daughter.

BUFFALO.—Buffalo, with Ted Lewis Ork and Wife, Husband and Friend, boomed its gross to \$10,500 for week ending March 19. Average, \$12,000.

MONTREAL.—Loew's, with Dave Apollon and pic, Storm Over Bengal, hit its normal gross of \$7,000 for week ending March 14.

PROVIDENCE.—Playhouse, with Ted Healy's Stooges and pic, Navy Secrets, grossed \$3,100 week ending March 16. This is \$100 above average.

SEATTLE.—Palomar, with Stanley Brothers and pic, Tom Sawyer, Detective, grossed \$4,700 week ending March 17. Average is \$5,000.

MINNEAPOLIS.—Orpheum, with Jan Carber's Ork and pic, They Made Me a Criminal, jumped its take to \$15,000 for week ending March 19. House average is \$4,500.

SPokane, Wash.—Charles (Buddy) Rogers and band drew what Manager Oscar Nyberg of the Fox Theater described as "fine business" during two-day engagement last week. Band substituted for usual top feature on dual first-run picture bill. There were capacity crowds at evening performance. House seats 2,300. Admission was regular 45 cents. Audience very responsive. Weather conditions favorable.

CHICAGO.—First taste of spring dented grosses yesterday, but the weather man promises cooler weather for the remainder of the week and the operators are hopeful. James Cagney in Oklahoma Kid and Cleo Linnac's band unit on stage at the Chicago looks strong enough for a \$28,000 week, weather permitting. Chester Hale Girls stay over at the Palace in conjunction with the Irene Dunne-Charles Boyer vehicle, The Fair, a well-exploited combo that enjoyed the best opening day in and will draw a strong \$20,000. Oriental and State-Lake, with Follies Continental unit and eight-act vaude bill, respectively, are headed for their average \$14,000 grosses.

Last week Chicago fell off to a mild \$26,000 with Midnight and Harriet Hoctor-Shirley Ross stage revue. Palace ended second week of Bergin-McCarthy You Can't Cheat on Honest Men and five-act bill with a good \$18,000, boosting fortnight's figure to \$30,000. New Orpheum and Ben Blue p. a. at State-Lake now counted for a \$13,500 gross, with an additional \$500 counted at the Oriental with its double feature (Boy Trouble and Mr. Moto's Last Warning) and strong stage show.

### Four A's Probes Deeply Into AFA

NEW YORK, March 23.—The probe into the finances and policies of the American Federation of Actors by the Associated Actors and Artists of America is entering its third week, with the Four A's committee doing an intensive job.

Mrs. Florence Merriam, chairman of the Four A's committee making the probe, went over the AFA's minutes Thursday. Henry James, committee counsel, had previously paid the AFA a visit. CPA firm of David P. Reiss, auditor of the radio actors' union, has two accountants copying and examining AFA financial records.

AFA office has recently turned the past two weeks due to accountants' demands for records going back to the very beginning of the union's existence. AFA has notified the Four A's that it will not pay the cost of the investigation. In view of the fact that the Four A's is offsetting under a deficit, this situation may lead to a dispute.

AFA originally demanded the investigation of a vote of confidence from the Four A's. It got the investigation.

NEWARK, N. J.—Vaude competition between Paramount and Shubert is over temporarily until April 9, when Shubert, which shuttered Friday, is scheduled to reopen with Chick Webb and band, Franc Arnold, manager of the Shubert, got thru and will not return after the two-week period. Last show to play the house was World's Fair Pictures, featuring Phil-Regan and Faith Bacon. Suit for Slander was the screen fare. Gross for the week was \$12,400.

Paramount, with Jimmy Doolley and band on the stage and King of Chinatown on the screen, did a nice \$15,000. Mae West heads the stage offering this week and the house is staged to do a stand-out bit.

Empire (burlesque) is holding up fairly well and Valerie Park should end up with a good \$4,500 week.

LOS ANGELES.—Paramount divided to a gross of \$12,500 for week ending March 23 with Fanchon & Marco Revue and pic, Never Say Die. House average is \$15,000.

CLEVELAND.—Kay Kyser Ork, playing the RKO Palace week ending March 17, knocked off the phenomenal gross of



Paramount, New York

(Reviewed Wednesday Afternoon, March 22)

It's merriment and swing on this trip with a dash of dilettanteism by that confident man of the Ager that makes for a highly entertaining and varied show.

Stepping down from the silver sheet comes that satirical songstress ever pinning for Monakura, Dorothy Lamour, as lovely as lamour. A pulehritudinous and tastefully mounded wow. Miss Lamour sings a couple of pop ditties and then str... to a song so this strong men may weep as she warbles a medley of big songs. Had to beg off—but really beg—a combination of her singing and undraping being so easy on the eye and useful to the artist.

Also recruited from Himland, Mischka Auer, once getting the jitters in an attentive mood, offers an inspired bit of delicious lunacy. Mugs thru his own tragic-comedy screen roles. His mad interpretations catch well.

Making it a triple-barrelled line-up is Charlie Barnett, his sax, his swingers and his songstress. The mobbed house was geared for jam juice and Barnett let it flow freely. Barnett has been around for some time and his new gang stacks up with the vet swingers.

His stormy selections and entirely delicious sex poses pulled the top-cats in the packed pews into a state of down-right purring. Ushers had their mitts full keeping the kids from shagging up and down the aisles. Without benefit of mike billing, Judy Ellington sways things with the band, gets her share of humaha from out front by warbling the heated hymnals. Barnett ends and proves quite a personable chap, considering that most of the swing stars are entirely oblivious to showmanly factors when seducing themselves out of this world. In swing parlance, Barnett is a "solid Jackson," with the records calling for Billy (CRA) Shaw to share in the bows for the band.

Rounding out the bill and clicking as handsomely as the headliners are Lewis and Man, male tap duo, and Catherine Westfield, marionette manipulator. Boys use the miniature staircase for a regulation precision tap in top fashion and follow with the customary challenge evolutions. Miss Westfield operates the strings of her singular puppets diligently for dance routines that don't miss.

On the screen is I'm From Missouri (Paramount).

M. H. Ovenshiner.

Palace, Chicago

(Reviewed Friday Evening, March 24)

The Chester Hale Girls (24) are staying over another week and are making the town line-conscious again. Their work is well earned with eye-filling routines cleverly staged and executed in top form. They no doubt stimulated the booking of the Roxyettes, who follow this two-week show for an indefinite period, open-

NEW!

Dancing Veers in the Wishing Well

Particular GIRL IN THE GOLD FISH BOWL IL. LUDSON CO., 20 George Street, Vanity, New Jersey.

ANY PERSON KNOWING

The whereabouts of JAMES MACKENZIE, Vaudeville Actor, born Toronto, Canada, about 12 years ago, complexion fair, height about 5 ft. 0 in., last heard of in New York City about 1918, conducting sea-trip agency "Jim Mack & Company," commencing at once with JOHN W. HOWLAND, Barrister-at-Law, 230 Gay Street, Toronto, Canada.

WANTED DANCING ACTS

TWO WEEKS IN GINNINATI CAVANAUGH BOOKING AGENCY 600 10th St., Booth 9649-W, Ludon, W.V.



Vaudeville Reviews

ing April 7 in conjunction with the new Astaire-Rogers picture, The Centles. Hale kids appear in three numbers, opening with a rhythm tap to Old Man Moose, returning later with a cute, doll dance, notably and closing with a ball-tapping routine, costume routine to Hungry Rhapsody.

George Beatty, one of the three other supporting acts, smoozes the bill. His old stuff, such as the drunken sailor and satire of a commercial-plugged song on the air, sees him thru. His gag material, however, can stand refurbishing, most of the jokes having been milked for laughs here dozens of times.

The Four Kim Lou Sisters, as modern an Oriental act as Charlie Chan's oldest son, go over with their song and dance turn. Three of them open with a native-flavored ditty and tap cut-up, and the fourth follows with a swiny arrangement of Jeepers Creepers. Another sinner scores with a smooth acrobatic specialty and also close with a novel dummy dance. Well prescribed.

Emmett Oldfield and Eddie Ware drew most of the laughs with their comedy balancing, an act that is unusually fast for its type and smooth all the way. Some novel bits of business surprise the audience here and they are all funny. Wind up with a legitimate bit of hand balancing.

Charles Stone, pit orchestra leader, leads the boys in a brief Play Gypsy overture with a violinist spotted in the foreground.

Business fair first evening show. On screen, Charles Boyer and Irene Dunne in Love Affair (RKO-Radio), a picture that should bring in some trade.

Sam Honigberg

Strand, New York

(Reviewed Saturday Morning, March 25)

With Jimmy Dorsey, the "world's greatest saxophonist," headlining here and Charlie Barnett, the "new king of the saxophone," displaying his musical wares down the street at the Paramount, it would seem that the saxophone's conquest of Broadway is complete.

That Dorsey has one of the finest swing outfits in the business goes without saying, and he is exhibiting it here in a well-balanced performance that left the boys and girls limp with appreciation. Usually any vague approximation of a brass or read get-off is enough to send the morose—parade, jitters—into a frenzy of trumped-up ecstasy, but this week here their enthusiasm is justifiable.

Jimmy gives them their money's worth with some great sax and clarinet work on Honolulu, John Silver and particularly his swing arrangement of Rimsky-Korsakov's Flight of the Bumble Bee, a really virtuosic bit of tooling, with Ray McKinley's drumastics and his vocalized 'Tain't What You Do, with Bob Eberly's balladeering of The Masquerade Is Over, Deep Purple and a new Dorsey original, Anybody's Mood, and with Helen O'Connell's Honey Honey, I Cried for You and All of Me. Dorsey's girl, vocalist troubles seem to be over; Miss O'Connell really knows what she's singing about.

The maestro is not overloaded with personality, but he discharges his few smoozing tasks modestly and efficiently, preferring to talk with his sax. Aside from the band specialties only two acts need the services of an emcee anyway. Condos Brothers bring speed and skill to a pair of fast tap routines, showing nothing unusual, however, until their encore. Boys take it leated, without any lessening of the facility of their footwork. It's a good wind-up, and got them off to an even greater hand than on their first exit.

Harry Savoy dispates 15 minutes or so of the hour bill with a not too original brand of comedy that had a noon audience (most of which was a holdover from the first show) roaring for the second time. Comedian mugs too much, but he keeps his patter moving and his constituents happy. For that matter, a more subtle comic would have had a much tougher time holding an audience

with the singleness of purpose of this one. That Savoy managed it in the face of their anxiety to get back to the Dorsey's was his best tribute.

Warner's You Can't Get Away With Murder on the screen.

Daniel Richman.

A. B. C., Paris

(Month of March)

Thirteen high-class numbers make up the first vaude fare offered here since Christmas.

Jean Sablon fresh from four years of success in the U. S., is topping the bill and the reception accorded him is merited. Old French songs, just ripe for crooners, are putting him over with the Paris public: Crooning is a new art here.

Other standouts are the Two Obedient Brothers. Traki and the jazz band of Jean Rame and Rosotti, for the first time in Paris and with plenty of comedy by capable artists. Traki, veteran patter artist, still remains the best on the French stage. He has more than his usual success.

Gaudemith Brothers, with three French poodles, have the audience going overboard. The Algerian Band puts on some good stuff. More fun than music, but they can produce good swing and accompany Sablon in his act.

Jacqueline Figue is a pretty little French miss doing sensational tap dancing on tiptoes. The Miles Quartet have good voices coming over the mike. Regine and Shanley, novelty dancers, are well received, as is Carmen Romero, Argentine dancer, coming to Paris via New York and London. Robert Bocco, young patter artist, is okeh. Rene Paulot and Rita Georg furnish the vocal entertainment in a satisfactory manner. Four Kraddock, also just returned from an American tour, collect plenty applause. Good tumbling and lots of fun.

Closing the program are the Chinese Lucky Girls, acro and colorionists, who keep the audience in their seats.

C. M. Chambers.

Loew's Capitol, Washington

(Reviewed Friday Evening, March 24)

Fare this week opened without preliminaries, with 16 Rhythm Rockets coming on in a military drill to Stars and Stripes. At conclusion of the drill Phil Lampkin's house band does some violent swing on Bachman's Prelude to C Minor. Next on was Renay Rice in a competent tap routine, with her costume of one-piece while pajama-slacks strikingly effective. Only demerit is that Mrs Rice, in performing in front of the orchestra, tapped away on a hollow-sounding floor.

Car Brothers, using their usual Buster Keaton rube entrance, clicked with their expert clumsy strong-arm comedy, with each succeeding bit receiving a better hand.

Dollnofs and Rays Sisters provided the most novel act seen here in many a moon. Two brilliantly lighted question marks at each end of the stage provided enough gloom in the center for two girls and a man to go thru a semi-ballroom number, followed by one of the girls running to a wing to peel off the evening gown. Back in a jiffy and wearing a brief costume, she does a smooth acrobatic routine. Two girls in checkered clown suits, replace her, and with legs and dainty bounds waved artist's palette until sitting into the gloom, where they simulate a chalk-talk revealing stroke by stroke fluorescent lines which materialized into a dancing figure. Conclusion returns the third girl in a clown suit in a clever bit—where she the girls appearing to do a strong-arm walk, but at intervals the lines would fade away leaving her subject suspended in mid-air. Act had originality and is gracefully done, but better music and less gaudy question marks would improve it.

Cinda Glenn, caricaturist, relentlessly mugs down glamour pals and others of our superficial life in her imitations. High spot was a burlesque of a French piano-sitting singer warbling Towser Lamour.

Buddy Clark sings Rosette, Deep Purple, Tain't Necessarily So and I Cried for You in a hinky throw, making him a good round of applause. Cinda Glenn returns to sing My Heart Belongs to Teddy with the hot-seat drummer by the mike in a stogie. John Galina brings out his clarinet here to do a Ted Lewis imi-

tation style, bouncing a rubber ball while playing. Act is not effective until he brings out a string of puppets to perform as a line of chorus girls for his music.

Cinda Glenn returns to give her impression of a society-cake glamour girl. Routine is simply an awkward female-in-revelling gown mechanically reaching for the champagne bottle. This portion of her act can be materially trimmed to advantage. Finale returns the 16 Rhythm Rockets, each of whom is on her knees before a little red plumed player Umbrella Man, briefly interrupting to tap dance on the piano tops and then return to playing of Umbrella Man. Wife, Husband and Friend is the pic. Edgar M. Jones.

Chicago, Chicago

(Reviewed Friday Afternoon, March 24)

Ciro Rimes and his Latin band furnish a refreshing chapter in this week's edition. Absent from these environs for over two years, their native work, vocally, musically and technically, is wealthy and novel. Typical of many Latin entertainers, Rimes' stage presence is personable and winning. He engages in a friendly manner, sings with sincerity and dances with welcome eagerness. These factors, as a matter of fact, are true of all his entertainers, sandwiched in between the three outside acts.

The three girls in Rimes' act—Justita, Conchita and Nina—all do the feminine angle roundly, two of them specializing in dances and the other giving out, with a strong, melodious voice, Comedy Boy, of the band, doubles with comedy dance routines, most of them of the spicy variety. Among the catchiest tunes played out by Rimes' 11 men are La Semba, La Congo and the Tiger Rag single.

Harry Brown and Wylor, dressed in South American attire for this occasion, get some laughs with their hoké dance routine. Several strong comedy bits in it and an impressive finish.

Oil and Bernie Mason have a real canine novelty. Use three dogs, and each one an entertainer, runs smoothly, thanks to a cleverly concocted routine of patter timely delivered by the man. Team has a strong opening and closing, the latter joined by one of the animals on his front paws.

Jack Durant comes on late and remains thru the end. Makes a handsome appearance in tails. His acrobatic tricks between take-offs of Gable, Herbert Marshall and Charles Boyer are still top stuff.

Business was off second show opening day, most of the regular trade-out in the open enjoying the fine spring weather. On screen, James Cagney in Oklahoma Kid (Warner).

The new Mikado including unit comes in Friday, followed respectively by Mischka Auer and Paul Haakon, Orin Tucker and his band and Wayne King's unit.

Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Friday Afternoon, March 24)

Billed as Major Bowes Third Anniversary unit, this week's show is long on acts but lacking in entertainment. It consists of 10 acts, with the majority routine tap and singing turns. Two acts, Chick and Lee and Larry Best, stood out. Both are of the impersonation type, and the hand they received showed this form of entertainment is still popular with vaude fans. Chick and Lee got the top hand with their impersonations of Hit-

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY 15 Illustrations, 7 Acts for Two Men, 7 Acts for Male and Female, 21 Parties, Variety Act, French Act, Two Girls and Dances, Specialty, Tap and Burlesque, 14 Musical Farls, Parties, Dances and Prizes, 44 Novelties, Blackouts, Ending Scenes, Dupeo Head Rattle, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 20 is only one dollar, or will send you immediately Nov. 20, 21, 22, 23, 24, 25, 26, 27, 28 and 29 for \$4.50, with money back Guarantee.

WM. McNALLY 87 East 125th Street, New York

SCENERY

Eye Drops, Flat Acts, Cypherases, Dress Costumes, Scenery Equipment, SCHELL SCENIC STUDIO, Columbus, O.



ter and Mussolini and impressions of unadorned and opera singers.

Larry Best, affected in his impression of Lionel Barrymore as the attorney in the stage hit *The Last Mile*. He's not as seasoned as most impersonators, but his work went well with the crowd. He also did impersonations of Ned Sparks, Katharine Hepburn and Henry Armetta. Merle and Gaylor offered a few thrilling moments with a spectacular roller-skating routine. Raymond Barrett emceed the show in capable style, winding up with a turn on the saxophone.

Only regular Orpheum act to hold over this week was Janabe Moore, who did a first-rate job with her winking of *Deep Purple*. Given a little more time before she hits the stage, she should wind up in the top brackets. Pickers were *Boy Slaves* and *Torchy Blane in Chinatown*. *Big Fair*.

Dean Owen.

humor of many countries. An inimitable original humor. D. Schulz-Roch.

**Loew's State, New York**  
(Reviewed Thursday Evening, March 23)  
State's gross this week will probably suffer from competition of strong name attractions in rival houses. Business somewhat off when caught, despite nicely balanced bill, including Happy Felton, Oracio Barrie, *Three Sailors* and good pie attraction, *Made for Each Other*.

Felton Band, a good stage crew capable of delivering a strong show itself, is loaded with specialties, including a glee club, *Four Mountaineers* for hill-billy comedy, *Lorraine Barrie* and Louise Dunn for pop and operetta tunes, *Ken Neely*, baritone; *Billy Galbraith*, Irish tenor, and *Others*. Felton's manner is informal and buoyant, with a comedy flair, and he manages to pace the act with no lost motion. Of the different specialties some are excellent, others not so strong, but sum total effect is impressive, particularly with solid musicianship backing up the whole. Band opens with a long list of comedy take-offs on different acts, Felton chanting the dialog. It gets the outfit off well and interest is maintained. Smartest novelty number is a *History of Singing*.

Oracio Barrie chose her songs with rare judgment. Did *This Can't Be Love*, *Pony Serenade*, *Hurry Home* and an ace novelty tune from an old Scandals score. Miss Barrie's voice is beautifully polished and her arrangements are clean.

*Three Sailors*, standard hoke and knockabout turn. Act did its usual nut routine, mugging and slapping with gusto, going thru hoke, acro and finally doing a neat rope skipping and dancing tuff. *Sailors* remain one of the best screwball acts extant.

Terry Howard with Jack Tully, mixed team, do a comedy turn with the girl attired as a kid and talking with a lisp. *Femme puts* over the punch lines, getting added effect by *Killantia*. Wind-up is fast and strong, with a combined singing and hooding sequence. Tully is a very personable fellow. Act is typical vaude and team encoed with a bit of chatter.

Hudson Wonders, control and acro dancers in the opening spot, are two tall, girls. They do backflips, somersaults and all sorts of tricky spins, displaying a lithe, limber grace. Close with a dancing crab. *Paul Ackerman*.

**Wintergarten, Berlin**  
(Month of March)

Show opens with the Five Nordic masters in different sorts of bicycles.

Maria Scantho and partner, Hungarian team, offer specialties such as dances and singing. Most astonishing is their dog, which makes 30 or 40 salto mortales.

First high spot came with *Maximo*, who does tricks on the slack wire which are almost unbelievable. After his engagement he goes back to Sarasota, Fla.

Rudolf Klama, a typical Hamburgian, dived on account of his charming unaffectioned as well as his brilliant accordion playing.

The D'Angolis, coming from Italy and Spain, are described as lightning jugglers. They use not only their hands and heads for their tricks but also the feet, knees, balls, etc.

Marietta Van Ehn comes from Budapest, where she is a soubrette. She sings in 10 languages. In English we heard *Let Yourself Go*. She is very pretty.

McKay and Laville come from America, but they have had, as they say, "rigorous German discipline." Their act emphasizes acrobatic, humor and dancing. It is of the strong American burlesque type and therefore very impressive before a German audience.

Marielien Brunbach is a discovery of the Wintergarten, where she was offered for the first time in a program of youngsters. She has gained much experience in between, and her acrobatics are of international class now.

Micena Busch, last descendant of the famous Busch Circus family, offers beautiful horca.

Most impressive number in the whole program is the Four Berocinia, relatives of the famous Charles Blondin, who offer a breath-taking act. They have to be seen to be believed.

Paul Beckage, Germany's most popular humorist, makes the people forget the dangerous minutes while watching the Four Berocinia.

Ketty Mara and her intelligent ape drew good laughs.

The show finished with Rico-Alex and Co., four musical clowns, who offer the

**THANKS**

The band of the week is Al Donahue's Orchestra and it's a welcome change from the din of the past fortnight. Present novel arrangements rather than a blast of noise.—THE PITTSBURGH SUN-TELEGRAM, March 18, 1939.

**AL DONAHUE AND HIS ORCHESTRA**

● now playing

**FOX THEATRE** Philadelphia, Pa.

● opening in May

**RAINBOW ROOM,** Rockefeller Center, N. Y. C.

VOCALION RECORDS

Direction: ROCKWELL-GENERAL AMUSEMENT CORP.



A ★★★ COMEDIAN WITH A ★★★ FUTURE

**JACK LANE**

"Swinging Down the Lane"

THIS WEEK—ORIENTAL THEATER, CHICAGO  
SAILING APRIL 26 FOR AUSTRALIA

**GIL AND BERNICE MAISON**

"DOG-gone Nonsense"

NOW—CHICAGO THEATER, CHICAGO

East—Harry Bestry West—Jack Kalchelm

A NEW THEATER PERSONALITY

**Belva White**

BLONDE BOMBSHELL OF SONG

NOW—STATE-LAKE THEATER, CHICAGO

Management: Jack Kalchelm—Wm. Morris Agency

**CHICAGO THEATER**

NOW PLAYING

barry, breen and wyler

There's One Best in Everything

**RAYMOND WILBERT**

Still "(W)hooping It Up" at

RADIO CITY MUSIC HALL, New York

Week March 31, ORIENTAL THEATER, Chicago

Direction — NORTH & FLAUM

**Minneapolis Agency Books Winnipeg Vaude**

MINNEAPOLIS, Minn., March 24.—Beginning today, WOCO artists' bureau books shows for an indefinite period at the Beacon Theater, Winnipeg, according to Al Sheehan, bureau's head. This is probably the first time an artists' bureau in the United States secured a long-term booking contract for a Canadian theater.

Polly will consist of five acts, changed each week. Bills will probably be the same as those the bureau is now booking into the Lyceum Theater, St. Paul, and the Palace Theater here.

**CRA-Bordé Produce Unit**

CHICAGO, March 25.—Ed Kresler, of the local Consolidated Radio Artists of Ice, and Al Bordé, booker, pull a new unit together featuring Lou Brown and band, Stepin Fetchit, Armida, Fulton and Wella, Lois Harper and Consoia and Melba. Show is labeled, *Hollywood Jambooree* and plays the Orpheum, Minneapolis, and Orpheum, St. Paul, weeks of March 24 and 31, respectively. The Oriental here gets 16 week of April 7.

**Philly AFA Signs 14**

PHILADELPHIA, March 25.—Thomas Kelly, local AFA representative, announced four night clubs have signed a closed shop.

Spots are the Club Morocco, Lexington Casino, Jack's Grill and Al's Stochelurst Grill. The latter two are in Upper Darby. The total number of local closed-shop agreements is now 14.

CINCINNATI, March 25.—In a communication to *The Billboard* this week Ernest L. Kerley Jr. of Bartsville, Tenn., asks that Billy Barlow, wire walker, get in touch with him immediately because of a death in the immediate family. Barlow is also known as Billy Chase.

**Almost, True**

NEW YORK, March 27.—Jackie Osterman, now emceeing at his Little Club, brags that it is the only (small) club that is not running a *Melodrama* show.

Princess and Baby

**YVONNE**

"PSYCHIC WONDERS"

ANNAPOLIS OFFICE SENSATION—433 Reservoir Blvd., Philadelphia



On the Air With His outfit and his Orchestra.

For Royal Lighted Dress Suits—... Coat to Coat... RKO and GSB. New York, March-April-May.

**ART BORAN**

The young Arthur Boran is one of the most consistent entertainers on the radio.—*Dirig Doyle*, N. Y. Journal American.

Offs Columbia Artists, Inc.

**WANTED**

Men with small car that can hold 1000 lbs. and 1000 miles. Three-day stand Picture Show. Phone and cover. With tickets. Reply, care Office 113 Times. Also letter, with the Carwoman. Open until the end of April. Write Dept. 1714.

N. S. BEGAR, White Plains, Tenn.



# Reviews of Units

## All the Best

(Reviewed at Empire, Stratford, London, Friday Evening, March 10)

This revue, which ran thru summer and autumn at Opera House, Blackpool, is now being toured on GTC, Moss and other houses by William Hemmell, Ltd., with different cast and certain changes in dialog and situations.

Altho tempo slackens at times, the fare is generally entertaining and acceptable. Headliners are Bobb Daniels and Ben Lyon, to whom British audiences are very partial.

Opening circus scene serves mainly for introduction of entire company individually. As clowns, shows girl troupe works snappy tap routine before take, and Charles Brin tells a few stories. Fairly funny is sketch on triangle theme, with Lyon as cowboy lover calling on wife Evelyn Taylor during absence of comedian Sid Field.

After this is a two-part *Dream Fantasy—White Magic*, with vocal by Bebe Daniels. Second part, in effective arctic setting, has fast roller-skating specialty by Harvard and Ross, and Ice Guard drill by girl line.

*Discovers*, a burlesque of amateur contests, gets easy laughs for Alec Henson, Sid Field, Evelyn Trevor and Lillian Trevor.

A modest but pleasing acro ballroom dance by Moray and Moyla precedes sketch, *The Pirates*, in which Lyon and Field get maximum laughs.

Working with her own pianist, Bebe Daniels registers an easy success with such numbers as *Umbrella Man* and *No Rita*, finishing with popular British nonsense song, *The Chestnut Tree*. In this she has the assistance of Lyon, who, with foliage in each hand and card in chest—"I Am a Tree"—gets a good laugh when favored with attentions of a dog.

Next scene, *The Marvelous Jangle*, provides thrill sensation with Capt. Tommy Kaysa, dandied in British circus world, putting three bouncing lions thru their paces in a 14-by-8 cage.

After intermission girls dance the *Blackpool Walk* to vocal by Evelyn Taylor, with Al Harvard and Henry Vale doing their best with weak elderly man in both chair business.

*Short Talk*, showing how rumor may grow over the phone, brings show to denouement and Lyon's own sketch about a mythical future when wives go to business and husbands take care of the home. Honors go to Beff for some very funny business.

Evelyn Taylor sings a medley of songs, followed by Al Devitto, who singly and with the aid of his company of three, contributes a riotous musical burlesque. A burst of exuberance on the tympans with his hitting out of sandwiches into the orchestra stalls is as funny as anything seen here.

After such a side-aching offering, if it is probably just as well the line follows in a very quick, brightly dressed toe routine. A brief American gangster gag precedes another two-part scene, *Dou Dou*, in which Miss Daniels shines for her vocal of *Chariot* and humoristically as a distressed mother seeking her child stolen by gypsies. Gypsy encampment half efforts opportunity for further dances by line and Moray and Moyla.

A tea party for three husbands is handled on broad lines by Field, Vale and a stage. An easy triumph.

Final, is a traditional English pantomime parade scene, with members of the company descending on lofty, broad staircase to make their bow.

Edward Graves.

## Klein's Rhythm Variety Revue

(Reviewed Sunday Evening, March 19, at the Lincoln Theater, Lisbon, O.)

A comparatively new unit but packed full of talent, with youth predominating throughout. Has great possibilities.

C. A. Klein, producer, has made little attempt at staging details, giving all attention to making the program entertaining and stressing talent throughout the 45 minutes. Small stage was a handicap here, but the kids scored heavily. House was nearly full at the first show at night. Wardrobe was far above the average, and Jimmy Harrison's *Ork* (sight) handled the musical assignments most capably.

Rhythm Debutantes, six-girl line in snappy garb, sets the program off to fast start. They're all accomplished dancers and work with perfect precision. Lillian Stoppel offers an unusually difficult acro control turn. This girl, despite her

## London to Hollywood, and All for 42 Seconds' Shot

Jack Powell left London February 16 to reach Hollywood February 24 to work in a new Bing Crosby film, *East Side of Heaven* (Paramount). His net takes exactly 42 seconds in the film.

## Units at \$350 To \$450 a Night Do Well in Pitts

PITTSBURGH, March 25.—Neighborhood and suburban towns are going for vaude and amateur nights in big way.

Tri-State inland bookings have been more frequent and more profitable to showmen, National Theatrical Exchange's Joe Miller informs. Now playing within 100-mile radius of Pittsburgh are *Hollywood Kebab*, featuring Betty Boop; *Shooting High*, featuring Oswald; *College Rhythm*, featuring Benny Baker, Pat Rooney Jr. and Herman Timberg Jr.; *Shanghai Nights*, Blackstone unit, Nick Lucia, and his Platinum Blondes and a troupe of movie doubles in *Crazy Hollywood*.

Night bookings vary from \$300 to \$450 per house.

Theaters playing units on split-weeks or one and two-night stands are in New Castle, Erie, Johnstown, Greensburg, Butler, Ambridge, Du Bois, Fairmont, Clarksburg, Zanesville, Cumberland and other Tri-State cities between 25,000 and 100,000 population.

Warner inaugurates weekly amateur nights on stages of South Hills and Schenley theaters next Tuesday and Thursday under aegis of Brian McDonald and Jerry Mayhall, who also guide the Wilkens Radio Amateur Hour over WJAS, in its third year. Show has been tested at Enright two previous weeks and proved a box-office draw. Talent will be drawn from local radio acts and hometown hopefuls who apply at manager's office.

Warner also still thinking of possibilities of college nights following trial show of Mike Golden's band and campus acts at Schenley this week. Because of paying orchestra union scale, plus extra stagehand costs, the one-night stand just about broke even, not justifying continuance.

## Penna Clubs Forced To Drop Strip Acts

PHILADELPHIA, March 25.—Bookings of song and dance acts here have increased about 45 per cent since the Pennsylvania Liquor Control Board banned strippers from licensed establishments.

All epidemics exhibit are now missing from the after-dark spots. A force of 25 State agents are touring night clubs to enforce the measure. About 150 acts and 400 cafes were affected by the ruling.

Thomas E. Kelly, local representative of the American Federation of Actors, says that, despite the increase of bookings of eligible acts, there is still no scarcity of performers in the night club field.

youth, does many tricks shunned by veteran acrobats.

Band breaks up the talent parade with a swell rendition of *My Favorite*, Jimmy Harrison doing the vocal. Two of the line comes back to do a high-kick novelty that is fast and plenty good.

Marion Wirth, still in her teens and a good looker, has well-trained vocal cords and phrases with *Jessie Creepers*. Enters with *Umbrella Man* smartly. Line makes its second appearance in spot week and skirts for a fast routine, followed by a dance team doing rhythm taps, with some good dancing.

Harrison responds with *Trees*, his best, and the band comes thru with another tune to give time for setting the rigging for Lillian Strick, 14-year-old, violinist who does a sensational routine, closing with a series of breath-taking muscle grinds. Kid is a wonder.

Marion Wirth fades out with a soft-voiced rendition of *Heart and Soul*, like piece on for a finale that is *Soo-soo*, a military drill in flashy wardrobe.

On the screen, *King of the Undergrids*, Max McConnell.

# Burlesque Notes

(Communications to New York Office)

## New York

MONA LEE, recently of the Ettinge, and Lillian Dixon became new principals at the Triboro March 26. . . . RONNIE TAYLOR, another Stanley Woolf discovery, opens April 2 at the Clover, Baltimore. . . . SUNYA (SMILES) BLANE came to New York to extra-attraction in local houses March 31. . . . CHICKIE WELLS, former burly soubrette, and Buck Eddy are held indefinitely at the Cafe Madrid, Chock Towaga, near Buffalo.

JERYL DEAN became an extra-attraction feature in Newark week beginning March 26. . . . LEON DEVON finished on the Western wheel at the Avenue, Detroit, March 23, to return here to the Galety March 31. . . . MANICKA, dancer, after she closes on the Hirt circuit, plans to go in for commercial photo modeling and double in burly theaters and nighties.

VICKI WELLES, strip principal on the Hirt wheel, is enjoying her third trip over the circuit this season. . . . HIRDA WASSAU extra-attraction April 2 week at the Troc, Philadelphia. Also will be at the Howard, Boston, April 17. . . . AMY PONG was added attraction in Buffalo March 24 week. . . . GYPSY NINA, Lew Petel and Rhythm Brown moved into the Triboro March 25.

JERRI PHILLIPS, parade girl with the Bob Ferguson show, Hirt circuit, had her accident case with the New York, New Haven and Hartford Railroad settled for \$50 last week. Accident occurred March 12 when train reached Boston and a sudden stop made Jerri do a nosedive to the floor. . . . BILLY (BOOB) REED opened at the Palace, Buffalo, March 24. . . . SIBBIE FLOOD was birthday-caked and partied backstage of the Ettinge March 18.

PATSY GINGER JOHNSTONE left the Republic March 23 and opened March 25 at the National, Detroit, for a 10-week stay. . . . SWING AND SWAY, new Hirt wheel show, opens April 2 in Baltimore with Billy Fields, Billy Aheole, Connie Ryan, Eddie Heywood, Renee, Gilda and Eva and Joan Maria.

Harry (Hickey) LeVan and Lettie Bolles left the Hirt wheel in Union City, N. J., April 1. . . . JACK RYAN, straight man, sends word of the death of a younger brother, John, an attorney, of Chelsea, Mass., March 20, and Frank X. Silk, comic at the Ettinge, was lettered by his wife in Los Angeles of the passing of Jimmie Dugan because of an appendicitis operation. . . . DIANE JOHNSON and Roxanne replaced Margie Kelly and Jean, Eddie at the Star, Brooklyn, March 24. . . . Eddie (Nuts) Kaplan and Chick Hunter succeeded Hank Henry and Joe Lyons March 31. . . . FIELDS AND McALLISTER relieved Steve Mills and Herbie Pay at the Galety March 24. . . . JULIE BRYAN, back from six weeks at the Chateau Madrid, Havana, and two weeks in Miami, reopened at the Galety March 24.

CLAIRE, of Osterland Claire, sprained her ankle at the Republic, New York, and, by Gates is carrying on single. . . .

ESTA ALJA opened at the Capitol, Toledo, March 24. . . . MARIE GUNDBIE former strip principal, afterward a commercial model, is now an Alisa Gilbert parade girl at the Star, Brooklyn. . . . MARGIE KELLY began an extra-attraction week at the Howard, Boston, March 27. . . . CLAIRE, of Claire and Gates, dance team, was compelled to leave the Republic March 18 because of a foot injury. Gates finished the week by himself. . . . LESTER MACK and Lew Black replaced Paul Ryan and Billy (Bumps) Mack at the Republic March 24. Adra Cooper left March 23. Other new principals March 24 were Lee Val and Glenn Mason. . . . BOB CALLAHAN and Howard Maloney started last week a burlesque fans' organization, a delegation of which will be present at the BAA's entertainment and dance April 2 at the Manhattan Opera House. UNO.

## Chicago

AUDREY ALLEN has left for Milwaukee to replace Bobby Ferguson as producer at the Empress. . . . NORA FORD opens at the Palace, Buffalo, Friday and at the Howard, Boston, April 7. Booked thru the Schuster office.

TILLIE GRIFFIN in from Denver, where she worked the Tivol. House, incidentally, closed March 21. . . . ROSE LA ROSE succeeds Charmaine at the Gayety, Minneapolis, Friday. . . . BOZO SNYDER is currently at the Empress, Milwaukee. . . . CLEO CARFIELD goes into the Palace, Buffalo, Friday. . . . ARTHUR CLAMOR was a local visitor en route to Cincinnati. . . . GLADYS FOX, Mary Grand, Evelyn Myers, Joe DeRita, Harry Myers and Harry Jackson are new at the Rialto here this week.

## Burlesque Review Rialto, Chicago

(Reviewed Friday Afternoon, March 24) Altho withered by general big conditions and changes made on the entertainment map; Old Man Burlesque still has some breath left here, thanks to the generous financial efforts of M. S. Barger, Rialto operator, and the collective interest of the Midwest Managers' Association, which holds on to some of the better people making the burly rounds. Despite bluh b-o, returns, the house has been continuing on a good diet with reliable comedians, veteran strippers and neat production work in the hands of Fred Clark and Ida Ross.

Miss Rose offers three stage-filing numbers with the line of 12 kids and six showgirls—lively opening concoction, rich nudity display and butterfly finale. She uses material to good advantage emphasizing intricate dance steps and concentrating on flashy parading.

The comedy this week is in the hands of Kenny Brenna, Harry Jackson, Joe DeRita, Jack Buckley and Harry Myers. Funniest skit is satire on Major Bowes show, in which DeRita and Jackson get off some laugh-getting gags. Brenna is an oldtimer here, and his brand of black-face humor has a following among the fans who still believe in burlesque, and Buckley, his straight man, is doing all right as a comic himself.

Nice crop of strippers this time, including Mary Grant, Gladys Fox, Evelyn Myers and Crystal Amos. Miss Grant has a lovely figure and a clean-looking personality, and her parade lends itself well to *Beautiful Lady* strains. . . . Miss Fox scored with a feverish rendition of *Old Man Rose* and a fancy strip bit. Miss Myers is the most sexy looking, with a blond mop of hair and a tight-fitting slinky gown flattering her particular type of personality. Bella her number well. Miss Amos, lively red-head, did similarly well with her rendition of a stess strip. . . . Mitch Todd still around to sing the production numbers. *Sam Honigberg*.

## 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 or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the parcel 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 Miss E. Sigerman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard 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.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.



# Kinseys End Canton Stand

### Winter's run best in years, Graf reports — readying for canvas trek

CANTON, O., March 25.—Madge Kinsey Players closed a successful three-month engagement at the Grand Theater here last Sunday night to turn away business. Previous Friday night also was a sell out. While the Kinsey troupe did not equal the 16 weeks' stay of a few years ago, the engagement just concluded, from a financial standpoint, was regarded as the best in years for a winter run, according to Harry Graf, business manager.

The company opened Christmas Day and played seven days a week since, offering nightly performances and three matinees a week, with change of bill Sundays and Thursdays.

Only two changes were made in the cast during the stay here. Patricia Bryant and Buddy Rowley, due to previous engagements, remained with the troupe only two weeks and were replaced by Jimmy and Jewell Parsons. Others in the cast, besides Madge Kinsey and Harry Graf, were Dave Hemminger, Joan Davis, George Colbert, and Otto Imig, comedian.

Business Manager Graf said work would start soon after April 1 at winter quarters at Potosi, O., on repainting and readying the tent equipment for reopening probably late in April. Usual rule, thru Ohio will be played again this summer, with an extended stay in Mansfield planned as in former years. Most of the cast employed here will be retained for the summer tour.

Closing night's reception has not been equalled in recent years. Here scores of patrons seeking to participate at the conclusion of the performance to bid farewell to Madge Kinsey and her players. Troupe on the final night complied with patrons' requests for between-the-act comedy bits, which kept the audience entertained for more than a half hour after the usual curtain time.

Jack Davis and his orchestra, played in the pit thruout the local engagement, with Bill Gled, drummer, featured in solo work. A union stage crew, including the veteran Art Leadam, property man, was in charge during the 12-week run.

Prices of 25 and 35 cents, with 10 cents for children, prevailed thruout the engagement.

## Plunkett Family Show Finds Biz Fair in Texas

CLAREVILLE, Tex., March 25.—Plunkett's Minstrels, who opened the canvas season February 11, continue to play to fair results in the Lone Star State. Show in completed almost entirely of members of the Plunkett family and moves on two trucks, four trailers and two cars. Company also carries its own light plant.

In addition to Pa Plunkett, who manages the show, roster includes Jim, Cleo, Zeena, Melvin, Priscilla, Charlene, "Corny," Gloria, Jerry and "Busty," with the ages of the children ranging from 6 to 51 years. The Plunkett kids form their own band and orchestra and give a 3 1/2-hour show. William R. Welch is tutor for the children and also toots trombone in the band.

Show will remain out in Texas on one-night stands all season.

## Kriel Tenter Opens May 18

IOWA CITY, Ia., March 25.—Lowell Kriel, of this city, is preparing a bit of show to tour Iowa this season, using a cast of six with a five-piece orchestra. Show will play four-night stands, first opening in net for May 18. Show, which will be bannered as the Lowell-Kriel Players, will use a Punch and Judy layout as a concert feature.

## SHORT CAST SCRIPTS FOR LEASE

Send for complete list and state how you want to be framed and the territory you play. Copies of the same I am using myself this season are available. JOHN LAWRENCE, Washington, Ind.

## Boy Scouts!

HAINES CITY, Fla., March 25.—Returning to a local service station where their living trailer was parked late one night this week, Warren L. Warren and Jay Wall, of the John J. Van Arman advts., noticed 23 flattened tires still on display in front of the station, altho the spot was long closed for the night.

Leaving Wall to guard the tires, Warren hopped in his car to begin a search for the station owner. After a futile two-hour search for the station on Warren returned to the gas-up joint to find Wall still parading before the valuable stocks. They finally decided to call the local chief of police. With the arrival of the latter it was discovered that the "new" tires were "old" tires newly wrapped for display purposes and left outside purposely because they had no value.

At least they earned the chief's praise plus a "thanks" from the station owner for their humble efforts.

## Obrecht Players Hit Road April 15

MINNEAPOLIS, March 25.—Christy Obrecht Players will begin rehearsals here April 4 and will open the season April 15 at Benson, Minn. Theaters will be played for five weeks, after which the troupe will open under canvas.

Roster includes Mr. and Mrs. Christy Obrecht, Octavia Powell, Mickey Arthur, Mason Wilkes, Berthanne Arthur, Norbert Weiler and Bob Bayley.

Jerry Ketchum will again bless the trail with two assistants, Ernie Obrecht and Donald Hall.

## "Hit Parade" Is All Set; Heavy Billing Is Planned

BROWNVILLE, Tenn., March 25.—Finishing touches on the equipment of The Hit Parade for the tent road tour has been completed at the winter quarters on the fairgrounds here, Fred Yale, manager, announced this week. Members of the staff, performers and other employees are arriving almost daily.

Howard King and wife have arrived from their home in Houston, Tex. He is reported to have lined up several national ads for banners. James Thulbue, of Houston, also has reached winter quarters. Clyde Malloy, general contracting agent, who has been wintering at his home in Williamsport, Pa., has departed for his duties ahead after several days here. O. Boyd, brigade manager, wintering in Memphis, is a frequent visitor. Joe Simon and Beelyn Cook, of Memphis, were the guests of Manager Yale Sunday.

A strong publicity campaign will herald the coming of The Hit Parade, the management announces. A line of special pictorial printing, cards, awards and banners will be used. Country billing will be featured along with an extensive mailing campaign. Billing brigade will consist of six men.

Rehearsals are called for April 13, with the opening slated for April 20.

## Rep Ripples

BOB ZELL, after a visit to The Hit Parade headquarters in Brownsville, Tenn., describes the layout as "one beautiful sight, with nothing left out to make it a perfect tent show. It's the type of tent show that should hit from the start." Bob, typewriter.

KURTZ BROTHERS will have a small truck under canvas in Western Canada this season. KENNEBEC PLAYERS, four-piece outfit, report fair business in Maine under auspices. W. W. Gaynor is manager. COSTA PLAYERS continue to plug along by fair returns in the Province of Quebec. BILLY AND MARGOLD ARMOND, in Key West, Fla., for the last 10 weeks, are night clubbing in the Fla. of the Belmont Club, Miami Beach, Fla. LEE SISTERS and Gretchen Nicholson, who have been visiting at the latter's home in Miami, Fla., this past week, open with the Heffner-Vinson Show in Valdosta, Ga., early in April. PAUL MILLER is preparing for an early spring tent trek thru South-

ern Ohio. He will carry eight in the east and rehearsals will begin soon in Bellefontaine, O. KITTY BARNES, formerly of Barnes and Edwin, will return to Indiana's tent trouping shortly. She has been on a Florida circuit all winter. JACK H. KOHLER, veteran rep and stock performer, is recovering from a recent operation at his home in Exeter, Ill. He has been on the sick list the last two months. THE COLOSSY of rep actors in Tampa, Fla., is rapidly diminishing due to the approach of the canvas season. Those still being out during on trekking northward soon are A. Evans, Mr. and Mrs. Floyd Winters, Jack Moulton, Mrs. Kitty Edwin and Sonny Rasch.

KELLY MASTERS, of the Kelly Bros' shows, is looking over scripts for an entirely new repertoire for his summer attractions. LEO BROOKS, juve and drummer who has been ill at his home in Princeton, Ind., is reported completely recovered. RAEDLE, young daughter of Mr. and Mrs. Mel Hollingsworth and who has trouped several summers with her dad's tent show, will graduate from junior high in her home town of Palestine, Ill., in June. EDDIE AND BEAN LEAHY, known to the night club as Pearl Fern and Co., last week enjoyed a visit with Mr. and Mrs. Sheldon Nash, of the Rosalie Nash Players, at the latter's home in Louisville. Eddie and Jean, who played the Silver Slipper, Louisville, last week, trouped with the Nashes the season of 1929.

AUDREY AND OKNE BRADLEY have signed with the Jack and Maude Brooks Players for the tent season. JOSEPH SAULINE Players, who have been touring thru the Carolinas all winter, are scheduled to close this week.

CHIC AND ESTELLE PELLETTE, who have been at their Florida home all winter, have signed with Chester Comedians and will leave Florida soon to begin rehearsals in Illinois. BETTY PROMEN and Sam Bright have severed their connections with the Jennings-Porter Comedians in California after a long and successful engagement. ANN JOHNSTONE and Fred Ewen sojourned briefly in Kansas City, Mo., last week en route to Kansas to visit relatives.

HARRY GOLDIE and Juanda Lertz have signed with the Kelly Bros' Show in the Deep South. HERBERT WALTERS' Comedians were slated to open the tent season Monday (27) in Oklahoma spot with the following cast: Mr. and Mrs. Wayne Hinkle, Lawrence Esplaner, Mr. and Mrs. J. W. Maxfield, Tudia and Melville Manley, Dorothea Roberts, Ross and Margaret McKay, Mr. and Mrs. Bert Walters and their daughter, Shirley.

AMONG THE trouping musicians now located at the Mississippi State Hospital, Whitfield, Miss., are Wiley Scott, John Ruppe, Tommy Mills, Frank Eccles, John Benstead, Charles Powell, John McCrocy, R. C. Bradshaw, Ernest Fanning, Mr. and Mrs. John B. Evans and C. O. Sears. TOM WIEDEMANN, exp. rep and circus manager, is still confined at Charity Hospital, Jackson, Miss., in a serious condition. He has received numerous blood transfusions from the above-mentioned musicians. THE WARD is out that Chief Rolling Cloud and George R. Bishop will launch a rag opry out of Winchester, Va., early in April. AL PITCAITHLEY, last season with Heffner-Vinson, left Detroit last week to join the Heffner-Helvey Show, now in rehearsal in Jacksonville, Tex. Pitcaithley stopped off in Chicago en route to pick up Jane Jordan, who also is signed with the Helvey tent. Al has been working clubs in the Detroit area the last several weeks. LEROY AND SHARPE vent out now playing Detroit clubs; will be back with the Norma Ginnivan tent show this season. A. BOSS ROBERTSON, former rep director, is now a regular on the staff of Station WWS, Detroit. CONNELLY AND MADCLIFFE, well-known Top team, are currently working Detroit nighties. Their son, Floyd Connelly Jr., is assistant night manager of the Loop Theater in the Motor City.

## ALL QUIET ON

(Continued from page 1)  
cation of publisher ratings, long a thorn in the side of the ASCA's directorate, has been dormant for several months now despite talk before the end of last year to the effect that drastic changes in the system might be made. Absence of advance resolutions indicates that the matter will not be taken up at the Hitz-Carlton gathering.

## Kinsey Plans Are Uncertain

WOOSTER, O., March 25.—Plans for the new season for the Kinsey Comedy Koo, 30-year-old Ohio repertoire troupe, are indefinite. Frank Miller, business manager of the company, with others of the old rep family are vacationing in California and nothing definite as to whether the tent opera will take the road this spring has been forthcoming. For several years they have been making their winter home at near-by Shreve, O. Show equipment is stored in Potosi, O. Outfit for several years has been opening around May 1.

## OLD LINERS

(Continued from page 3)  
political lobby. Byron, following Bohnen on the stand, confirmed and indorsed Bohnen's words.

George Heller attacked the campaign scheme as a direct stab at him and Philip Loeb. The Forum, he replied to Miss Lenthain, was not a political faction and was open to all actors. He then listed the improved conditions Equity liberals had achieved, enumerating rehearsal moneys and increased minimum from \$25 to \$40.

Philip Loeb reported that Armine Marshall had called him on the phone to apologize for having added her name to the circular, saying that she, Mildred Newick, Jimmy Durante, Raymond Massey and others did not know what the letter concerned and did not want to be associated with it after having learned its purpose. Loeb said Miss Marshall had told him that Robert Ross, husband of Margalo Gillmore, both of whom were signers, had telephoned her, asking if she were right or left. When Miss Marshall answered, "I guess, Ted right," Ross advised her to vote for the so-called "yellow slip."

Disapproving back-fence tactics, Loeb declared: "Now is the time to speak if anybody wants to make any accusations against me and not on the street corners and on the telephone." Loeb then called on Paul Dulzick, conservative executive secretary, who assured the members that the council had been well united the past year, by implication indorsing Loeb's candidacy.

E. J. Bunkall, former third-party candidate for president, said: "I hate every hair on the head of Mr. Loeb and Mr. Heller, and they have every hair on my head, but they are the two best outliners you've got. If you leave them off, you're fools."

Maria Heade and Miss Lenthain followed with vague accusations that recent decisions of the council were jeopardizing prestige and leadership of Equity.

## Confusion Arises

Following the election, Edward Fielding reported on the Sunday night show question, presenting the petition submitted by the League of New York Theaters. Some confusion followed when the report, in legal phraseology, was submitted also. Membership didn't know whether it was voting for the Sunday night show or for the referendum, but it turned out they were voting for the referendum. The question to be submitted to the complete 5,000 membership call for Sunday night performances on condition that the experiment run, only for 1939; that only one performance be given on Sunday; that other union groups allow their week-day scales, too; that actors have 24 hours' complete leave, with no rehearsals during the week; that box-office prices go no higher than \$4 and \$6 for musicals and dramas respectively. It was estimated that the referendum could be distributed, returned and counted in time to inaugurate Sunday shows on April 30 if the vote approved.

### THE HIT PARADE REVUE

WANTED—Outstanding Shows, especially Street Shows and Individual Specialty Shows, Rock Acts, Novelty Troupes, and Musical Acts, and Musical Comedy Troupes in all lines. Circus Girls and Musicians. You must be young and talented. State age, weight, and what you can do and under what conditions. Performances in these or other organizations. We furnish meals and hotel and after joining and shipping arrangements for Chicago and Milwaukee. Start time: Chicago, Wednesday, April 12, 1939. Milwaukee, April 20. For reliable people 40 weeks' work—One show a day in each theater. Outside Launch Stand and other privileges for team leaders.

**THE HIT PARADE CO.**  
Beverly Hills, Calif.  
Box 312.



# 45th YEAR The Billboard

Published by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Radio Bureau of Circulation Published Every Week

By The Billboard Publishing Co.

R. S. LITTLEFORD Sr., President

E. J. EVANS, Secretary-Treasurer & General Manager

A. G. HARTMANN, Editor

Outdoor Dept., 2500 Olive Place, Cincinnati, O.

S. B. SUGARMAN, Editor

Indoor Dept., 2504 Broadway, New York, N. Y.

Music Office and Printing Works, The Billboard Building, 25-27 West 37th Street, Cincinnati, O.

Phone, Area 3304. Cable Address, "Billboard," Cincinnati, O.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

The Billboard reserves the right to edit all advertising copy.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

The Billboard reserves the right to edit all advertising copy.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

The Billboard reserves the right to edit all advertising copy.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

The Billboard reserves the right to edit all advertising copy.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

The Billboard reserves the right to edit all advertising copy.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

The Billboard reserves the right to edit all advertising copy.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

The Billboard reserves the right to edit all advertising copy.

Subscription Rates, Payable in Advance—One Year, \$5; Two Years, \$9.

These rates apply in the United States, U. S. Possessions, Canada, Haiti and other foreign countries where postage is collected.

Single copies 15c. Advance payment in full required for all advertising orders.

Display Advertising—Fifty Cents per Quarter Line, Whole Page, \$300; Half Page, \$175; One Line, \$27.50. No display advertising accepted for less than 10 lines covered. Last advertising from office to press noon, Monday.

No miscellaneous advertising accepted unless previously arranged and prepaid or mailed to our rock building office before noon, Monday.

the last half of Holy Week with his family in Chicago, after which he will hit out thru Ohio and Michigan. He has just added to his act The Smoking Pipes of Hilo and the "namb-you-drink" racket. . . . CLAUDE D. NOBLE, magician, was guest of honor on George W. Stark's *Offitimers' Hour* on WWJ, Detroit, Sunday, March 19. He devoted his stint to giving some interesting highlights in the life of the late Howard Thurston. . . . ED E. MYHRE writes from Grand Meadow, Minn.: "We are moving into Nebraska after a four-month run in Kansas. Expect to be back in Minnesota about May 1 to get the tent show ready for the summer. Caught the Loring Campbell show at Hutchinson, Kan. A good show and mighty fine folks. Wheldon is working out of Wichita, Kan., and Carter Harrison out of Topeka. Visited the Zogi show a few days ago. Nice people and a good show." . . . JOHNNIE EADS concluded a fair season March 24 to join the Foley & Burk show, where he will be associated with Harry Ollman's illusion attraction.

**THE** Great Nicola, following a successful tour of New Zealand, opens at the Prince Theater, Melbourne, Australia, Easter Saturday under the direction of Sir Benjamin Fuller. . . . RAY-MOND is presenting his magic and mental turns with the John R. Van Arman Funmakers, who cracked the canvas season in Florida two weeks ago. . . . PERCY ABBOTT, the Colon (Mich.) magic maker, reports that reservations are coming in fast for the forthcoming IBM convention to be held in Battle Creek, Mich. Those registering will be taxed \$5.50. Abbott says, which pays for all activities and reserved seats for the three night shows. Chester Morris, film star magist, is to be honored guest on the first night's program; visiting English magi, headed by the Great Levante, will provide the second night's show, and the Will Rock Co. will be the feature the third night. . . . BLOOMINGTON (Ind.) police recently picked up a man giving his name as Shady Mansur, alias Dr. Mel-Roy; at the request of Menz (Ark.) officials. Mansur was returned to the latter city to face a charge of defrauding a local business man. Mansur has worked the Arkansas territory under the name of Dr. Mel-Roy, much to the chagrin of the original Mel-Roy, mentalist-magician, who makes his headquarters in Honey Grove, Tex. If plans work out per schedule another man using the Mel-Roy name without permission will be nabbed by the gendarmes very shortly. . . . ASIDE TO GROVER GEORGE—it wasn't you we had referred to which we mentioned here recently about the magician who hally-hooded the packing-box escape all along his route and then failed to present the stunt in any of the towns he played, thus disappointing the many patrons

who came especially to see the trick. Incidentally, tho, tho, tho we mean in a personal friend of yours.

## SUGAR'S DOMINO

(Continued from page 4)

waltz and probably throwing monkey wrenches into the works when the foreman isn't looking that a completely new set-up would not necessarily involve the loss of their ballwheels or titles they would pitch in and do something about it. For that is indeed the case. A new federation of actors' union would not mean necessarily that the present leaders would be swept out of their berths. In fact, in order for such a federation to function properly it would be necessary to have as leaders in the respective divisions men who are experts in those branches; men who know the personalities in the field as well as its peculiar problems.

Maybe several of the leaders who are worried about losing the money bags they have spent long years accumulating for their organizations. That is indeed something to worry about. But it can be adjusted satisfactorily provided all concerned are earnest in their desire to wipe out the present loose, archaic set-up. It is not for us to suggest how this can be done. That's up to the leaders within the Four A's.

Our interest in the Four A's is only thru the actor who is or should be the end and means of the organization. We feel that it is the duty of the Four A's first and foremost to educate the actor on the point that craft distinctions should be wiped out. The legit actor should not be resentful about being in the same union with the burlesque actor. The screen actor should not regard as a demoralizing inconsistency his inclusion in the same group with the vaudeville. From the standpoint of union organization all of these and the various others are all actors, bound together not as a social group but as an economic chain that benefits all of actorhood. It took a long time for Joe Weber and his cohorts to teach this lesson to hot-tottery symphony musicians. It shouldn't take a long time for the Four A's to teach actors the same lessons in these times.

The actor should be permitted the greatest freedom of movement among the various branches of his profession. He hasn't got it now under the present Four A's set-up; he will have it after the structure is torn down and built up again as a modern, streamlined edifice entirely rid of the tenets of jealousy, smugness and stodginess. The actor should receive the greatest possible protection at the lowest cost. He doesn't get it now, but he will get it after the Four A's is completely revamped as its leaders know full well it should be, but for one cockeyed reason or another haven't done anything about it yet.

# Minstrelsy

By BOB EMMET (Cincinnati Office)

WILBUR L. BROWN, of Cheboygan, Mich., recently saw in a Detroit newspaper of April, 1898, a review of the H. Henry Minstrels, then playing at White's Opera House, Detroit. Songs in the show at that time were, *Don't Ain't No Lie* and *Tell Me True*, by Arthur Deming; *My Lulu*, by Dan Allmann; *The Mother of the Old I Love*, by Harry Leighton; *Be a Good Boy Johnny*, by Oscar Highmiller; *Don't Let Her Love Her Way*, by Charles Skelcher. Among the features were Griffin and Cowper, doing a buck and wing turn; Allmann and Locke, musical act; the Minstrels, an acrobatic number. There were also features by McKelton and King, the Patrol Quartet and the Excelsior Glee Club. Reference was made to several other members of the company, including J. Albert Gates, O. W. Bailey, G. M. Decker and George M. Reeves.

HENRY (HI) HORTON, formerly a partner in the old Murphy, Leonard & Horton All-Star Minstrels, is seriously ill at his home in Ellenville, N. Y.

HARRY (SLIP FOOT) CLIFTON breaks his long abed and shoots a line from the Nassau Sanatorium, Farmingdale, L. I. N. Y. "I have been under treatment here for a lung ailment for about a month and I am progressing," Harry scribbles. "I was connected with the Federal Theater Dramatic Unit in Roslyn, L.I., when I was taken ill, and previous to that I was with the Broadway Federal Theater. What has become of Billy Henderson and the Van Arnum gang? I was with Van's last minstrel company and have run into some of the boys that are with him now in the hill-billy show, but where are the minstrel lads? I sure would be pleased to read a line from my friends, both in and out of the business."

WHAT HAS BECOME of Sam Lee, the minstrel veteran? Some of our readers claim he is dead; others say he is still living. Can any of our readers help us out with the facts?

period is taken occasionally, mention was made in *The Billboard's* Endurance department in the November 30, 1935, issue in the *Tribune* column of Albert E. Herpin, of Trenton, N. J., who, it is claimed, had not slept a wink in his life. The article stated that Herpin died in his 70th year, or thereabouts, when as a matter of fact, 1937, he is still living. He garnered quite a spread in *The Trenton News* February 24, based on the strength of his unusual abnormality. In a recent letter to *The Billboard* Herpin states that Phibeas T. Barnum made him an offer years ago to appear with the Barnum Minstros, but, not considering himself a freak, he did not accept. Herpin says he will appear in pictures this year at the New York World's Fair.

FRANK WARD dropped into the Chicago office of *The Billboard* last week to report that he is now working the various clubs there and with Bobby McLean's Ice show. Says he'd like to read a line here on Six-Second Smith and Pat and Sally McCarthy.

PATSY GREEN is dancing with Professor Blackstone's *Winterberg Revue*, of Johnstown, Pa., now playing the 36th week in a Toledo merry. "I tap and team-dance with Eddie Paulsen and Buddy Blue," says Patsy, "but with spring coming on my yearning for the walkie is coming to me again, so I will probably be seeing all my old marathon friends soon." Patsy would like to read a line here on Alice Simms, Ed Clark Jr., Jack Kelley and Gene Williams.

AL ZUCKERMAN would like to see a line on Albert Duke, and Sammy Berk wonders what has become of Rajah Bryman.

**CONTESTANTS! LAST CALL**  
For the  
**W. BILL STEIN WALKERBY**  
Opening April 8th, Long Beach, Calif.  
See via Legation Marriage, Communications International.  
W. BILL STEIN, Walkerbey Stadium,  
500 W. 11th St., Long Beach, Calif.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## 30 and 10 Still Going In Hayden's Chi Contest

CHICAGO, March 25.—Charles M. Hayden Walkathon, which started in the Park Casino here March 10 with 100 contestants, has 30 couples and 10 solo remaining at this writing. A 20-minute sprint is featured nightly, along with as many trumpet sprints as the judge may call. Show is aired three times daily over Station WAAF.

Still in the running are Charlie Smalley and Vivian Branch, Eddie and Toni McBride, Gene Williams and Betty Leach, Billy Willis and Ruthe Carol, Frankie and Alice Donato, Jack Duval and Joan Leale, Jimmy and Fritzie Buegnot, Eddie Tompkins and Mildred Moore, Jack Stanley and Alice Sims, Earl Clark and Jackie Anderson, Tommy Loring and Toots Richards, Joe Gruber and Mary Walker, George Bornstein and Leona Barton, Larry and Hilda DeCarrato, Johnnie Maker and Peggy Jackson, Benny and Edith Leonard, Phil Ratney and Penny Lindes, Sam Allen and Etale Wallace, Julie Zachary and Frances Jose, Mickey Britton and Patsy Ryan, Pete Scott and Polly Ziegler, Clyde Gregory and Marie Wilson, Billy Gay and Audrey May, Earl Harrington and Violet Kaye, Red Kelly and Rose Dallas, Jimmy Leahy and Margy Pety, Kenny Goggin and Helen Butler, Lou Meredith and Irene Thayer, Shadow Reardon and Dusty Rhodes and Jack Glenn and Jennie Busch. Solos

## Coliseum Walkie, Chicago, Winds Up After 156 Days

CHICAGO, March 25.—Coliseum Walkathon here came to a close March 5 after 156 days. In the final sprint, which ran 35 minutes, Bob Gilardi, of Chicago, and Tillie Danish, of Passaic, N. J., beat out Jackie Richards and Margie Bright. Show spot was taken by Mickey Britton and Jennie Busch. The \$1,500 prize money was awarded on the final night before an 8,000 crowd.

The staff during the final weeks included Jimmy Bittner, Duke Hall and Austy Dowdell, emcees; Moon Mullins and Jimmy Farrell, judges; Harry Hamby and Eddie Burke, trainers; and Janice Watson and Patsy Patterson, nurses. Jack Kelley became night cashier after recovering from his operation. Frankie Tate and Ark furnished the music.

TO ILLUSTRATE that lack of sleep which marathoners undergo is of little or no harm, provided a few minutes' rest



**DENISON'S Minstrels**  
ROLL 'EM IN THE AISLES  
SEND FOR SPECIAL CATALOG  
America's greatest selection of complete Minstrel Shows, Parties, Shows, Troupes, Operas, Choruses, Musical and Comedy Shows, Jests, Gags, Pastimes, Musical Comedies, Wags, etc. Send for our special catalog to see life and complete your show. Send for Special Minstrel Catalog.  
Denison's Play and Entertainment are known everywhere. Established over 60 years. Send for Catalog.  
T. S. DENISON & CO.  
205 N. Wabash Ave.  
Dept. 150. CHICAGO, Ill.



# The Final Curtain

**ADLER**—Bert, 48, former press agent of pneumonia in Mount Sinai Hospital, New York, March 18 after a two-week illness. Adler's theatrical career included association with the old Tanager Co., New Rochelle, N. J., and the Realart Picture Corp. For several years he conducted his own publicity agency, serving Warner Bros., United Artists, Universal and Fox. His last theatrical connection was Eastern representative for Fanchon & Marco. He also edited motion picture magazines and had been financially interested in motion picture productions. More recently he was secretary of the Department of Public Works. He also was formerly deputy sanitation commissioner of New York. He had been a member of the Pacific Lodge of Masons and an honorary member of the Veterans of Foreign Wars. Survived by his widow, Elly; three sons, Rodney, Arthur and Lawrence, and two sisters, Minnie Adler and Mrs. Lawrence Urbach. Burial in Riverside Cemetery, Rochelle Park, N. J.

**BEATTY**—Harry, 52, secretary-manager of Carrollton (Ill.) Fair, director of Illinois Fair Managers' Association and well-known horseman, March 18 of pneumonia in a hospital in Alton, Ill., after an illness of two weeks. The Carrollton Fair was heavily in debt when he assumed management five years ago and since that time it has become one of the most successful annuals in Illinois. He was a World War veteran and a member of the Masonic Order and Odd Fellows. Services under Masonic auspices.

**BIDWELL**—William (Big Bill), 75, old-time circus and carnival troupier, in Detroit March 14. Survived by a son and daughter.

**BOMBAYE**—Bannan, performer on the pounding rope, going acrobatic and other feats, and who appeared both in this country and abroad in Bombay, India, February 18. He had been in ill health for some time. He was with the Hagenbeck-Wallace Circus in 1923. Burial in Bombay February 20.

**BRADLEY**—Miles L., 64, showman for 60 years, associated with circuses, carnivals and vaudeville, of a heart attack March 24 at his home in Chicago. Survived by a brother, Gene. Services from Shute Chapel March 27.

**BROWN**—William James (Bill), 64, husband and manager of Baby Lee, fat girl, March 18 in Orestone Park, N. J., of a cerebral hemorrhage. He had been with Western States Shows the past two seasons and prior to that was with Rockmann & Greely and Greater Fairway shows. Before entering the carnival field he had participated in rodeos. Burial in Newark, N. J.

**BYERS**—Five-day-old son of Mr. and Mrs. Walter Byers in University Hospital, Columbus, O., March 18. Father is owner and manager of the Warner-Byers Carnival.

**CLEVELAND**—Marion, comedienne and member of the team Claude and Marion Cleveland, March 16. She was well known on the old Keith Circuit.

**COFFEY**—James P., 68, stage manager of the old Grand Opera House, Dubuque, Ia., when the Barrymores, Mansfield and other famous stars played there and well known in legit circles, at his home in Dubuque March 11. Services and burial in that city March 14.

**CROPP**—James Edward, 50, electrician with various carnivals and with the Joyland Shows the past two years in Grand Rapids, Mich., recently. Survived by his widow, three sons, a daughter, his father and two brothers. Interment in Howell City, Mich.

**DUGAN**—Jimmie, 38, burlesque comedian, March 15 in Los Angeles following an appendicitis operation. He leaves a son, three brothers and a sister, Chisley Clark, his recently divorced wife, is also a burlesque performer.

**DUNN**—Thomas, veteran troupier, in Duke Memorial Hospital, Peru, Ind., March 21. A native of Australia, he came to America in the early '70s with the Seils Bros. Circus. Dunn had also been with the Forepaugh-Sells, the Great Wallace and Hagenbeck-Wallace shows. Services March 23 in Peru, with burial in Mount Hope Cemetery, that city.

**ELLIOTT**—William M., 63, veteran Michigan showman, in Detroit March 20 of influenza followed by heart complications. At the time of his death Elliott was manager of the Palms-State Theater, first-run house of United Detroit Theaters. He was nationally known in the film industry, having been a producer and actor in the days of the silent films. He also had been a distributor and in the exploitation and exhibition field of the industry. At 16 he started as a juvenile with a minstrel show and later was advance man for George M. Cohan and the shows *The Sun Next Door* and *The Two Johns*. In 1915 he went to Detroit and was associated with the Casino Feature Film Co. and later in the sales department of Paramount and Universal. He was in charge of the old Annette Kellerman film, *Neptune's Daughter*, which he took to Detroit 25 years ago. Elliott was at one time manager of the Washington Theater, Detroit; the Alben, in Winnipeg, and the Regent, Toronto. He was a 32d-degree Mason and a life member of Pacific Lodge of New York. His widow, Pearl M., and a daughter survive. Services in Detroit March 22, with burial in Indianapolis.

**GAMMELL**—E. W., 71, 43 years secretary of Wayne County Fair, Honesdale, Pa., March 13 of a heart attack at his home in Bethany, Pa. He served as director and on the board of the Pennsylvania Association of Fairs for many years. He held a number of public offices and was a leader in civic enterprises.

**HALL**—Jess, 59, former stock and repertoire actor, of a heart attack at his home in Chicago March 11. Survived by his widow, Lola, and two brothers.

**HENKARD**—J. J., 63, former troupier with Snapp Bros. Shows, in Atlanta recently.

**HOUGHTON**—Ida W., 72, wife of Dr. A. P. Houghton, known as Colorado Al, cowboy banjoist and medicine lecturer of Kickapoo med-show days, at her daughter's home in Madera, Calif., January 28. Her husband and two daughters survive.

**HOWARD**—Kate, 70, in Kennington, Australia, late in February. Deceased was a well-known singer and actress, having toured England and America many years ago. Her greatest success was in Poodook, in which she toured Australia with Bert Bailey for a number of years. Survived by a daughter and son-in-law.

**JARRELL**—Jayne, 50, Pittsburgh bocker, in that city March 15 after an illness that kept her in a hospital for almost three months. One-time vaudeville troupier, Mrs. Jarrell established an office in Pittsburgh 12 years ago for amusement park and fair acts and in the past five years had enlarged her representation to include night clubs, theaters and private parties. She was Ernie Young representative and also operated a dancing school in Pittsburgh. A son and daughter survive.

**LEWIS**—Fred, 26, well-known Central Missouri orchestra leader, March 10 at his home in Lakeside, Mo., after an illness of four months. At one time he had a regular daily program over Station KWOB, Jefferson City, Mo. Survived by his widow, parents, two sisters and a brother. Services and burial March 21 in Eldon, Mo.

**MCGARRY**—Mickey, showman, at his home in Toledo March 18. During his 35 years in the profession McGarry had been associated with the Dancing McGarrys, Cotton Pickers-Mason-Dixon Dancers and the Six American Dancers. Since his retirement seven years ago he had conducted McGarry's Dancing School in Toledo. Survived by his widow, Elsie, a daughter, three sisters and two brothers.

**MCMILLAN**—John M. (Buddy), 68, well-known Atlanta theater and stage manager, recently at his home in that city. He was first associated with the Lyceum Theater, Atlanta and later was manager of the Bijou, that city, for a number of years. He was a member of Local No. 41, IATSE. Survived by his widow, a son, two sisters and a brother.

**MOREHOUSE**—Augustus M., 73, father

of Ward Morehouse, theatrical columnist for *The New York Sun*, March 19 in Savannah, Ga. He took a keen interest in the old Georgia State Fair, serving as president for 10 years. At the time of his death he was engaged in the manufacturing business. Survivors include his widow, two sons and two daughters.

**MURPHY**—James A., 40, Detroit musician and for the past eight years a State senator, killed in auto accident March 19. He was also well known as a singer and choir director.

**PAULTON**—Edward, 73, dramatic and motion picture writer, well known for his musical comedies and light operas in the early '20s, in Hollywood General Hospital March 20 after a brief illness. For the past eight years he had been a dining writer and scenarist. While still in school Paulton aided his father, also a writer, in adapting from the play *Robert Maguire* the famous musical comedy *Yippee*, which had a long run in London. Paulton first went to New York in 1892 to appear with the London Gaiety Co. in *Feet Up to Date*. He was author or adapter of many dramatic works, including *The Royal Vagabond*, *The Girl Who Smiles*, *Niobe*, *Paola*, *Flo-Flo*, *The Naked Truth* and others. His last Broadway show was *Her Temporary Husband*, a comedy produced in 1923, and his last musical show was *Rose of Flanders*, presented in Hollywood in 1933. He was a member of the Catholic Actors' Guild and the Lamba Club. Survived by his widow, Jessie Storey Paulton, an actress; a daughter, Constance of Worthing, England, and two sons, Edward A. Jr. of Worthing, and Edgar M., an artist, of New York.

**PETTY**—Charles, at Kallspeil, Mont., March 23. He was a brother of Mrs. Jason Robbins. Mr. and Mrs. Robbins were formerly well-known circus caterers. Petty was formerly a circus purchasing agent, after which Fred B. Hutchinson employed him as ticket seller, in which capacity he served during the European tour with the Buffalo Bill show. Interment in Kallspeil March 27.

**POWERS**—William, 78, conductor of a stable at the Winnebago County (Wis.) fairgrounds for 30 years and driver of harness horses for many years, March 20 in an Oakbrook, Wis. hospital. Survived by a brother.

**RYAN**—John, attorney and brother of Jack Ryan, burlesque performer, in Chelsea, Mass., March 20.

**STARKEY**—Frank E., 44, promoter and show manager, March 16 in his hotel room in Bluefield, W. Va., of pneumonia. He and his wife were to put on an American Legion 50th anniversary dance there when he was taken ill. Besides his wife he leaves five children. Services and burial in New Castle, Va.

**STUMBLEE**—Clarrie, 32, killed in a plane crash in Australia January 31. He had been connected with King's Theater Circuit for a number of years as publicity manager. Survived by his widow.

**TEACROFT**—Arthur, 51, former stage and screen actor, at his home in Cedar Rapids, Ia., March 5 after a two-day illness. Graduating from the Thelen (N. Y.) Conservatory, he became identified with various stock companies. He appeared in silent pictures in *Get Rich, Quick*, *Wellington* and in later years directed high school and amateur plays. For the past six years he was with the *Nash Co.*, Cedar Rapids, manufacturer of prepared medicine. He was a member of Trinity Episcopal Church, Elmira, N. Y. Survived by his widow, his father and a sister.

**TRIMM**—Edward, veteran bag puncher, of a heart attack in Wyandotte, Mich., March 21. He performed at the Pan-American Exposition in Buffalo and claimed a world record for punching a bag steadily for 171-2 hours. Survived by a daughter, Edith, a sister and brother. Services in Wyandotte March 20, with burial in Buffalo.

**WAGNER**—John, 53, theatrical restaurateur, March 21 at his home in New York of heart disease. He had been associated with the restaurant department of the Ziegfeld Follies on the Amsterdam Theater roof and the Coconut Grove atop the Century Theater, both in New York. More recently he had been with the Embassy Club.

**WALSH**—William, 79, well-known trainer and race horse driver, March 20 in Elkhorn, Wis. Survived by a brother.

**WETSMORE**—Stewart S., 81, skater and artist, recently at his home in Madison, Wis., after two years' illness. For many

years, both as an amateur and professional fancy skater, he had toured rink giving exhibitions, and at one time had been instructor at St. Nicholas rink, New York, one of the pioneer rinks using artificial ice. As an artist Wetmore supplied a number of theaters in Nova Scotia, with scenic curtains and drapes. He had also designed booths for indoor and outdoor fairs for a number of years. Survived by a son and six sisters.

**WILSON**—Leonard E., troupier with the Art Lewin Shows for several years, in Atlanta March 10.

**WOLFSON**—Maurice, former executive of the old Chester Park, Cincinnati, of influenza in Miami, Fla., March 29. A nephew of the late Ike and Jack Martin, who operated the amusement park, he was active there with his uncle for many years. He left Cincinnati for Cleveland about 12 years ago and made his winter home in Florida. Survived by a sister, Mrs. Bert Abrams, Cleveland, and a cousin, Mrs. Harry Foster, Cincinnati.

## Marriages

**BARR-LIGHTNER**—Kay Barr, publicity director of Station KDKA, Pittsburgh, and Mrs. Bertha Lightner, of Pittsburgh, March 16 in that city.

**DONNELL-BORACK**—Jack Donnell, chief announcer at Station KWOB, Jefferson City, Mo., and Maxine Borack, former continuity writer and artist at Station KUOA, Sileon Springs, Ark., in Jefferson City March 13.

**GRIER-GIBSON**—Jimmie Grier, Los Angeles orchestra leader, and Julie Gibson, his featured singer in Tucson, Ariz., March 18.

**HARRIS-WATSON**—Sam H. Harris, theatrical producer, and Mrs. Estelle Nolan Watson, nonpro, in Philadelphia March 19.

**HART-SMITH**—Robert Henry Hart, for the past two years manager of Lewin's Grand Theater, Atlanta, and Virginia Payne Smith, of Bristol, Va., recently.

**HELLER-PHILLIPS**—Franklin M. Heller, stage manager of *The American Way*, and Elizabeth Shannon Phillips March 21 in Pittsburgh.

**PHILLIPS-CREST**—Donald Christian Phillips, assistant film director at Culver City, Calif., and Isabel Escobar Crest, Chilean actress, in Los Vegas, N. M., March 19.

**SZUROWY-STEVENS**—Walter Szurovy, Hungarian stage and screen actor, and Rose Stevens, mezzo-soprano of the Metropolitan Opera at City Hall, New York, three months ago, it had just been revealed.

**TERRY-SCOTT**—James Terry, West Coast entertainer, and Lida Scott, known professionally as Liddie Scott, in Austin, Tex., March 22.

**WEBB-TALOR**—Capt. George Webb, high diver, and Helen Talor, known professionally as Helen Wright, night club and burlesque entertainer, in Austin, Tex., March 21.

**WILLIAMS-MARTIN**—Clement Wayne Williams, trumpet player with Jimmie Grier's Orchestra, and Clarence Beverly Martin, former film actress, in Tucson, Ariz., March 18.

## Births

A son, Ian Cecil, to Mr. and Mrs. John Grey in Sydney, Australia, December 31. Mother is the daughter of Cecil Mason, manager of Columbia Films in Sydney.

A son to Mr. and Mrs. Clive Ogilvie in Sydney, Australia, December 30. Mother is the actress June Munro; daughter of Charles Munro, of Hoyts Theaters.

A son to Dr. and Mrs. Erik Peacher in Sydney, Australia, February 28. Father is consul for Denmark and mother is Helene Kirwan, former ballerina with the Colonel de Basil Russian Ballet.

A 7½-pound daughter, Jo Ann, to Mr. and Mrs. Art Parley in Dillon, S. O., March 8. Parents are with Billy Wehler's Billroy's Comedians.

A nine-pound daughter to Mr. and Mrs. Perry Williams in Tallahassee, Fla., March 18. Parents are with the Royal American Shows.

A 7½-pound son, Henry Tindall, to Mr. and Mrs. Dick Merrill in Columbia Medical Center, New York, March 18. Father is the ayator and mother is the former Toby Wing, film actress.

A seven-pound girl March 10 to Mr. and Mrs. Joe Sergio. Father is club accountant at Station WISN, Milwaukee.

A seven-pound son to Mr. and Mrs. William Dier March 31 in Magee Hospital, Pittsburgh. Father is an engineer at Station KDKA.

### Maurice Goodman

Maurice Goodman, 56, former vice-president and general counsel of the RKO Corp. in Hotel Pierre, New York, March 19 after a long illness. He had been general counsel of the E. P. Keith Circuit, one of the organizers of the Keith Vaudeville Exchange and representative of the Keith interests in important cases, including the vaudeville litigation with the Shuberts about 16 years ago. He retired in 1929. Known also for his charities, he was chairman of the motion picture division of the Federation for the Support of Jewish Philanthropic Societies, 1928. Survived by his widow, Adele Frato Goodman; a daughter, Susan M.; two sons, Maurice Jr. and Walter P.; and a sister, Minnie Goodman.



MAIL ON HAND AT CINCINNATI OFFICE

25-27 Grand Plaza. Parcel Post. Brown, D. M. 250...

Women

Acker, Rosalie. Allen, Mrs. E. D. Allen, Jean. Allen, Mrs. Gertrude...

Knecht, Thelma. Knecht, Mrs. G. Knecht, Mrs. Mary...

Loe, Baby. Loe, Sylvia. Lohmeyer, Joseph O. Lohmeyer, Katharine...

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Travis, Dorothy. Travis, Pat. Tracy, Mrs. Frank...

Wagon, Mrs. Mary. Wagon, Howard. Wagon, Mildred...

Wagon, Mildred. Wagon, Howard. Wagon, Mildred...

Wagon, Mildred. Wagon, Howard. Wagon, Mildred...

Wagon, Mildred. Wagon, Howard. Wagon, Mildred...

Wagon, Mildred. Wagon, Howard. Wagon, Mildred...

Wagon, Mildred. Wagon, Howard. Wagon, Mildred...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



# NEW YORK WORLD'S FAIR

Flushing, L. I.  
April 30 to October 31

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO  
February 18 to December 2



## WF Concessh \$ About 1/2 Spent

### Control group outlet in smooth operation as A. N. Gonsior gets aid post

NEW YORK, March 25.—Amusement Control Committee, working as part of the WF in financing shows in the fun zone with profit possibilities, has expended about \$400,000 in this direction in the few weeks it has functioned. Three-quarters of \$1,000,000 have been set aside for the give-a-lift plan, with another \$250,000 on tap if needed.

Committee appears to be running at a smooth pace in helping concessioners to get launched on their enterprises. Heading the group is Jay Downer and consultants are Paul Massman, W. S. McHenry, G. Vincent Fitch and Frank D. (Doc) Sheen, this quartet being of a so-called liberal turn of mind, a fact which is credited with tending to lift the lid off an early conservative policy nixing nudity in any form. In the last two weeks a mass of nude, semi-nude and other nature stuff has crept into the picture whereas a few months ago it began to appear that this expo would confine its nudity to the trylon and periphery.

A. N. (Al) Gonsior, one of the ops of Ballantine Gardens, pub restaurant at the fair, has been named consultant to the committee, his work dealing chiefly with expediting construction on financed projects. Gonsior is credited with having given the Cleveland Great Lakes expo a shot in the arm as such a pace that it was practically put up in 35 days, and he also did a terrific construction job at the Chi fair in '33.

Paul Massman moves back to his NDC sales department post next week on a part-time basis, other part to be devoted to the committee without stoppage. Finance group will remain intact during the fair's entire run.

## Dufour & Rogers Add One

NEW YORK, March 25.—Dufour & Rogers have added another unit to their amusement zone attraction line-up, signing contracts this week for operation of a Silver Streak ride in Plot A-4, at northern end of the midway. Ride brings D. & R. participation to five, the veteran expo attractionists previously signing for four other shows. Partnership is negotiating for several more shows, which are expected to be signed within the next few weeks. Silver Streak, now flash job recently perfected by Spillman Engineering Corp., North Tonawanda, N. Y., will be delivered to the Flushing site on April 1. D. & R. are constructing an elaborate front and 50-foot-high background of special tubing.

## Zone Gets British Ride

NEW YORK, March 25.—The Meteor, ride product of British Motorboat Mfg. Co., owned by J. W. Shillan, has been booked for Plot A-14 of WF's fun area. Equipment due from Glasgow today on the American Shipper, preceded by Shillan's Meteor manager here, George Smith, better known in England as Tornado Smith, prominent showman and motorcycle rider. Tab will be 15 cents, 10 cents for audience look-see, as device lends itself to watching for fun, aside from being touted as a terrifically fast. Smith said the ride could be put up in nine days. American showmen saw it at the Glasgow Exhibition. Smith's wife, Marjorie Dore, also a Wall of Death, arrives on Monday with a technician on American Trader. Reception by the fair is being planned for her.

## A. R. Shaffer Takes Jessel Show Reins

NEW YORK, March 25.—Almon R. Shaffer, who was amusement and special events director of Cleveland's Great Lakes expo during its two-season run (1934-37), has been named manager of George Jessel's Old New York Village, Village, backed by new interests headed by Martin Sweeney, touched off dedication ceremonies early in the week with Grover Whelan, fair president's Toastmaster Jessel and former Governor Al Smith stealing the headlines and picture layouts.

Shaffer, a seasoned, exhibitionaire, is working on a long grind both at the grounds and in a midtown hotel to get the show ready for the April 30 going. He was credited with a bang-up job at Cleveland, his assistants there having been Frank D. (Doc) Sheen, of the N. Y. fair's amusement control committee.

Messmore & Damon, who inked original contract for the nostalgic opera, are still booked up by arrangement with the new money men.

## Scale of Aquacade Show Taken Under Advisement

NEW YORK, March 25.—Billy Rose appeared before the council of the American Federation of Actors Thursday for a discussion of his Aquacade show at the World's Fair. The AFA says he promised to use only AFA talent when he originally announced it months ago.

Rose told the council that he has put \$350,000 of his own dough into the water show and that he will guarantee 25 weeks work, rain or shine. The AFA refuses to reveal the minimum wage Rose is planning to pay the swimmers.

AFA Council took his offer under advisement. AFA has appointed Al Weisbrod, local organizer, to head a committee to study World's Fair shows coming under AFA jurisdiction and to recommend salary and working conditions to the council for final action. AFA is a member of the theatrical union council recently formed by the local stagehand, musicians and other craft unions to handle World's Fair problems.

## The Flushing Front

by  
ROGER LITTLEFORD JR.  
and  
LEONARD TRAUBE

NEW YORK, March 25.—NTO's plans for a "Congress of Beauties" item are due for yes or no tomorrow, the dead line according to the impresario of the Midnight Sun, Manhattan bitery. Latest in the scramble for a girl show is filmdon's Gloria Swanson. If arrangements go thru she'll present a Hawaiian Beach type of frolic, which, presumably replaces South Sea Island Village. La Swanson is set up at a Rockefeller Center office.

That was Gertrude (Trudy) Egan, of English channel fame, being interviewed in the rotunda of the administration building by a contact for the fair's Sports Pavilion, she may lend her trophies to the center for exhibition.

An underwater show being plotted is Gardner's Mermaids, sponsored by William Gardner, of Gardner Displays.

(See FLUSHING FRONT on page 64)

## Add World's Fair News in This Issue

NBC, Thompson Basing Buck	5
Ray Perkins WF Spot	5
Out in the Open	59

## CA Demands Fun Zone Pep

### Group of ops press ideas for Gayway — another point won on transformers

SAN FRANCISCO, March 25.—In the latest conference between the executive committee of the 1939 World's Fair Concessionaires' Association and Chief Director Harris Connick of the expo, more fun-zone problems were considered, chiefly that of getting customers onto the Gayway and giving each attraction an even break on the crowds.

Since resignation of Frederick Weddleton as director of concessions most of his ideas to perk up the midway have been dropped. It is said, and in their stead Director Connick, who actually supervises Gayway activities, Althe Mel Smith is in charge, has a number of own, which have not all been revealed.

Henry A. Illions, who headed the committee, said that the concessioners are anxious to know whether the expo is really going to throw a bank roll into the pot to boost the Gayway. It was previously reported that Director Connick had so planned. Illions said he was against any plans to bank too heavily in Gayway ventures but would like to see some exposition money used to "re-urrect" the amusement zone. He said he was against overloading the Gayway. Weddleton, at the beginning of the fair, sought expo money to advance shows on the Gayway. Such an arrangement would have definitely assured the appearance here of Clyde Beatty. It is declared, Fair execs nixed the idea.

At that time Weddleton revealed plans to construct a neon sign at the entrance to the Gayway, which, along with reopening of the eastern ferry terminal on the island and a demand for a 5-cent rate for kids, is being sought by concession operators. Illions also said the Gayway could do with a band and

(See CA DEMANDS on page 54)

## Objects to Flea Competish

SAN FRANCISCO, March 25.—W. E. Alexander, proprietor of the London Flea Circus, objects to two other flea circuses operating on the Gayway. In a letter to Leland Cutler, president of the exposition, Alexander explained that he had the first such attraction on the island and that his contract called for the "ex."

## Girl Revue Drops One Show

SAN FRANCISCO, March 25.—Folies Bergere dropped one matinee performance, now giving three instead of four shows daily. The French girl revue did \$34,000 the first week, about \$3,500 less than for Eddie Cantor for the same period. Typically a night attraction, the Folies fell off as a matinee crowd pleaser which caused lopping off the first show. Nikko and Grace, who did the amusing wedding scene, walked out after a reported luff. Fair opened yesterday at the Hal Tabarin, night spot. John Kurtzler, San Diego cafe man, is here completing arrangements for his Continental Cafe and night club, soon to rise on Treasure Island.

Paid Attendance	
Previously reported.....	1,019,918
Thursday, March 24.....	28,031
Friday, March 25.....	28,144
Saturday, March 26.....	53,738
Sunday, March 27.....	73,717
Monday, March 28.....	19,450
Tuesday, March 29.....	17,380
Wednesday, March 30.....	18,357
Total.....	1,254,572

## Dispute Still on Over Gayway Labor

SAN FRANCISCO, March 25.—With both factions claiming the right to organize some 50 ride men employed on the Gayway, American Federation of Actors and the Building Service Employees' International Union during the week extended activities for taking over the amusement sector. Observers claim the dispute may affect the peace pact between the expo and San Francisco Labor Council, which assures no stoppage of work during the fair.

Several meetings have failed to clarify the situation. Althe Mel Smith, recently appointed Gayway concessions director, has held discussions with representatives of both factions as well as with Harry A. Illions, vice-president of the 1939 World's Fair Concessionaires' Association.

Both unions declare determination to sign the ride men, along with the maintenance union's threat to bring the whole Gayway under its jurisdiction. AFA negotiated a contract with the fair management at start of the expo. Its membership comprises the majority of workers on the Gayway. Several days ago the actors' union signed an agreement with Greenwich Village. Ride men are not unionized.

Charles Hardy, International Vice-president of the maintenance union, claims a closed-shop agreement with Playland, outdoor resort at the beach, and refuses to relinquish to AFA. Hardy now is reported ready to take everything on the Gayway, claiming that "none of the performers are actors anyway."

Al Smith, actors' union representative, said he would not release members of his union to join that of Hardy's, indicating the contract he holds with the expo management. He said he didn't believe they would give up membership in the actors' union to join "something which is only for the duration of the fair."

Meyer Lewis, of the International Federation of Labor, is here looking over the situation.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, March 25.—Six-day cycle race with some outstanding riders failed to click. Coliseum made it possible to build a track zoned only by that of Madison Square Garden. Decorations and handling of the show were perfect but it seems people did not want to pay bridge toll, expo admission and then an admission to the race. Race has been an annual feature in Dreamland in town, where it usually grossed from \$15,000 to \$20,000. This failure seems to prove that only certain types of big shows can be put over successfully at expos.

Dancers of the World, under management of Stutz Bros., opened to fine business on March 17. Tom Wolfe's Glass Bloopers of the World also had the premiere then. Althe Weather was cold, Tom says he did very satisfactory "total" news, which augurs success. Althe Weather's Flea Circus is the afternoon.

Rumor is that Pantheon de la Guerre has finally secured necessary finances (See GLEANINGS on page 54)



# Vanguard of R-B in New York; Opening Date Still Undecided; Cooper Trouping Part of Season

NEW YORK, March 25.—Advance delegation of the Ringling-Barnum show is in town handling final preparations for the Big Show's opening at Madison Square Garden during the first week in April. Exact date of the '32 debut is still undecided, indefinite outcome of the annual hockey league playoffs for the Stanley Cup making it impossible for the Garden management to set a definite date of occupation by the circus. As it stands today show will inaugurate its season April 5, 6 or 7.

Show trains leave Sarasota quarters March 26, however, via the Seaboard Airline, arriving in New York late April 1 or early April 2. Two feed and water stops will be made, the final at Potomac Yard, Washington. Boland Butler is in town with his press staff, which again includes Frank Braden and Gardner Wilson, story men, and Jerome T. Harriman, contracting man. P. Beverly Bailey is expected next week and will begin immediately to line up radio time, etc. Arthur R. Hopper, in charge of outdoor advertising, has his billing crew working full blast through the city, and William Conway is making the city his headquarters as he lines up dates on the Eastern and New England route. Press department hits the dailies next week with opening stories.

Courtesy Ryley Cooper, noted writer and follower of the circus trails, will be in from Florida for the opening and will troupe with the show part of the season. Altho not bearing an official title, he will handle special press exploitation and will probably "make" a few cities along the line as a regular press rep.

### New Acts for Progress

Acts new to the Ringling program and arriving from Europe almost daily include Rosello, high balancing; Private Barton, high trap, featuring heel catch; Arturo Trolat, billed as the Great Arturo and working on the high wire (he obtained favorable comment last season as the clowning member of the second Wal-

lenda group which does not return to the show this year); Pilades Troupe, another branch of the Cristiana, and working on the ground in tumbling routines, etc. (will also revise the leaps with innovations); Paludis, acrobats; Ivanova, aerial bar; Alcardis, torch and sword throwers, and Albertino and Lulu, well-known British clowns.

Dorothy Herbert returns to the roster after a year away from the show; Albert Powell is back with his aerial contortions; Hal Silvers, billed as Hubert Castle, will work on the wire once more. (See VANGUARD OP on page 33)

# Haag Bros. Has Good Start at Crossett, Ark.

DEWITT, Ark., March 25.—Haag Bros.' Circus opened its third annual season at Crossett, Ark., March 4, having closed for repairs February 5 at Marion, La. Fair afternoon and straw night house at Crossett.

Among acts are the Valentines, cyclists; Robert Stanley, wire, Barth and Malar, letterboard and balancing; "Up-side-Down" St. Kitchie; Margaret Pettis, traps, iron jaw and cloudswallow; Ross Family, sortalist; Miss Pal, tight wire; Whiander's dogs, ponies and monkeys, and Haag Bros.' elephants. A gorilla, chimpanzee and two baboons have been added to Monkeyland.

Personnel: Roy Haag, general manager; Melvin Albertson, secretary-treasurer; Bennie Fowler, general agent; Eddie Hiler, contracting agent; Melvin L. McReavy, banners; Harry Gordon, press. (See HAAG BROS. on page 33)

# Coney Island Fair For WPA; Canvas Tour Opens May 2

CONEY ISLAND, N. Y., March 25.—The WPA Federal Theater Project's circus closed its week-end engagement here March 19 to fair business. Both Saturday and Sunday matinees were fair; night house light. Show got a nice break in Brooklyn papers and a story in The New York Times. Capt. Ernest Egerer, who several weeks ago was badly clawed by two of his lions, has fully recovered and returned to the program. Visitors included Abe Goldstein, George Hannford and son; Oscar Lovande, a former member of clown alley and a part of the cast of the Federal Theater hit Pinnocchio.

Managing Director Burns O'Sullivan again conferred with his staff on plans for the tenting season. May 2 has been definitely set as the date show will open under canvas. This year show will have a new line of paper and a new herald. Will also use two sound systems for ballyhoo, reports Wendell J. Goodwin.

# Elliott Roosevelt To Direct Gainesville Show Inaugural

GAINESVILLE, Tex., March 25.—Elliott Roosevelt, of Fort Worth, son of President Roosevelt, will act as honorary ringmaster for the Gainesville Community Circus opening the 10th season under aegis of the Cooke County Fairgrounds here evening of April 26. A. Morton Smith, program director, has been advised of Mr. Roosevelt's acceptance. A home-coining parade sponsored by the Chamber of Commerce will be led by the distinguished visitor the afternoon of the opening of the circus season.

Meanwhile plans are going forward for the season opening at winter quarters here. A new muscle-grind perch pole has been received, and J. D. Stephens and Bill Ritchie are breaking it in. A shipment of big heads from Hollywood,



IT REALLY STARTS of a big season for Mr. and Mrs. Terrell M. Jacobs, wild-animal stars of the Ringling Bros. and Barnum & Bailey Circus, who are shown with their twins, Terrell Jr. and Carroll, born at Sarasota, Fla., February 25. Mrs. Jacobs works a horse-riding lion in Terrell's arena act, which this season will feature 50 lions and tigers in an arena 50 feet in diameter, said to be the largest portable cage ever used in outdoor amusements. The circus wagon isn't a photographic trick: It's a scale model miniature built by Terrell in anticipation of an offspring. Now he'll have to build another. (Photo by Jack Dadsell.)

# Calliope Will Be Feature in Parade Of Parker & Watts

SOUTH FORT SMITH, Ark., March 25.—Charles Brady has completed the rebuilding at the Parker & Watts quarters of the steam calliope which was wrecked in the mountains of Idaho last summer. This will be one of the features of the parade. It went into the hands of Bruce Lafara for decorating. It will be a thing of beauty, resplendent in gold leaf and bright colors. Earl Kosna, calliope player of the Mississippi River show days, states that it is one of the largest that has ever been built.

The Grahams have had the Port Smith Structural Steel Co. build a special air-conditioned cage with double bars and especially reinforced for Andy Calliope man act, as his strength and size have increased to such proportions during the last six months that special precautions must be taken.

Teams are being exercised daily on the streets and roads here hitched to the horse-drawn band wagons and cages de- (See CALLIOPE WILL on page 33)

# Frank Walter III

CHICAGO, March 25.—Friends here of Frank J. Walter, of Houston, Tex., Circus, Pan and owner of a private circus, have received word that he has been seriously ill. As the result of a fall at his home he suffered several broken ribs and a heart attack. From last report he was on the road to recovery.

# Snag in R-B, AFA Agreement

Differences of opinion concerning interpretation of terms arise

NEW YORK, March 25.—New labor agreement between the Ringling-Barnum circus corporation and the Circus Employees' Division of the American Federation of Actors remained unaccepted by either party this week as differences of opinion concerning interpretation of the terms arose between counsel representing the show and Ralph Whitehead, executive secretary of the workingmen's organization. Since agreeing to new terms in a parity with the American Federation of Labor officials last January, representatives of the circus and union have been confronted with obstacles while putting the agreement in final form.

Latest hitch which delayed actual signatures has been caused by the union's contention that the circus management has already defined terms of the agreement by employing approximately 70 workmen not acceptable to the (See SNAG IN R-B on page 33)

# Circus Acts for Kreger On Boat Show to Alaska

CINCINNATI, March 25.—Harry Kreger, of the Kreger Indoor Circus, writes from Brownsville, Wash., that he will have a boat show playing along Puget Sound and about June 1 will head for Alaska and way points. Will have a 60-foot cruiser and carry 10 circus acts and two sound systems.

Among acts will be Qudoy's eight ponies; Will Williams, juggler and baton spinner; and Kreger, on slack wire performing inside a sack.

# Of the Richard Bros.' Show

FALL BRANCH, Tenn., March 25.—Work is progressing at quarters of Richard Bros.' Circus under supervision of J. B. Kumpcey, master of transportation, and Colonel Blus, general supervisor and purchasing agent. A new panel truck has been purchased for the advance.

Jackie D. Wilcox, last year with Russell Bros.' Circus, as general agent, J. C. Admire and wife will handle promotions and advance ticket sales. They operated an indoor circus this winter and some of the acts will be with the Richard show.

# The Circus At the Crossroads

By IRA WATTS

## LOOK

For This Feature in The Billboard Spring Number

Dated April 8





# With the Circus Fans

By THE RINGMASTER

**President** MELVIN D. HILSHETH, W. U. BRICKINGHAM, 110 Main Bldg., Washington, D. C.  
**Secretary** W. W. BUCKINGHAM, 110 Main Bldg., Washington, D. C.  
(Consult to) WALTER HORENADEL, Editor "The White Top", care Hohenadel Printing Company, Rochelle, Ill.

**ROCHELLE, Ill., March 25.**—The James E. Cooper Tophias has been successful in eliminating from a new animal license law applying to the District of Columbia all circus menageries. The new legislation would have called for a \$10 license on each wild animal and, of course, would have made it impossible for any circus to exhibit in the District except under heavy expense.

CPA Bill Brinkley, of Wallingford, Conn., had part of his miniature circus on display in the two windows of the downtown ticket office of the Shrine Circus in Hartford. The exhibit attracted large crowds. Bill had the cook-house set up in one window with other equipment, and in the other the power plant in operation.

The March luncheon of the John L. Davenport Tent, Chicago, was held in Palmer House on the 21st. Tentative arrangements were made to visit the European Olympian April 14. Seated around the center ring were Clint E. Beery, Irving K. Pond, George W. Webster, Curtis L. Wilson, Charles D. Collins, chairman of the tent, Walter Holmquist, of the Palmer House; Harry Bert, of Beckmann & Geroy Shows; Sam Stratton and John Shepard. April meet will take place on the 11th at same location.

Dr. Robert Carothers, CPA of Cincinnati, is a member of the committee giving a testimonial dinner to Sol A. Stephan, of the Cincinnati Zoo, on his

60th birthday anniversary, April 3. Dinner will be at Cuvier Press Club, 22 Garfield place.

Serge O. Brathen, Madison, Wis., has completed a typewritten route book of the Ringling show, listing every stand ever played by this show from 1894 thru the 1938 season. Listed State by State, stand by stand, alphabetically. He also has made books of this kind of the Seis-Sterling and Downie Bros. circuses.

Mr. and Mrs. Frank Harrison were guests of Col. C. O. Starbuck in San Antonio, Tex., after their return from California. Dr. Tom W. Torney and wife phoned the Colonel from Houston on their way home from Mexico City.

Harper Joy, Circus Fan of Spokane, Wash., stopped off in Cincinnati Wednesday and visited The Billboard offices on his way to attend the annual convention of the Shrine Directors' Association at Charleston, W. Va.

**Malloy for Youngstown Date**  
YOUNGSTOWN, O., March 25.—The J. E. Malloy Circus unit, which has been playing theater and other indoor dates the past several weeks, has been contracted for the Junior Chamber of Commerce circus at Rayen-Wood Auditorium here. Malloy's unit of 16 acts will be augmented by several other standard circus turns to make two-hour program. Show will be presented afternoon and night for a week with no Sunday performances.

## 15 Years Ago

(From The Billboard Dated March 29, 1924)

The Ringling-Barnum circus made its earliest arrival at Madison Square Garden in New York since the combining of the two shows when a herd of 40 bulls, 18 camels and 3 zebras entered the Garden morning of March 23 in preparation for the opening March 29. William Conway was in charge of acreage of 150. Golden Bros. Circus opened March 8 at its winter-quarters home, Anaheim, Calif. Pompey Christian, Anaheim, signed to be featured in the "Fairland" spectacle of Gentry Bros. Patterson Circus. Harry Overton left Cincinnati March 18 for New York to take up his duties of 24-hour agent for Ringling-Barnum. Two lions on Christy Bros. Circus staged a battle at Beaumont, Tex., March 14 in which one was killed.

Opposition plenty was foreseen east of the Mississippi River, as it was learned that every circus of any consequence with exception of A. O. Barnes was scheduled to cover that territory. Atkinson's Circus had a successful engagement at Aloha Park, Honolulu. Roster of Rippled Bros. Circus included Burt and Birdie Russell, Doc and Dot Baker, Jack and Cella Roberts, Mr. and Mrs. H. D. Reid, Charles Rippled, Dad, Brown, Frank Brooks. Polite Bros. Circus, in quarters at Grand Rapids, Mich., bought a Tingley callopho for advertising work. Bob Stiles and Elsie Parker, formerly of the Gentry-Patterson show, were married at Paola, Kan., March 4. Dan Hoffman, signed to do local contracting for Robbins Bros. Circus. Harold Nicholson, clown, was engaged for John Robinson Circus. George Chandler was contracted as agent for Dan Pilmore's Motorized Circus and Wild West. Cole Bros. Circus opened at Little Rock, Ark., March 25. Long Emil, giant clown, sailed from Europe February 28 for New York to open with Ringling-Barnum. Jerry Gamble was in Detroit selling autos. Charlie B. Paul was booked to have the side show on Lindemann's Wilson & Arling Bros. Shows. Siegrist Sisters, Foodies Hansford and Co. and the Ballet Five appeared at the Shrine Circus at Capitol Theater, Hartford, Conn.

John O'Connor, member of the train crew of Ringling-Barnum, died March 24. Alexander Polk, better known as Al Murray, who was with Ringling Bros. Circus for more than 10 years, died March 10 at Washington, N. J.

### 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:** Gross Tour of America; Dexter Editors Tent, GESSA; National Showmen's Association. Types of awards will be announced during the year.

For ballot with detailed explanation send request postcard to Contest Editor, 1564 Broadway, New York. Only one ballot per voter allowed. Those desiring more than one ballot must furnish names and addresses of prospective voters. ACTIVE PERFORMERS NOT ELIGIBLE TO VOTE.

### The Rush is On!

Announcement that leaders in the various performing classifications will appear in the Spring Number (next week) as the Who's Who of outdoor artists and units has caused many prospective voters to send in rushes for their ballots. Nearly a score of air-mail letters and cards alone have been received. This is a healthy sign, indicating that there is an even greater interest in performance than the contest editor imagined in his wildest dreams.

In the last few weeks mass voting has been done by New Orleans, Fort Worth, Los Angeles, Venice (Calif.), Naahua (N. H.), Chicago, Houston, Portland (Ore.) and many other centers of activity where interest in the outdoor artist is great.

From Dio Date in New York comes the following: "This contest seems to be gaining in world-wide popularity. I have just received a card from Rome, Italy, calling my attention to its running. This shows that The Billboard has its faithful readers no matter where they may roam (no pun intended)."

This department expresses its thanks to The World's Fair, British contemporary of The Billboard, for listing the votes on several occasions. That publication remarked that many of the leaders are well known to British audiences, especially those who attend the Olympic Circus and the music halls.

The contest has made such a definite mark that beginning with next week's issue, the Spring Number, voting will be done in coupon form, the coupon to appear each week on or near this page. Rules are also being amended to permit voting by performers. Ballots will be valid, however, until the Spring Number date, which is April 8. The advantage of a coupon is that it eliminates the sending in of cards or letters requesting ballots, which in turn have to be mailed in. A coupon also tends to bring voting by laymen on top-laymen down to its very minimum. Watch for the coupon next week!

Ballots sent to the following have been returned: Dorothy Kelly, 544 West 52d street, Chicago ("no such number"), and D. H. Carr, general delivery, Laredo, Tex., which was not called for apparently, or returned for other reasons. If better addresses will be furnished their ballots will be remailed to them.

### Fisher With Texas Longhorn

CENTER, Tex., March 25.—Bob Fisher's Five Fearless Flyers, last season with the Al O. Barnes Circus, opened here March 18 with the Texas Longhorn Shows as feature free attraction.

### SPARTANBURG, S. C., March 25.

Ingham's Congress of American Indians has just finished working 41 schools in this county, coming here from Cherokee County, South Carolina. Mr. and Mrs. Rex M. Ingham and Chief Frank Canoe visited with the Long family, old friends of the Inghams. Miss Long will play a string of fair dates with her dance act starting early in July.

## CALL CALL CALL

# PARKER & WATTS CIRCUS

"The Wonder Show of America"

All people engaged with this Circus for the 1939 season report at Fort Smith, Ark., Tuesday, April 25; season opens Friday, April 21. Acknowledge this call to PARKER & WATTS CIRCUS, 5. Fort Smith, Arkansas.

## NO CIRCUS NO THRILL

Without THE EARTH'S NO. 1 AERIALIST FLORESQUE

who is still EUROPE'S most important, with his top breathtaking aerial acts the show business new item.

See THE BILLBOARD, Cincinnati, O.

### Photo Post Cards

Quality Reproductions of any Photograph or Drawing. One each Negative made per lot. Great "Mirror" finish only.

100, \$2.25; 250, \$4.00; 500, \$7.00; 1,000, \$12.50.

Send 5¢ Cash with Order. Mail. O. O. D. Originals returned unharmed. SATISFACTION GUARANTEED.

2510 Lobby Photo, Special, Now 12 for \$2.25. D. W. Stock. Get our prices on any size from Miniatures up to 40x40 Bigsize. SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

ORCAIO PHOTODUPT. 2510 Lobby Photo. LITTON, Ill.

## READY TO OPEN?

### HOW IS YOUR CANVAS?

HERE IS THE ANSWER—

We Have Very Good Guys in USED WHY NOT BUY USED TENTS

For Early Spring OPENING

Write — Wire — Phone

### BAKER-LOCKWOOD

17th & Central, Kansas City, Mo. AMERICA'S BIG TENT HOUSE. Eastern Representative — A. E. OSBORNFIELD. 152 W. 42d St., New York City, N. Y.

## TENTS-BANNERS

100-FL. Round Top with three 40-FL. Middle and Wall, practically new.

CHARLES DRIVER — BERNIE MIDDLETON

### O. HENRY TENT & AWNING CO.

4011 North Clark Street, Chicago, Ill.

## WPA FEDERAL THEATRE

Presents Its 3 RING CIRCUS

Featuring CAPT. ENGERER'S FIGHTING LIONS

## TIGHTS

OPERA-HOUSE LEOTARD-LIC PADS

### M. A. OSBORNE

227. Bupt. Bl. 55-24 5th St. W. Tel. 1. Princton 8-3212.

## SPECIAL RATES

Given To Chicago Stadium Circus Performers

### UNION PARK HOTEL

Headquarters for All Stadium Events. Two Blocks from Stadium. WARREN AT ASHLAND BLVD., CHICAGO. Write for Reservations. Phone 760-0700 1938.

## TRADE IN YOUR OLD ELECTRIC PLANT ON A NEW

### Universal

Light Plant

We make a liberal trade-in allowance on old equipment. Why not have a new Universal? All sizes to handle from 10 to 5,000 bulbs. Write us! Ask for Catalog B4.

### UNIVERSAL MOTOR CO.

OSBORNFIELD, WIS.

## SAVE MONEY MOTORIZED SPECIAL Finance Plan SPECIAL

WRITE Chas. T. Goss WITH Standard Chevrolet Co. EAST ST. LOUIS, ILL.

## FOR SALE

4 YOUNG MALE LIONS, TRAINED  
4 YOUNG LIONESSES, TRAINED  
Also 2 and 3 Months' Old Cubs

Must dispose of these animals at once.

### Clyde Beatty Circus Unit, Inc.

Rochester, Indiana.

## GIANT BOOMERANG RIDE FOR SALE

Must be sold this week. Finest Ride of its kind ever built. In condition. Can be open set up in Detroit. Great sacrifice for immediate action. \$1,000 down will handle, or will consider trade.

### W. O. KING

St. Clair Shores, Mich.

## THE DALTONS

BLINDFOLD ROPE SPINNING

Something new and original, also Party Ride and Tug of War. With Billabill, Two People, Doves Tossers. Two complete Acts. Shows 18 years old. System Complete. Also features 1000 ft. long streamer. Write John Young, and Mike King. Big One at Blue Mountain. Now available for Circus, Fairs, Theatres, etc.

Acacia Gardens, N. J.



# Under the Marquee

By CIRCUS SOLLY

**JOE SHORT** cards that he is leaving at Ann Arbor, Mich.

**MACK HOGE** is with Hayes Bros. Circus, motorized, now in Alabama.

**FRANCIS PORCELLA** will again fly for Joe Krebs in the United Troupe, his fourth season.

**JOE HODGINS** and family are practicing every day at their ring barn in Peru, Ind.

**BADIE**, 6-year-old lioness, recently gave birth to four in the winter quarters of Lewis Bros. Circus.

**SKINNY DAWSON**, general press representative of Parker & Watts Circus, has a new line of cuts and mats for use on the advance.

**JIM FLEMING** left Cincinnati last Saturday for Sarasota, Fla., and will again be porter on one of the cars of the Big Show.

**CLIFF McDOUGALL** reports that Polack Bros. Circus has been doing fine on the Coast. Cliff is handling press, also broadcasting for the show.

**LESTER B. DAMAY** will be at the fair in San Francisco. En route to the Coast he stopped off in Minneapolis and visited the Shrine Circus.

**CHARACTER** is the basis of credit.

**GEORGE MARQUIS**, magician, recently visited the Parker & Watts quarters at Ft. Smith, Ark., and reports beautiful equipment.

**BROOK CARTER** is doing nicely at Peru, Ind., with his Circus night club. Brookie Fred Young, of double trap fame, with his Jockey Club.

**FRANK C. TREDWAY** advised that Downs Bros. Circus will be in Parkersburg, W. Va., April 25; Russell Bros., May 6, and Cole Bros., May 24.

**JOHNNY TRIPP**, clown, left Chicago this week for New York. Will open with the Ringling show at Madison Square Garden.

**HAL SILVER**, wire walker, was a feature of the bill at the Chicago Theater, Chicago, last week. He forward through hoop getting an exceptionally big crowd.

**NEEL AND JANE MCCREA** have signed with Mitt Robbins for the Downie show above. They have been wintering in Gibsonton, Pa.

**LELAND CORTHEY**, who has been teaching music in public school at Broadalbin, N. Y., will have the band on Richmond Bros. Circus.

**DON LAVOLA** and Carlotta will work in Colorado and Wyoming at several night clubs and for special shows to be put on for the merchants.

**TERESA MONALES BAKER**, following the Minneapolis and St. Paul Shrine dates, returned to Macon, Ga., where she will open with the Downie show.

**FLYING VALENTINOS**, who spent the winter in Houston, Tex., opened with the Western States Shows in Crystal City, Tex. Act consists of George and Lorraine Valentine and Jerry Peltz.

**THERE SHOULD BE** co-operation between the edges and the back-end of a show.

**JOE W. WEBB**, legal adjuster of the Parker & Watts Circus, has a new auto, furnished by the show, which he will use in making his trips to and from town.

**JOE KENNEDY**, candy-stand manager of Parker & Watts Circus, returned to South Fort Smith (Ark.) quarters from a trip to Springfield, Mo., where he supervised the building of equipment.

**THREE LABOVIANS** will present comedy acrobatic act and produce clown members of the St. Louis Police Circus. Ward Head, of the trio, will work the wood-in.

**ORMAT JENSEN**, aerial spiral globe performer, was at the Shrine circuses in Minneapolis and St. Paul. Will play the Chicago Stadium Circus, following which he will join Dodson's World's Fair Shows, his third year with the show.

**MILL KIDDIE** Circus recently finished on the Griffith Time thru Oklahoma, business being very good. Is now playing in Missouri, then goes into Colorado. Four monkeys have been added, now making 10, and all working.

**FREDDIE AND KIRIL FREEMAN** concluded their dates for Orrin Davenport, and report business especially good. Will play the St. Louis Police Circus and then return to Rochester, Ind., to open with the Cole show.

**POLACK BROS.** Circus has been awarded contract to show for Bagdad Shrine Temple, Butte, Mont., during week of May 22. All Temples in the State will participate in a joint ceremonial.

**SIO BONHOMME** and wife will be with Downie Bros. Circus. Says Sig: "Barney Bros., now called the old reliable Clark show, was around Marshall, Tex., and the Zeradio dropped in for a visit. Business is reported fair."

**BILLY PAFF** and Conchita, who recently were at the Minneapolis and St. Paul Shrine circuses, will open for Bob Morton at Buffalo. They have played 10 weeks of budget engagements since closing with Hagenbeck-Wallace.

**COLONEL CASPER**, midget emcee, has been working night clubs around Los Angeles and Fresno with Little Marco and four fat girls, called Heavyweight and Lightweight Revue. It is heading east.

**JOE LEWIS**, clown cop, was a recent visitor at Peru and Rochester, Ind., circus winter quarters and reports much activity at Rochester. Joe is playing the Rink Wright winter circus at Omaha this week, following with a couple of Eastern dates, then goes to the Children's World at the New York World's Fair.

**NO MANAGER** should grab all the credit for himself. The staff should be given some consideration.

**FIELDING ORAHAM**, director of public relations with the Parker & Watts Circus, talked before the Lions Club of Fort Smith, Ark., March 14 at the naming of the baby lions by school children and expressed the appreciation of Manager Ira Watts for the co-operation given the circus by the city.

**CHARLES (KID) KOSTER** will soon finish his season in Chicago with George Abbott's *What a Life*, at the Erlanger Theater, and leave for Boston to get in advance of Katharine Hepburn. She is now playing in that city and will tour for a few weeks before going into New York.

**MRS. VERNON ORTON**, of the Aerial Orions, recovering at Robinson, N. D., from her recent accident at the Detroit Shrine Circus. The casts from the wrists will be removed in two weeks and she expects to return to work in six or eight weeks. She received many flowers and cards from fellow trouper and Circus Fans.

**JORGENSEN CHRISTIANSEN**, Liberty horse trainer, and his en route from Fulton, Ind., to New York City, paid a midnight visit to Robert D. Good and wife at Allentown, Pa. Jorgensen is breaking a Liberty act to be presented at the New York World's Fair. It will be made up of 10 Criollo horses, an Argentine breed.

**IF THERE** is a virtue in the world that always helps, it is cheerfulness. Get the habit of being cheerful.

**BILLY SEORIST**, former Canton, O., aerialist, who recently closed his flying act with Orrin Davenport's indoor circus, is back in Canton, where he plans to set up his rigging, probably in the city auditorium, for daily workouts of his troupe. Seorist reports he has some more indoor dates next month, after which he probably will contract his act as a free attraction with a carnival.

**MRS EDNA CURTIS**, who was at St. John's Hospital, St. Paul, Ill., of pneumonia for more than a week, has returned to her home at Westmont, Ill. She writes that due to her sudden illness she was unable to personally thank the Shrine circus performers in person for the beautiful trophy presented to her, and she wants them to know she deeply

appreciates it and thanks them all. She also thanks her many friends for their warm cards and letters during her illness.

**LEO LORANGER** has received a year's contract to return to the Pagel Circus in South Africa. He will leave New York on the Queen Mary April 7 for England, board the Union Castle steamship, Adlonia Castle and arrive in Cape Town about April 28. Last season he was superintendent of props with Robbins Bros. Circus. He made the Orrin Davenport winter dates on rigging for Charles Joseph. After working the Omaha date on rigging for Rink Wright Loranger will go direct to New York and see the Ringling-Barnum opening.

## Atterbury Bros.' Show To Begin Early in May

**DAKOTA CITY, Neb., March 25.**—Atterbury Bros. Circus will open early in May and play the usual territory in the Northwest. It has been in that section the past 27 years.

William Lisch arrived at quarters here to overhaul the 70-foot top, four poles, with three 30s. He will be boss canvasman. Side-show top is 80 by 110. J. B. Duncan will have an eight-piece band and Benny Russell will have charge of the elephant and menagerie.

Recent visitors were Tex and Grace Orton, Aerial Roma, Atterbury Duo; E. S. Howe, publisher of Ripon (Wis.) Weekly Press, and family.

## Millie Turnour, Aerialist

Albany, N. Y.

Editor *The Billboard*:

With the passing of Millie Turnour, aerialist, another of the old regime of the circus has gone to the arctic realm in the Great Beyond.

Millie Turnour belonged to the great epoch—the epoch of the '70s and '80s, the epoch of great shows and great showmen, Stone and Murray, P. T. Barnum, John A. Doria, Barnum and Bailey and Adam Forepaugh, when quality, not quantity, was paramount in the circus.

Millie Turnour was unique in her work. She did a single trap act of superior merit, finishing her act by standing erect on the trapeze bar with both arms outstretched, maintaining a perfect equilibrium while the trapeze shot backwards and forward, swaying 88 full tilt.

Millie Turnour had two brothers, Jules and Thomas, Jules a juggling clown. Joined the Ringling brothers the first season they toured overland by wagon. He remained with the Ringlings till his death and was the official postmaster of the Ringling-Barnum combine. Thomas, pantomime, was with the Hanlon brothers for over a decade of years. He played character bits—often six different roles in *Fontaine* and *Superior*. He was an adept in pantomime and a master of make-up.

TOWNSEND WALSH

## The Corral

By ROWDY WADDY

**BILL TERRELL'S** Arizona Cowboys are playing picture houses in Illinois to good business, Terrell reports. Act is working every night.

**WEAVER AND JUANITA GRAY** have been signed to present their trick riding and roping and two high-school dancing horses at the San Francisco World's Fair Rodeo this summer. They also write they have several California and Northwestern shows contracted after that date.

**RAY KNIGHT** has been re-elected president of the Alberta Stampede Managers' Association in Calgary, Ont. Wallace Birney and Frank Whitney were elected vice-presidents, while E. L. Richardson was re-elected honorary secretary-treasurer.

**O-L RODEO 'OO**, headed by Walter Comer and Red Burnford, is readying his stock at its Springfield, O., quarters. Among the hands there are Coy Lee, Sid Smith, Alvin Ferris, Jesse Rice, Herb Bickel, Joe Morris and Chief Little Creek. Unit will open at Springdale April 2.

**REV. J. W. E. AIREY**, Houston, reports that Pawnee Bill was guest of honor at the recent Houston Real Stock and Live Stock Show. On March 3 Airey and Pawnee Bill attended the Indian Terr-

itory Day in Tulsa, Okla., a feature of which was a Chamber of Commerce banquet with National Frontiersmen Association members as guests. In the afternoon NFA broadcast, arranged by Blinn Condon and Reverend Airey, was made. Art Olson, Tulsa oil man, presented gold medals struck with Pawnee Bill's bust to Condon, Reverend Airey and NFA members Kit Carson III, Ellego Baca, J. Frank Norbert, Chris Madson, Pistol Pete Eaton, Osgood Chief Lookout and former Deputy Marshall Joe Wierman.

**FINAL ARRANGEMENTS** for the American Legion Rodeo, Cleveland, Ohio, the annual Duquesne Garden Rodeo, Pittsburgh, are being completed. Charles B. Paul is handling the business end of the Cleveland rodeo for Manager Al Sutphin, and John H. Harris is handling the Pittsburgh show. Col. Jim Eskew will furnish the stock and features at both shows and direct the arenas. Peg Horn Clancy will handle the press, while Monte Reger will emcee. John Lindsey with his mule and the Brahma Twins will clown both events. Among features will be Ted Allen, champion horsehooper; the Reger Kiddies; Cecil Cornish and his trained horse and auto-jumping Brahma bull; Pancho Villa Jr., bull-fighter; mounted basket ball and Mrs. L. C. Young, champion cowgirl calf roping.

**ABOUT 80,000** attended the 29 rodeo performances at Ft. Worth Southwestern Exposition and Fat Stock Show March 10-19. It is believed to be the largest attendance in the event's history. Presence of Paul Whiteman and band was credited with drawing the record crowd. Good weather also helped keep attendance up. Numerous minor injuries were inflicted upon cowboys during the rodeo. Joe Thompson bulldozged a steer in 4.8 seconds for the best time here since 1904. The veteran Foghorn Clancy again opened the event for *The Fort Worth Star-Telegram*. He makes this rodeo at Cleveland, O., next.

Visitors included Mark Twain Clemens, president of the World's Champion Rodeo Corp.; Buck Eckols; Allyn Finch and Charles E. Coombes, director and secretary respectively of the XIT Cowboy Reunion; G. A. Studer, T. E. Robertson, Beuter Bros., Frank Bush Jr., Scout Mash; Frank Moore and Col. John R. Klipatnik, Madison Square Garden Rodeo; and Leo Moore and A. Robb. Roy Matthews was named champion all-round cowboy by winning \$1,218 day money and the silver handle engraved gun awarded by Governor Richard W. Leche of Louisiana.

**Day-money and final winners.** First-day winners in all events and second day in some events appeared in last week's issue. Steer Riding—Second day (Sunday and Monday nights and Tuesday matinee), Buttons Yonnick, Bob Murray, Dick Griffith, Duward Ryan; Smoky Snyder, Ken Hargis and Jim McGee split fifth; Third day (Tuesday and Wednesday nights and Thursday matinee), Jimmy Olsen, Kid Fletcher, Frank Chetwood, Ken Roberts, Poe Wee Morris, Fourth day (Thursday and Friday nights and Saturday matinee), Zack McWilliams, Ken Hargis, Kid Fletcher, Carl Dosey, Andy Gibson and Smoky Snyder split fourth and fifth. Fifth day (Saturday night and Sunday), Jimmy Olsen, Jim Whiteman, Elmo Walls, Tack Bolton, Buttons Yonnick, Finals, Kid Fletcher, Ken Roberts, Buttons Yonnick, Carl Dosey, Bareback Bronk Riding—Second day (Sunday night, Monday, Tuesday matinee), Rock Parker, Paul Carnay, Duward Ryan and Paul Bond split third and fourth; Fritz Becker, Third day (Tuesday night, Wednesday, Thursday matinee), Cecil Henley, Paul Bond and Dick Griffith split second and third; Smoky Snyder and Eddie Cameron split fourth and fifth. Fourth day (Thursday night, Friday, Saturday matinee), Eddie Curtis, Kid Fletcher, Cecil Henley, Paul Bond and Hort Hefner split fourth and fifth. Fifth day (Saturday night, Sunday), Smoky Snyder, Carl Dosey, Frank Finley, Kid Fletcher, Johnny Williams, Finals, Paul Bond, Smoky Snyder, Cecil Henley, Paul Carnay.

**Saddle Bronk Riding**—Third day (Monday night and Tuesday), George House, Vic Schwarz, Chet McCarty, Wagg Watkins; Fritz Truan and Don Aber split fifth. Fourth day (Wednesday and Thursday matinee), Fritz Truan, Burel Mulvey, Don Aber; George House, Ward Watkins and Vic Schwarz split fourth and fifth. Fifth day (Thursday night, Friday), George Yardley, Don Aber, Leo Murray; Harry Knight and Fritz Truan split fourth and fifth. Sixth day (Saturday, Sunday matinee), Vic Schwarz, Ward Watkins, Don Aber, Tom (See CORRAL on opposite page)



# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

**CECIL MILAM**, operator of Fair Grounds Roller Rink, Wheeling, W. Va., and a rink in Cadis, O., has leased Washington (Pa.) Rink, which closed two months ago for extensive remodeling at cost of \$7,000. Rink was scheduled to open on March 30 and has a new floor heating system, rest and check rooms and cooling system for summer skating. Raymond Smith, past two years assistant manager in Wheeling, will manage the new rink, which has a 75 by 130-foot floor and balcony section for beginners. Sessions will be held nightly except on Wednesdays and Sundays, with matinees on Saturdays. Altho not up to last year's mark in the Wheeling rink, Manager Milam reports business good, church and school parties bolstering attendance. Wheeling Skating Club is active. On March 25 it staged the third of a series of monthly midnight parties. New feature is a singing trio act, skaters singing to the accompaniment of Lucille Jackson, organist, who also leads singing over the amplifying system.

**SHERMAN JOHNSTON**, manager of Fair Park Roller Rink, Dallas, reported that bookings for private parties after regular sessions are increasing. Fair Park Lions, roller hockey team, remains undefeated and recently scored victories over Skateland, Panthers, Fort Worth, Kelley's Rink Club and Simmons' Club, both of Dallas, and Weston (Tex.) Club.

**FOREST Park Roller Rink**, Hanover, Pa., closed recently for a week to make alterations, reports Sterling (Toots) Cassels, manager. A 12 by 24-foot stage 10 feet above the floor so that skaters may pass beneath it was erected at one end, and 18 signs for different numbers were placed across the front. Interior was repainted, a lighting system installed and 300 pairs of skates were repaired. Rink is equipped with a crystal shower, and orchestras will be booked periodically to augment mechanical music. Ro-

ster includes Stanley Noble, assistant floor man; Burnell Wentz, skateroom, and five skate boys. Rink is advertised in newspapers and over radio and by book matches, bumper cards and auto emblems. Nearly 100 parties have been held in the rink since it was taken over by A. Karst in October, 1936.

**BUSINESS at Diamond Square Roller Rink**, Pittsburgh, is good, the rink holding as many as 14 sessions in three days and with parties booked until May 19, reports Joseph Richs, manager. Rink has a 68 by 167-foot floor and is staffed by M. Corvone's Band furnishes music.

**UNION College**, Barbourville, Ky., sponsored a party attended by a large group of students in Myers Bros. Roller Rink, Harlan, Ky., on March 17, reports Lacy Myers.

**ROLAND MERRILL's Pekin (Ill.) Roller Rink** began a series of weekly parties on March 18 with prizes awarded contest winners, reports Uno Bell, assistant manager.

**"CHARLES F. HARKINS**, whose death was recorded in the Final Curtain of last week's issue of *The Billboard*, will be greatly missed by the skating fraternity," writes E. M. Moor. "He became well known to many rink men during his 44-year career and was a great favorite with skaters in York, Pa., where he had managed White Rose Arena Roller Rink since J. W. Richley took over proprietorship years ago. He had been active until seven weeks before his death, when at the insistence of Mr. Richley he remained at home to recuperate. He took great interest in civic affairs and twice brought skaters to the city for performances in connection with civic events."

**WARREN STEFFEN**, several months organist in the Cleveland Hotel and recently with Merio Jacob's Orchestra, is being featured with his electric organ in the roller rink at Puritas-applis, O., recently reopened.

**GOLD CLIFF ROLLER RINK**, with 7,000 square feet of maple floor, has been opened by E. H. Sawyer south of Circleville, O. Rink, one of the best known in the district, has been remodeled and sessions are scheduled Tuesday, Friday and Sunday nights. George Riddle, Columbus, O., accordionist, was presented at a reopening party March 19.

"INTEREST of young and old in roller skating has increased greatly during the past year," writes John C. Shideler, manager of Shideler Roller Rink, Stillwater, Okla. "I am in my third year of operation in Stillwater, a good business town and home of Oklahoma A. & M. College, which has enrollment of about 8,300." Rink operates from mid-September until last of May. Manager Shideler plans to visit a number of rinks while vacationing in the East this summer.

**MIDDLETOWN (N. Y.) Roller-drome**, featuring graceful skating, two-step, club, waltz and jitterbug nights, is drawing crowds from an 80-mile radius, including members of the recently organized 20th Century Rollers' Club, who attend several times weekly, reports Fred DeGeorge. Club officers are Cliff Clay, president; George Diegel, secretary and Gus DelCotto, treasurer. Rink is equipped with Chicago skates and an electric organ, with Johnny Lawrence at the keyboard.

## Veterans' Contest Suggested

**DERBY, England.**—Fred Murree, veteran Indian fancy skater, writing from Dayton, O., informs that he was much interested in my reference in *The Billboard* to the 70th birthday anniversary of John B. Eley, England's "grand old man" of roller skating, and suggests possibilities in arrangement of a contest between these two aged skaters of note to decide who is the better veteran fancy performer of the day. Such a meeting would prove a decided novelty, and one rink manager, with whom I discussed the suggestion, was quite interested. The I doubt whether enough money would be found to pay all the expenses required by a trip from America. Mr. Eley was enthused with

Fred Murree's letter and is writing him a letter of congratulation upon his keen activities in advanced age.

**William Alton**, sole owner of the rink in Belper, has spent something over \$45,000 on his establishment, opened in February, which is England's most luxurious small rink and still drawing capacity every session. Two carnivals already have been held and local interest maintained to the fullest extent. Floor Manager Albert Hambleton has plenty of work on his hands, while Resident Manager Harrison has hardly a quiet moment.

**Kathleen Alton**, ballet dancer of renown, daughter of the owner, is remarkably adaptable, having already become quite advanced with her fancy skating in less than one month from first donning the rollers. Women skaters here have taken to slacks for skating wear, a new vogue in dress over here, tho it is hardly so suitable or tasteful, in my humble and manly opinion, as the more orthodox skating frock, etc.

I spent a few days skating out of town just before penning these notes. Called in for a session at Bracebridge Roller-drome, Lincoln, 52 miles northeast, and found Will Herring and Lance Wingard doing good biz despite very poor state of floor following a recent cave-in of about a third of the roofing and warping due to three weeks' exposure of the floor to the elements. Billy Carter, floor manager of Lovenshulme Rink, Manchester, 50 miles northwest, had a sizable crowd and Bill Reekes, owner, had no complaints. Next skated on Queens Rink, Pendleton, and saw Bob Hulme and the Belle Vue hockey boys gain a clear league win, 8-0. Manager Reg Gradwell said biz was only moderate. Floor is 140 by 20 feet.

**Mary May and Frank Burrows**, Bradford, again won the national roller dance title in Embassy Rink, Birmingham, on March 7 in the absence of the Lidstones. Biz is excellent, reported Oscar Sjoggaard.

## SNAG IN R-B

(Continued from page 30)  
union because of their alleged anti-union activities last season and thus breaking the closed-shop stipulation. APA claims management has replaced seasoned men with newcomers to the Ringling show and there is a chance of trouble existing again between the show and the union. Governing board of the circus union met here last week and exempted 15 of the 70 (mostly animal help for Terrell Jacob's augmented cat act) from the preferential list because of their skilled type of labor. A stipulation in the contract requires the management to select personnel from the APA's list of members until 30 days after the show is under canvas. After that show may hire new blood, should it be impossible to obtain suitable help from the APA ranks. Nearly all departments in the lower wage brackets are represented in the 50 not exempted by the council.

Demands have been delivered to Leonard G. Busco, show's counsel, who indicated that they would be submitted immediately to John Ringling North, president of the circus corporation.

## VANGUARD OF

(Continued from page 30)  
and the Christians are back from a winter in Europe. Further details of the program will come later.

## Rapid Places Acts

**NEW YORK**, March 25.—George A. Hamid, attraction booker, announced the placement of four acts with the Ringling-Barnum show this season for a period of five weeks with options thereafter. Majority of acts are expected to remain with show during the Garden dates in New York and Boston, leaving top-park and fair dates for remainder of season.

Acts include Demutt Arabs, timeblers; Olympic Girls, acrobatic contortionists; Will Morris and Bobby, novelty bicycle turn, and a Jew combination

troupe of sword and torch throwers, jugglers, etc., featuring a Whirling Dervish number, and tentatively called Alcards Troupe. Booking is largest tho Hamid office has made with Ringling-Barnum in several years.

## CALLIOPE WILL

(Continued from page 30)  
signed and turned out by Brady, in charge of the shops.

Five elephants with the show are broken to harness, as well as pushing, and only the baby elephant will be a "lady of leisure." Jimmie O'Conner, in charge of elephants and menagerie, has done some fine work with the bulls and several new turns will be presented.

Four Connors have arrived after working practically all winter.

Hazel King, horse trainer, and Frank Kelo, pony trainer, have added 14 head of stock to their herds. Red Monroe has the new grand stand completed.

## Morris To Ready Advance

**DETROIT**, March 25.—Claude Morris, superintendent of outdoor advertising for Parker & Watts Circus, left here today for the show's quarters at South Park Smith, Ark., to ready the advance equipment and to begin his duties. He announced that the No. 1 advertising car would carry 15 men with Herb Goorke as boss billposter and Marty Yates, boss lithographer. The No. 2 car, seven days ahead of the show, will be in charge of Harry Bailey with two men. The show will carry a banner crew and every town will be bannered.

## HAAG BROS.

(Continued from page 30)

Elmer Yancey, boss billposter; John Wilander, equestrian director; Joe Teander, band leader; Bill O'Day, superintendent; Ivan S. Douglas, boss carman; Paul Cox, props; O. E. Thomas, mechanic; Chubby Guy, electrician; Walter Schuyler, wardrobe; Walter Lawrence, steward; Frank Mansfield Scott, manager side show; Joe Little, band leader in Mid show; Roy Swinburn animal man; Charles Burford, cookhouse; Paul Zoupp, concessions; Jake Schaffer, inside tickets; Mrs. Eddie Heffel, reserved seats.

Recent visitors were Ira M. Watts and party from Parker & Watts Circus, Billy Lamont, Chief Regan and Billy Watt.

## CORRAL

(Continued from opposite page)

my Wilson, Paul Carney, Seventh day (Sunday night), Vic Schwarz, Ward Hastings, Nick Knight, Leo Murray, Dick Aber, Finala, Vic Schwarz, Leo Murray, Dick Aber, Harry Knight, Steer Wrestling—Third Day (Monday night, Tuesday, Wednesday matinee), Tom Hogan, Joe Thompson, Gene Ross, Tex Boy, George Wilderspin, Fourth day (Wednesday night, Thursday, Friday matinee), Tom Hogan, Jimmy Nesbitt, Wally Hastings, Ted Yockum, Dave Gumpbell, Fifth day (Friday night, Saturday, Sunday matinee), Joe Thompson, Mike Fisher, Hub Whiteman, Herschell Ross, Homer Pittigrew, Sixth day (Sunday night), Dave Campbell, Tom Hogan, Dick Truitt, Frank Van Meter, Hugh Bennett, Finala, Homer Pittigrew, Dave Campbell, Jack Quait, Tom Hogan, Calf Roping—Third day (Monday night, Tuesday, Wednesday matinee), Tony Salina, T. J. Brannon, Jesse Goodspeed, Royce Sewall, Cecil Owsley, Fourth day (Wednesday night, Thursday, Friday matinee), Doc Burk, Clyde Burk, Toots Mansfield, Amy Gambin and Roy Matthews split fourth and fifth; Dick Truitt, Fifth day (Friday night, Saturday, Sunday matinee), Jesse Goodspeed, Sonny Hancock, Cecil Owsley, Roy Matthews, F. W. Young, Jack Skipworth, Sixth day (Sunday night), Roy Matthews, Tony Salina, T. J. Brannon, Everett Shaw, Carl Shepard, Clyde Burk, Finala, Roy Matthews, Tony Salina, T. J. Brannon, Clyde Burk. Other championship winners were Chester Ryan, trick roping; Dick Griffith, cowboy trick riding; and Pauline Nesbitt, novelty girls' trick riding.



**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884.  
3312-3316 Ravenswood Ave., Chicago, Ill.  
The Best Skate Today

**SKATING RINK TENTS**  
SHOW AND CONCESSION, NEW A USED TENTS.  
**CAMPBELL TENT & AWNING CO.**  
Monroe St. Chicago, Springfield, Ill.

**Hard Maple Roll-up Type Professional ROLLER SKATING & DANCE MATS**  
Made also by makers of mats for the profession for 25 years. Used by leading "acts" everywhere. Lowest Prices.  
Theatrical Properties Studios  
320 W. 43rd St., New York, N. Y., U. S. A.  
Send for Free Descriptive Folder.

**Tramill Self-Locking Sectional Floors**  
Firm and are being used by buildings as well as skating rinks. Read 10 copies the information on our sectional floors and special floor tents. They are available through agency everywhere. Here built portable floors over 26 feet.  
**FRAMILL PORTABLE SKATING RINK CO.**  
3000 East 15th Street, Kansas City, Mo.

**WRITE FOR PRICES ON SKATING RINK TENTS**  
Fulton Bag & Cotton Mills  
Chicago, St. Louis, Dallas, New York, Cincinnati, Washington, Philadelphia, Baltimore, St. Paul, Minneapolis, St. Petersburg, Tampa, Jacksonville, Miami, Fort Lauderdale, Orlando, Tampa Bay, Panama City, Pensacola, Mobile, Gulfport, Biloxi, Ocean Springs, Panama City, Florida.

**Rink Men Who Use "CHICAGO" Skates**  
ARE SUCCESSFUL  
There's a Reason!  
**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., CHICAGO, ILL.

No. 778



# Ft. Worth High Is 321,000

## Record Gates At Stock Show

Rodeo draws about 80,000 but blz off for Round-Up —Whiteman troupe is draw

FORT WORTH, Tex., March 25.—The 43d annual Southwestern Exposition and Fair Stock Show here on March 10-19 drew a new high in attendance of 321,000. This is 6,000 more than the 1938 mark, the highest up to that time. Altho attendance the first week-end was less than at the same time last year, special delegations throughout the week and free gate for children on March 17 and 18 helped to set the new record. For the second year in succession the exposition had clear weather on the nine days.

Another record was set when Red Price, grand champion steer of the show, was sold for \$126 a pound, highest price paid in the United States so far this year for a grand champion steer, 5 cents a pound higher than the former best price this year and 19 cents per pound more than the price paid at the 1938 show here. B. H. Heide, general manager of the International Livestock Show, Chicago, was one of the visitors.

Secretary Charles W. Green, Missouri State Fair, Sedalia, was judge for the horse show in connection with the rodeo. Rodeo attendance was best in history, about 80,000 seeing the 19 performances. However, business in the Round-Up, amusement spot on the grounds, was considerably less than last year. Paul (See FORT WORTH on page 51)

## Mineola Removes Dog Track

MINEOLA, N. Y., March 25.—Workmen this week started to remove the dog track from Mineola Fair grounds. Elimination of rabbit rail and poach inclosures, which blocked proper landscaping of the race course, is beginning of a plan calling for renovation and reconstruction. Under direction of Public Works Commissioner John C. Oubert, the last of 14 buildings was moved into position on new site of exhibition structures, making way for new Naasah County Center on Old Country road. Renovation of structures will start shortly. New entrance, marked by appropriate rustic gateway, is at northwest corner of the plant.

## New Stand at Minn. Plant

ALEXANDRIA, Minn., March 25.—Plans for four-day Douglas County Fair were virtually completed with the booking of Jimmie Lynch's Death Dodgers, circus acts and balloon ascensions to be presented before the new \$60,000 grand stand, officials report. Grounds have been revamped and Secretary A. S. Thornton expects this year's \$250,000 to be biggest in county history.

AUGUSTA, Ark.—John Miller was elected president of Woodruff County Fair Association; J. A. Files, Harry Snapp, John McLeod, vice-presidents; I. N. Arnot, treasurer; Otto Turner, secretary-manager.

## Attraction Budgets Up

(A Symposium)

### LOOK

For This Feature in The Billboard Spring Number Dated April 8



WILLIAM T. MARRIOTT, Baraboo, president of Wisconsin Association of Fairs, will preside at the opening of the regional meeting here on March 30, to be followed by similar meets in Neilsville and Shavango. Among speakers in Baraboo will be E. G. Deane, J. F. Malone and Erna Stoddart, Beaver Dam; E. W. Kabis, Milwaukee; E. A. Honeycombe and James G. Fuller, Madison, and William S. Kiess will preside at the afternoon session.

## Annual in Jax Has 11th-Hour Postponement

JACKSONVILLE, Fla., March 25.—Postponement of Duval - Jacksonville Fair, scheduled for April 13-23, until next fall was announced by officials on Tuesday "because certain problems have arisen." Strates Shows had been booked for the midway and exhibits had been prepared by farmers, 4-H Club members, live-stock producers and others. Since its inception five years ago the annual has had an average gate of nearly 100,000 and the 1939 premium list totaled nearly \$5,000.

"This action was deemed advisable by the officials because of certain problems having arisen which would necessitate at this time obligations and costs beyond the probable returns of the fair if held this spring," said Manager E. Ross Jordan. (See ANNUAL IN JAX on opposite page)

FOREST CITY, N. C.—C. O. Price was re-elected president of Rutherford County Fair. Secretary F. E. Patton reported that total 1938 receipts were \$4,874 and disbursements \$4,767. More than \$1,000 in premiums was awarded, all paid the week of the fair. Report showed all other bills paid.

## Wisconsin Board Issues Latest Rules Governing Eating Places

MADISON, Wis., March 25.—State board of health has issued rules for temporary eating places at fairs or other places outside of permanent buildings to provide that no such places shall operate without a permit from the board.

Rules provide that no temporary eating place shall be operated without a suitable cover or roof with suitable side walls to be used when deemed necessary. Stoves and griddles at counters not properly inclosed must be equipped with a glass or metal shield covering front ends and a portion of the top.

All perishable food products, cooked or uncooked, must be kept under refrigeration until used and all ice boxes must be properly insulated. Using hands for rolling hamburger patties is prohibited, as are cracked dishes, glassware or worn-out utensils. When hot running water is not available additional

## Grounds in Trenton Will Be Modernized

NEW YORK, March 25.—New Jersey State Fair grounds, Trenton, purchased last week by a syndicate headed by George A. Hamid, will undergo an improvement campaign this season, with nearly all buildings scheduled for painting and partial reconstruction.

Pennsylvania Railroad is constructing a new spur into the grounds, and grand stand and gates are being partially remodelled as first step in modernization process.

Hamid plans to utilize the plant for an assembly and rehearsal point for his several fair revue units, as well as his World's Fair circus program and individual acts that will appear under the Hamid banner this season.

## Stock Show Funds Assured

LITTLE ROCK, Ark., March 25.—Governor Carl E. Bailey signed a bill on March 17 to appropriate \$25,000 for awards to stock breeders at annual Arkansas Live-Stock Show Association's exhibition and rodeo. Bill provides for \$12,500 this year and a similar amount for the 1940 show. The funds will go far toward success of the event, said Secretary Raymond J. Higgins, as the association went into the red more than \$13,000 on the first venture last November, deficit being paid personally by Col. T. H. Barton, president, who was given a vote from the association for the amount. About \$12,000 was paid in premiums last year. T. E. Robertson will again direct the rodeo.

## Buckeye Officials To Meet

GREENVILLE, O., March 25.—Darke County Fair Association will give a dinner and floor show for fair officials of Western Ohio in Elks Home here on March 28. Big attendance, representing 15 fair boards, is expected.

DE RIDDER, La.—R. E. Weidman was elected manager of Beauregard Parish Fair Association; W. E. Saylor, president; C. J. Le Doux, secretary.

## Making Grand-Stand Shows Pay

By NORMAN CHAMBLISS

Excerpts from address by co-operator of North Carolina Fair Operating Co., Inc., before the January annual meeting of North Carolina Association of Agricultural Fairs in the Str Walter Hotel, Raleigh.

In every community in which a fair is operated I have found that conditions vary. I mean the type of entertainment demanded on the part of the public to draw patrons into the grand stand. However, one thing is sure. You must give the people what they want or you are doomed. I long ago found out that the old saying is correct, "You get what you

## Name Bands: Their Place

### In Fairdom

By BENNY GOODMAN

### LOOK

For This Feature in The Billboard Spring Number

Dated April 8

## WAF Plans Regional Meets

BEAVER DAM, Wis., March 25.—Wisconsin Association of Fairs will hold regional meetings on March 30 in Baraboo, April 12 in Neilsville and April 13 in Shawano. Announcement was made by J. F. Malone, secretary of the association and secretary of Dodge County Fair here.

## Exchange at Long Distance

WAPAKONETA, O., March 25.—Harry Kahn, secretary of Auglaize County Fair here, reports that he recently received and compiled, with a request from William H. Paul, secretary of Waikato Winter Show, Hamilton, N. Z., for his premium list and in turn received from Paul the prize list of the Waikato show and literature concerning Bledisloe Hall of Agriculture.

INDIANAPOLIS.—W. C. Caine, real estate operator and sports promoter, has completed his staff and will devote full time this summer and fall to presentation of national championship, Central States Racing Association - sanctioned auto races at many fair sites.

GAINESVILLE, Tex. — Cooke County Fair Association here received a charter from the secretary of state as a non-stock corporation, incorporation being given as Oscar Aldridge, Claude Jones and Ballard N. Watts.

pay for." Accordingly, when I have spent money and provided up-to-date grand-stand attractions the people flock to the grand stand. Likewise, when I have cheapened a fair (which I have done) by getting "just a few cheap acts," the stands have been practically empty.

In my judgment, if you don't have an attractive grand stand, as well as an entrance, etc., you can't expect people to go into it regardless of what kind of attractions you have. I know of a grand stand in 1938 that was not cleaned out during the whole week of the fair, and for that matter, it has not been cleaned out up to this time. I indulge the suggestion above all that we should have our grand stands looking as attractive as possible, and by all means have plenty of lights in the grand stand.

It is imperative that your grand-stand attractions should include some outstanding act that people will go away talking about. If I had just a small budget for attractions I would much prefer to have one outstanding act than to have three or four mediocre acts. Thrilling grand-stand attractions are most vital in the operation of a good fair. People expect this. That is one reason they pay the gate admission. Times and conditions have changed, and you fellows know it. Patrons expect more than many years ago, and we must study the game from every angle according to demands in various communities and figure out the caliber of attractions that people want. One year, about 10 years ago, I did not have any grand-stand attractions. The result was that I did not have much of a fair. Some of you may have tried it with a different result, but I am merely passing along my observations after a period of many years. Providing excellent grand-stand at-

(See Making Grand-Stand Shows Pay)

stores for heating water must be provided or discardable dishes or containers must be used.

## Badger Figures Are Down

MADISON, Wis., March 25.—Wisconsin's 70 county and district fairs grossed \$355,440.53 in 1938 against \$332,974.37 the year before, according to figures released by Ralph E. Ajmon, director of the State department of agriculture and markets. Paid admissions last year totaled 770,148 compared to 918,471 in 1937. Gate receipts totaled \$107,840.29 against \$235,170.97 in 1937. Grand-stand income of \$64,316.01 was \$3,748.83 less than the previous year and concession income dropped \$10,483.50 to a total of \$128,500.94. Premium money paid in 1938 was \$129,274.49 against \$106,824.80 in 1937.



# Fair Grounds

**ENFIELD, N. C.**—Enfield Fire Department, now owner of the 425 by 475-foot metal-fenced fairgrounds here, has booked Hally's Acme Shows for the midway of the seventh annual fair this year, and a concrete block hall for commercial and pantry exhibits, formerly housed in a tent, is expected to be completed by fair time, reports Secretary George R. Ivey. There will be farm machinery exhibits. Entrance will be thru exhibit hall.

**HELEYS, Mont.**—Four-County Marias Fair, formerly Toole County Fair, will be held for the first time this year on new grounds equipped with a race track. Reports Clifford D. Coover, secretary-manager.

**MINN.**—Clearwater County Fair directors will launch a drive for several hundred new members. Fair has been an annual 30 years. E. H. Hoff is president.

**MADISON, Wis.**—Dane county board of supervisors voted 58 to 14 to refuse a request of Dane County Agricultural Society for \$6,000 to help the society out of financial difficulties and delayed action on a request for appropriation of \$2,500 for a 4-H Club exhibit after it had been charged by a supervisor that money appropriated for that purpose last year had been used to pay old debts.

**DAYTON, O.**—Additions to the national championship circuit schedule of Central States Racing Association, governing body of the dirt track sport, for the coming season were announced by Secretary Norman Wiza. List of fair and still dates, not inclusive of 24 speedway races, will be the heaviest in recent years, he said. Greenup, Ill.; Du Quoin, Ill.; Crawfordville, Ind.; Ft. Wayne, Ind.; Erie, Pa.; Wilmington, O.; Canfield, O.; Wheeling, W. Va.; Columbus, Ind.; Cook County, Chicago, and Des Moines, Ia., will be additions on the CRSA list on fairground sites for still or fair dates.

## Grand-Stand Shows

JAYDEE the Great, high aerialist, has been set by Klein's Attractions for some

# KNOX STREET FAIR

August 30-31-September 1-2  
KNOX, INDIANA

Want 3 Sensational Free Acts, Concessions. Book Now—No Fees

Address EVERETT G. WHITE, Chairman, Knox, Indiana.

### AGENTS WANTED

Agents who are now calling on fairs, carnivals, circuses, peddlers, etc. We are planning an aggressive sales campaign in connection with the sale and lease of Money-Collecting Equipment and Devices. We will require presentation in the following territories: Middle West, South, West Coast, Central and South America and Canada. A profitable franchise is offered to the individual or company equipped to handle one business. A protected territory is offered with huge income potential. BOX 6-178, Care The Billboard, Cincinnati, O.

## THE ELEVENTH SESSION OF THE LAWRENCEBURG, KY., COLORED FAIR

WILL BE HELD AUGUST 24, 25, 26, 1939  
Three Big Days and Nights  
Want a Small Carnival and Concessions.  
HENRY HARRIS, Pres., W. M. COLEMAN, Secy.

**WANT MORE REVENUE**  
for  
**YOUR ORGANIZATION?**  
Read

### "BINGO BUSINESS"

A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK and EVERY WEEK**

new and repeat dates at fairs and celebrations in Eastern Ohio.

**GREAT SIEGFRIED** has been booked by the Tofany Sacco Theatrical-Mart for Allegan (Mich.) Fair.

**ACTS** at Halifax District Exposition, Dayton Beach, Fla. March 13-18, were Ben Bend's chair-balancing trapeze, and the Peerless Pottery, flying act. Bend said it was the first time since 1906 that he had seen Bob Valentino, with the flyers, perform. Harry Potter and Bend cut up old times.

**KLEIN'S Attractions** have been booked for the third consecutive year for Jefferson County Fair, Ashtabula, O. reports C. A. Klein, stage revue to be given on the final night and Klein's Circus Revue on two nights.

**AMONG Barnes-Carruthers acts** at the 1939 North Dakota State Fair for Fargo, reports Secretary Frank E. Talcott, will be the Aerial Ballet, Monroe and Grant and the Juvels, besides others in the night revue. Show will be changed in middle of the week.

**AT All-Iowa Fair**, Cedar Rapids, to be held three weeks earlier than last year, Ernie Young's revue will again be featured night attraction, said Fair Manager Charles Moore.

**SEVERAL** new auto and motorcycle stunts perfected by Lucky Tyler during the winter were included in the Sunday afternoon program March 12, when Teter and his "Hell Drivers" made their annual appearance at Legion Field, Birmingham, Ala. Attendance was 25 per cent ahead of last year.

## MAKING GRAND-STAND

(Continued from opposite page)  
tractions to draw people is no different from anything else about a fair. You can have mediocre agricultural exhibits, you can have off-color things on the midway, you can have things looking untidy around your grounds. You can have this and that not up to date, and I predict the main gate will have a telling effect on your treasury. Show me a fair today that provides up-to-date grand-stand attractions and other things to make a successful fair, and I will point to you a fair that has a balance in the treasury. Of course, realize that there are many fairs that operate without grand-stand attractions, or even without a grand stand, and may be getting along very well, so my words are being conveyed to those who operate a grand stand. It looks to me that people in these days and times are clamoring for Thrill Days when possibly they can see someone take a chance on losing his or her life, so I say the more thrilling attractions you have in front of your grand stand the more people you are going to have therein. Take my word for it or leave it.

I am sold on the idea that wooden fences around a grand stand to keep people from seeing what is going on in front of the grand stand is the wrong idea. I have been making this mistake for years. A friend visited our fair grounds at Rocky Mount recently, and when he saw the eight-foot wooden fence around the grand stand, he asked, "What price is this?" I am convinced that a nice wire fence around the grand stand will produce a much better feeling on the part of patrons, and I believe that in the long run more people will go in to see it. They have a chance then to see what you are putting on in front of the grand stand. Take a fair that has say 30,000 attendance during the week, with about 10,000 going into the grand stand. What do the other 20,000 patrons get for their main-gate admission except a chance to pay a visit to the attractions on the midway? Thousands attend your fair no doubt who are not able to go into the grand stand, so let's give them a chance to see if they desire the attractions. We call them "free acts" anyway, so maybe it would be well for us to carefully consider this suggestion. I venture that people after they see what you have in front of the grand stand will go therein, whereas otherwise they wouldn't think of doing so.

### Stand and Main Gate

Many fair secretaries tell me, "I didn't take in but so much in the grand stand." However, they forget that those people who went into the grand stand paid their way thru the main gate, or were supposed to have done so anyway. In other words, there is no getting around it, your grand-stand attractions reflect upon your main-gate admissions.

Even at fairs operated without grand stands, I am of the opinion that it is well to provide attractions on the midway, as I think that will have a tendency to increase gate receipts. I have been asked by some friends to express my opinion as to grand-stand admissions. I can answer only this way: If you have cheap acts charge accordingly. When you give people something worth while you needn't worry about the charge; people are willing to pay for worth-while attractions. Try it and see. Of course, it takes time to build up grand-stand attendance when once it has gone down, just like anything else. I would not for a moment have any of you think I am criticizing any fair that does not operate with grand-stand attractions, because every fair secretary knows his business, or is supposed to. Personally I like the idea of fine grand-stand attractions at fairs, and the more grand-stand attractions you have the more people you are going to have, and then patrons can't point to a fair and say, "It's just a midway."

I think also that when grand-stand attractions are going on, there should be as little noise as possible. In other words, no selling of cold drinks, etc. I don't think advertisements should be allowed over the amplifying system in the grand stand. People go into your grand stand and mine to see up-to-date attractions, and if we don't give this to them we can't expect them to come again.

I have tried in a feeble way to give you my observations of "How To Make Grand-Stand Attractions Pay"—you asked for it, and I hope I may have said something worth while. I don't claim to know half of it. Thank you.

## ANNUAL IN JAX

(Continued from opposite page)

dan. "These circumstances over which the fair association has no control, prompted postponement of the event.

"It is thought by the fair management, and has frequently been suggested by many interested in the success of the fair, that much more interest would be taken and more favorable exhibits made if the event were held in the fall rather than in the spring. To those prospective exhibitors and others who have given their encouragement and support and whom the fair association seeks to benefit thru rendering a service in the interest of their advancement, the fair association expresses its sincere appreciation and hopes to have the opportunity of putting them in the future to better advantage."

A. S. Lawton, county agricultural agent, said the postponement would be a "great disappointment" to home demonstration clubs. Regarding a report that one of the reasons for postponement was Governor Conner's current anti-gambling drive, the Jacksonville Journal on March 21 said: "The Duval County Fair, as are most of the smaller fairs, is operated in conjunction with an extensive carnival midway. Some of the carnival attractions include games of chance. When games of chance are removed from a carnival there usually is no carnival and where there is no carnival there usually isn't any fair either."

Later in the week it was announced that an agreeable arrangement for change in date had been made between the States Shows and fair officials and that the States Shows would furnish the midway at the fall fair. "A larger program of entertainment is being considered by the fair management.

★ **Thanks Physical Culture Magazine** for the splendid story, April issue.

**Fair Secretaries**  
Time still available for a few more fairs. Send your date and ask for my illustrated folder.

★ **Thrills and Chills**  
Sensational and thrilling night or day, from beginning to end. No need to safety devices for thrill. A great show to go to. Grandstand program.

**Selden THE STRATOSPHERE MAN**  
World's Highest Aerial Act  
Paym. Good Care of The Billboard, Cincinnati, O.

**50th ANNIVERSARY**

**THE GUS SUN SHOWING AGENCY**

Sun's Regent Theatre Bldg., SPRINGFIELD, O.

**FAIRS! COMPLETE REVUES SCENERY LIGHTS**

**RODEOS** (Sensational) **ACTS** **CIRCUS'S**

**BUY NOW! SAVE!**

**WANTED**

Good Carnival and Concessions

**LINCOLN COUNTY FREE FAIR**

Chandler, Oklahoma

September 13, 14, 15 and 16

5 Community Fairs preposing County Fair.

**CARNIVAL WANTED**

August 21-24

Will Consider Giving Exclusive on Midway.

**GERALD L. LARSON, Fair Socy.,**  
Maclan, Ia.

**FAMOUS LONE STAR RANGERS**

Texas Jack, Singing, Violating, Cowboy and His Crew of Cowboys and Horses. Stage, Halls, Rodeo, Bands, Singers, Cheats, Comedy Fair and Children's Concessions. In actual production Old West for their date, either on concession or flat rate, contact us at once.

**The Pluto City Fair Attractions**  
French Lick Springs, Ind.

**AUTO RACES**

National Championship C. S. R. A. Sanctioned Auto Races for Fairs and Still Dates. The only Super Attraction that has taken District, State and National Fairs out of the red.

Consistently Famous Drivers, backed with extensive exploitation, advertising and race supervision. Act quick for Fair and Still Dates.

Communicate with **W. R. CAINE**

206 Hume Mansur Bldg., Indianapolis, Ind.  
Phone — Riley 1828.

**WANTED**

RIDES—SHOWS—CONCESSIONS

**TAYLOR COUNTY FAIR ASSOCIATION**

AUGUST 8-12, 1939.

One of the Most Progressive Fairs in the State of Iowa. Send Complete Information to: **JAMES SALTER, Secretary, Taylor County Fair Association, Dehazd, Iowa.**



# N. E. OPS TALK COME BACK

## Gale Rehabilitation, RFC Loans, Risk Plan Are Topics in Boston

Annual conclave mixes biz discussions with doings in lighter vein—officers are re-elected by acclamation—some stand-bys kept away by other activities

BOSTON, March 25.—Displaying their usual interest in problems of the amusement park business, plus a desire to enjoy the lighter side of conclave, members of New England Section, National Association of Amusement Parks, Pools and Beaches, convened for their 11th annual meeting at the Hotel Manger here on March 21. Cramping everything into a one-day program, members and guests were kept constantly on the move from morning registration and gabfest until the wee hours of the following a.m., when the gala banquet session came to a close. Members gathered for luncheon at the Manger, listened to the program and discussion period until late afternoon and closed the daytime meeting with the annual business session before adjourning to the banquet hall.

Program was keyed by discussion of destruction caused by last September's hurricane, and reconstruction processes following the storm; discussion of combination liability insurance plans and reports of officers of allied organizations in amusement park biz.

Incumbent officers were re-elected for another term, the secretary casting a ballot for retention of entire slate at the meeting's unanimous request. Wallace St. Clair Jones, Boston, resumes responsibilities of president; John T. Benson, Nashua, N. H., is again first vice-president; John T. Clark, Providence, second vice-president; Fred L. Markey, Exeter, N. H., secretary, and Andrew A. Cassano, Rye Beach, treasurer. Cassano has substituted in that capacity since last fall, when last year's elected treasurer, C. F. Chisholm, also of Rye Beach, resigned because of pressing duties elsewhere. Executive board remains the same, including Daniel E. Bauer, New Bedford, Mass.; Howard A. Duffy, Old Orchard Beach, Me.; Wallace St. Clair Jones, Fred L. Markey, C. F. Chisholm, Fred Fausner, New York; Andrew A. Cassano and John T. Benson.

### Legislation Is Pending

Business session followed usual routine of checking reports of officers, committees, etc., and then moved to request the parent organization, NAAAPB, to permit John Logan Campbell, its insurance consultant, to peddle insurance to New England park men at the NAAAPB table. A resolution was also passed urging NAAAPB to hold its annual convention in New York City this fall rather than Chicago or any other city. New England Section will hold a joint meeting in New York should the national body convene there.

Pending legislation, including a bill permitting Sunday dancing in Massachusetts, was discussed at length and referred to the legislative committee for follow-up. President Jones and Secretary Markey reported in detail their efforts last fall and apparent success in obtaining financial aid from the federal Reconstruction Finance Corp. for aid to parks suffering damage in the September windstorm. Daniel E. Bauer's Acquaint Park, New Bedford, was chief recipient of this aid, and other spots are expected to receive RFC loans shortly. Officers and committees were thanked profusely by members for their efforts at Washington in behalf of the New England section.

Program, arranged by Chairman Arch E. Clair and assisted by C. D. Bond, Frank B. Terrell, John T. Clark, R. S. Uzzell and Leo Wise, was lengthy with informative addresses and interesting discussions of problems facing New England park men. Session was launched by President Jones' annual address in which he outlined activity of the organization during past year and paid a special tribute to C. F. Chisholm, who resigned as treasurer of the association following many years of service. George E. Smith, Jr., of the New York World's Fair, and the absent Harry G. Baker, president of the national association, and George A. Hamid, representing the American Recreational Equipment Association, spoke in behalf of the park caterers and equipment people.

Smith followed again with interesting anecdotes of the concession department of the World's Fair, mentioning several of the crack-pot suggestions and proposals. (See N. E. OPS TALK on page 47)

## What Showmanship Meant to Pontchartrain Beach

By AN OBSERVER

### LOOK

For This Feature in The Billboard Spring Number

Dated April 8

## Berger-Gerber Take Hamid's White City For a Second Season

NEW YORK, March 25.—George A. Hamid announced this week that his White City Park in Worcester, Mass., has been re-leased to Harry Berger and George Gerber, who will operate it for the second consecutive year.

Plans are under way for extensive renovation, prompted chiefly by \$10,000 damage caused by the hurricane that swept New England last September.

Streets will be paved, trees planted and buildings repaired. Danny Dugan, ballroom operator, will use music bands, and plans have been set for greater use of free attractions and special events. At least two new rides will be added.

APPLETON, Wis.—Common council voted to submit to a referendum in the April 4 election the question: "Shall sale of beer and amusement concessions be permitted in city parks?"

## M.-D. Pier Week-End Sessions, Gumpertz at Helm, Open April 1

NEW YORK, March 25.—George A. Hamid's Million-Dollar Pier in Atlantic City will open its pre-season week-end sessions on April 1 with its famous net haul and will follow on Easter with a nearly complete attraction set-up featuring Paul Whitman's Band and entertaining unit and Iaham Jones' dance contingent.

Hamid announced that, contrary to reports circulated locally, Samuel W. Gumpertz will again be general manager, reporting at the Atlantic City offices shortly.

Regular full-week session is tentatively scheduled to get under way several weeks earlier than usual, depending on this city's World's Fair drawing power in A. C. Pier is undergoing repair and



WILLIAM E. (BILLY) RUTLIN, managing director of Rutlin's Ltd., widely known English catering firm, which has been appointed sole concessioner of the amusement park at the International Welter Exposition to be held from May until November in Liege, Belgium. Responsible for the amusement zone at the 1934 British Empire Exhibition, Glasgow, Scotland, the concern has permanent amusement parks at a number of seaside resorts and big holiday camps at Skegness and Clacton. Arrangements have been made for riding devices at Liege.

## Rocky Point To Be Rebuilt At Warwick

PROVIDENCE, March 25.—Out of hurricane-razed ruins of Rocky Point, noted old bay-shore amusement center in Warwick, R. I., will rise a new and greater resort, said Randall G. Harrington, speaking for the Harrington estate, owner of the property.

According to Harrington, 30 buildings will be erected, modernistic in style and emphasizing architectural trend of New York World's Fair structures. Work is expected to be well along by midsummer so that the park can be opened for business. A new shore-dinner hall, larger than the former dining establishment, boasted largest in the world; skating rink, dance hall, bowling alley, night club cafe and midway structures are included in plans for the new resort.

Only a few days prior to Harrington's statement Alfred M. Castiglioni, who with his father, the late Paul Castiglioni, operated Rocky Point for the past 29 years, told newspaper representatives that the amusement park would not be rebuilt. He said that his Warwick Amusement Co. had unsuccessfully attempted to raise its lease. Declaring it would cost at least \$350,000 to rebuild the storm-leveled structures in the park, he said that failure of the owners to accept lease renewal proffered was an indication that Rocky Point was a thing of the past.

## Tumino Pilots K. C. Fairyland

KANSAS CITY, Mo., March 25.—John R. Tumino, of Consolidated Orchestras of America, has been named general manager of Fairyland Park here for the 1939 season. It was announced by Victor and Marion Braccato, brother owners of the park. He has been active in the park in many capacities since 1924 and the past two years was ballroom manager and assistant park manager under former manager Omer J. Kenyon.

Park will open on May 12, and on May 13-29 there will be general school outings booked thru Parent-Teacher Associations by Manager Tumino, first time since 1935 that the park has had these events.

A new Kiddieland will be featured, and improvements include reconditioned swimming pool, new picnic facilities and modernized fronts on several rides. In the ballroom Manager Tumino will present music bands thruout the season.

PURITAS SPRINGS, O.—Dance pavilion in Puritas Springs Park, which is being reconditioned for reopening during the Easter season, will operate on a week-end schedule thru April, with full-time operation to start on Decoration Day. New appointments have been added. With opening of the pavilion the park will have two pre-season activities, the roller rink being open.

### Additions for Tolchester

TOLCHESTER BEACH, Md., March 25.—New equipment will be bought for the bathing beach, a night softball diamond and roller rink will be added and more attractions and music bands will be played during the coming season at Tolchester Beach, said Lawrence Jones, new manager. On Chesapeake Bay, across from Baltimore, the park, owned by Tolchester Lines, Inc., Baltimore, has 55 acres, seven rides, concessions, dance hall, hotel and race track.

## Long Island

By ALFRED FRIEDMAN

Spring's arrival ushered in high spirits for Long Island's amusement fraternity, who, in most cases, because of the World's Fair, are approaching completion of preparations which ordinarily in the past only began at this point of the season.

Fire damaged a half dozen concession stands at Beach 37th street and the Boardwalk, Edgemere. A powerful wind for a time impeded a block of concession places. WPA assistance has enabled speedy clearing up of the beach front in Far Rockaway, where men worked all thru winter rounding up debris.

Harold Peyson, swimming pool, blight reports that the local World's Fair in: (See LONG ISLAND on page 47)

## Fundamental Principles

(Or "Where Do We Go From Here?")

By HARRY G. TRAVER

### LOOK

For This Feature in The Billboard Spring Number

Dated April 8

### Indianola Sale Contested

COLUMBUS, O., March 25.—U. S. District Judge Mel O. Underwood has taken under advisement two motions, one to set aside the recent sale of Indianola Park Co. and the second to set aside an appraisal of \$42,000 for the property. The park property was sold at auction to Columbia Building and Loan Co. and Lilley Building and Loan Co. on a combined bid of \$45,000. Attorneys representing the park company or interests in the park claim the appraisal figure represented only a third of the property's true value.



# American Recreational Equipment Association

By R. S. UZZELL

Harry H. Hammond, of Geauga Lake Park, near Cleveland, who died in his home city of Cleveland, aged 66, came into prominence in our industry thru the building of the park. It was a beautiful place and cost \$1,000,000. The place passed out of his hands about a year before his death. He had long been a manufacturer as treasurer of McMyer-Interstate Co. for about 20 years. He attained distinction as a lawyer, for which he was well prepared. He chopped and sawed wood to defray his expenses thru Western Reserve Academy preparatory to his entry at Cornell University, from which he was graduated in the law. Working his own way gave him the courage to go thru the grind of winning his way in his chosen profession in which he won membership in the law firm of White, Hammond, Brewer & Curtis, of Cleveland.

He operated the power boats and the Tumble Bug on the Cleveland Exposition grounds in 1936-37. He was working on a new amusement device at the time of his death. Only the drastic se-

ments of the New York World's Fair prevented him from having two devices there. The big slump caught him too far extended in real estate and the depression came on before Geauga Lake let him in the clear. A hard-working youth who made good was caught in the world upheaval unexpectedly and was too far committed to extricate himself. He had become a good friend of your author and was at our office only a short time before going to the hospital where the end came.

### Passing of Collier

Oddly enough, another noted figure in park business saw his undoing by over-extension in real estate. Barron O. Collier, of Luna Park, Coney Island, N. Y., owned 12 Florida hotels and so much land in one county that the Legislature of Florida changed the name to Collier County. Strange also that during the Florida "boom" he sold none of his holdings. He confidently expected his Florida holdings to make him rich beyond the fondest dreams of Croesus. His street car, elevated and subway car advertising business was the foundation of his many enterprises. By having advertised Luna Park, Coney Island, thru his services he came to know it well.

When Fred Thompson was put into receivership thru the failure of the Hippodrome in New York City and the flop of his many theatrical enterprises Collier joined the Sea Beach Land Co. in reorganizing Luna Park. Gradually he acquired an increasing interest until he owned the park. He gradually bought adjacent property to enlarge the park. Sea Beach Palace constituted the big swimming pool, and all the area beyond the dance hall was to have made the park complete, with athletic field and auto parking. The slump of Luna Park would constitute a story in itself. The Boardwalk and the universal 5-cent fare brought the rubble which would not pay a park gate admission and yet they drove away from the island that she crowd which had add did spend liberally.

### Can Luna Come Back?

In 1904 Luna Park made \$400,000 net for Thompson & Dundy. They sank it all in the Hippodrome and incurred obligations that ultimately finished them, the Hippodrome and Luna. For a few years it looked as the Collier was going to succeed with Luna; but he had too many other interests of major importance to which he subordinated Luna. There were seasons in which he was not in Luna Park once. He frequently changed inexperienced and often incompetent managers, which destroyed discipline and gave no well-thought-out comprehensive plan, letting it drift into decadence and loss of its once proud prestige. Not until it was a hopeless job did he engage an experienced park man. Collapse of the Florida boom, the two big tropical storms down there and the depression, which flattened the advertising business and greatly decreased Luna earnings, put it all into a \$17,000,000 receivership. Rex D. Billings did some reorganizing in getting Luna Park out of receivership, but its old prestige had departed. The mortgage on it was foreclosed about one month before Collier's death, making the third receivership of the once premier amusement park of the world. Will it be relegated to the fall and decline of the Roman Empire or will a Mussolini appear to restore departed glory?

## Asbury Park, N. J.

By SAM ABBOTT

A sunny week-end on March 18 and 19 for Asbury Park promenade attracted a sizable crowd and concessioners did good business. Beach Amusement Co. and Casino Amusement Co. got their share of trade. If these crowds are present now the concessioners like to think what will happen this summer.

Master of the Central Railroad of Jersey operating the S. S. Monmouth with the S. S. Sandy Hook on the run between the Jersey shore and New York's Battery is not yet settled. At a meeting at Atlantic Highlands of the Bayshore Improvement Association both sides of the controversy were heard.

Jerry Sheehan, owner of Beach Palace, Keansburg, is busy with improvements and repairs for opening about Decoration Day.

Asbury Park has adopted for its slogan "The World's Fair Resort City" and is completing extensive preparations for entertainment of an influx of visitors during the New York World's Fair.

Mayor Walter J. Sweeney, Sea Bright, said on different arrangements for leasing horse-raced beach concessioners will be in

**WILL ATTRACT MORE CROWDS!  
GET MORE FREE PUBLICITY!  
Will Make More Money for Park  
and Concession Men Than Any  
Other Attraction in . . .**

## OUTDOOR SHOW HISTORY

IT'S NEW PAT. FEB. 7, 1939 (2146386)

# PRINCE KARMA 3 INCHES TALL

**HE IS ALIVE!  
HE WALKS — TALKS!  
ANSWERS ALL QUESTIONS  
AND TELLS YOUR FORTUNE!**

For Full Particulars

**WRITE - WIRE - PHONE**  
EXCLUSIVE ONE TO A CITY

RKO **YERMIE STERN** 1270 SIXTH AVE.  
BUILDING NEW YORK CITY  
**COMMERCIAL ATTRACTIONS**

effect this year. Several set-ups are considered.

Monmouth County will have an exhibit in the New Jersey building at the World's Fair under a program sponsored by the board of freeholders that would have every municipality in the county contribute to a common fund to finance the display.

Christian Grapel, maintenance man employed by Walter Reade Enterprises, was injured in a 40-foot plunge from a ceiling girder in the beach-front Casino, shore dance spot, sustaining a fractured thigh, two fractured ribs and bruises.

Fourth Annual Orchid Promenade on the Boardwalk on Easter Sunday is sponsored by Mayor Clarence E. F. Hertrick and city officials, and arrangements are being made to accommodate 200,000 visitors.

Asbury Park will offer solace to kindred New Yorkers who may be infested by out-of-town relatives during the World's Fair. George Zuckerman, publicity man for the town, announced formation of the "E. P. F."—"Eggs from the Fair."

## With the Zoos

HAVANA, Cuba.—John T. Benson, owner of Benson's Wild Animal Farm, Nashua, N. H., was a recent visitor here to act in an advisory capacity to the government, which plans construction of a zoo. He left on March 20 for Sarasota, Fla., to confer with officials of the Ringling-Barnum circus on commitments for the coming season.

TOLEDO.—City council appropriated \$83,100 for new construction at Toledo Zoo. Aquarium will be completed and a botanical conservatory constructed with the money, most of which will be sponsor funds for WPA work.

COLUMBUS, O.—More new residents at Municipal Zoo include an ocelot, white-faced monkey, green monkey, military monkey and pair of African porcupines. Two Bactrian camels are due in May, officials said.

DALLAS.—Jim, Marsha Park Zoo's prize orang-utan, died of tumor. Park Superintendent Walton Carlson said. (See WITH THE ZOOS on page 47)



## MOTOR BOATS

Inboards and Outboards  
Water Cooled and  
Air Cooled

**\$257.00**

## D. Raroha

2922 W. 2d St., Brooklyn, N. Y.



## FOR A PEAK INVESTMENT BUY NOW! LUSSE AUTO-SKOOTERS

OR  
WATER-SKOOTER BOATS.

and EARN BIG PROFITS for your Park, Resort or Traveling Show.

**LUSSE BROS., Inc.**  
2809 N. Fairhill St., Philadelphia, Pa.  
Write for Catalogue.

## FOR SALE

SUMMER RESORT, DANCE HALL AND SOFT DRINK PARLOR  
Price \$10,000. Located at Lake Kampoka, near City and Ball Park. Two acres of ground. Pays 10, investment.  
**ROBERT SCHULL, Pres., Waterbury, S. D.**

## NEW DEVICES THE FUN HOUSE FOR 1939 WORLD'S FAIR

with  
**THE STUNT STAGE  
LIGHT BEAM, CONTROLLED  
STUNTS, VALVES and BLOWERS  
TILTED ROOM  
CAMEL BACK CONVEYOR**

**THE DONKEY BALL GAME  
LUCKY KICK  
A SKILL GAME THAT IS  
AN ATTRACTION**

## CYCLE HORSES

**U-RIDE-EM**  
Galloping, Self-Operated  
Patented

## PHILADELPHIA TOBOGGAN CO.

Manufacturers and Builders  
**RIDES, SPECIALTIES,  
BUILDINGS**  
130 E. Duval St.  
Germantown, Philadelphia, Pa.

## PARK MANAGERS ATTENTION

LIVE-WIRE OPERATOR WITH Plenty of Late  
Class Equipment, including "PHOTOMATIC"  
and anything else to make a First-Class Sport-  
land or Arcade.

For Further Information, Write, Wire or Call

**BEST NOVELTY CO.**  
1042 ST. CLAIR AVE., CLEVELAND, O.  
OHIO 3300.

## NEW CRYSTAL CITY PARK WANTS MIXER AND WHIP

Either 8, 10 or 12 Tubs. State Agn. Condi-  
tion and Lowest Cash Price.  
**JOHN C. MULLINS, Tulsa, Okla.**

## LUMINA DANCE PAVILION

Wrightsville Beach, Wilmington, N. C.  
**DANCING—REFRESHMENTS—BATHING—  
AMUSEMENTS.**

See Ownership, Completely Remodeled.  
Building 200 ft. Front, 140 ft. Deep, 8 Stairs.  
**OPEN CONCESSIONERS:** Bath House, Refreshments,  
Bicycle, Pinney Harris, Ferris, etc. The house ap-  
proach or as a whole. Only smart operators will  
be considered. Excellent opportunity to own a  
class and most sought beach pavilion on South  
Atlantic Coast.  
**BOX 478, Wilmington, N.C.**



## ACA To Ban Ad Banners; Special Agents on Pay Roll

TAMPA, Fla., March 25.—J. C. McCaffery announced here today that so far as the Amusement Corp. of America's (triumvirate of midways is concerned advertising banners are a thing of the past. Special agents for the Royal American Shows, Beckmann & Gerety Shows and Rubin & Cherry Exposition, he said, will be pay-roll men employed to devote their entire attention to 24-hour arrangements for arrival of show trains.

McCaffery cited a three-clause reason for elimination of this age-old practice: "First," he said, "banner sales are the source of unnecessary annoyance to fair officials. Secondly, they create needless contention between merchants and concessioners. Thirdly, we derive no benefit, and such advertisements are a hideous eyesore on the midway.

"A short time ago the urge was for more massive equipment. Following this (See ACA TO BAN on page 43)

## Orange Show, Crafts Fete Coast Showfolk

SAN BERNARDINO, Calif., March 25.—Managements of the National Orange Show and Crafts 20 Big Shows played host to members of the Pacific Coast Showmen's Association, Ladies' Auxiliary, their immediate families and showfolk in general on Showmen's Day here on March 21. Event received mobil advance publicity and all showfolk gathered at Valley Boulevard, near Lincoln City Park, at 9:30 a. m. Harry Hargrave marshaled the huge turnout, Oklahoma Jack with the Crafts' calliope headed the parade with several sound and bannered trucks.

Arriving at the Bialto, a corps of motorcycle officers escorted the parade to the Orange Show gates where it was met by representatives of the Orange Show and a committee from the Crafts Shows, including Messengers Craft, Ludington, Hanacom and Reglind. A delectable luncheon and refreshments were set in (See ORANGE SHOW on page 43)

## Burdick's All-Texas Personnel Completed

HUMBLE, Tex., March 25.—Starting the third week of the season here on March 20, Burdick's All-Texas Shows' personnel is virtually set for the still date, reports R. C. McDonald. Making long-distance jumps to the shows were the Aerial Army, who drove thru from New York; Jewel and Lorraine Montour from Toronto, Ont.; Walter and Jackie Gamble from Seattle, and Walter and Francis Swan from Duluth, Minn.

Rooster includes Ira Burdick, owner-manager; Jewell Burdick, treasurer; (See BURDICK'S ALL-TEXAS page 43)

## B. R. Show Women Honored

COLUMBUS, Ga., March 25.—Local Augusta Evans Chapter, Order of the Eastern Star, played host to Mrs. E. L. Koch and Mrs. Art Alexander, of the Blue Ribbon Shows, at a farewell party in their honor here this week. Bridge was played, and there was an abundance of refreshments. Both guests were the recipients of several gifts and many well wishes for the season.

## Hi, Diver!

A Story of the Progress of Water Shows

By HARRY BENTUM

## LOOK

For This Feature in The Billboard Spring Number

Dated April 8



ROMANCE of winter quarters had sequel in announcement of the marriage of Maxine Marshall, featured dancer of Aldrich's Imperial Habestons, and Cortes Loros, producer and manager of Look, one of the large attractions on the Royal American Shows. Photo by Dadswell.

## Elements Affect Wallace Initial Dyersburg Stand

DYERSBURG, Tenn., March 25.—Over-crowds were in demand at the opening of Wallace Bros. Shows' season here on March 18 and only a light crowd attended, with consequent depreciation of receipts. Those who did attend, however, were in a spending mood and all attractions managed to do some business. Owner-Manager Ernest E. Farrow Sr. has the best looking show of his career and spent much money during the winter. Almost all shows have new canvas and banners. Staff includes E. E. Farrow Sr., manager; Walter B. Fox, general (See ELEMENTS AFFECT on page 43)

## Crystal City Start Gives Western 20% Increase Over 1938

CRYSTAL CITY, Tex., March 25.—Jack Ruback's Western States Shows initial 1939 stand for under way here on March 18 at the annual Spinach Festival with a 20 per cent increase over previous years, reports Larry Mullins, of the show's staff. Date marked the organization's fifth consecutive year here.

Pomp and ceremony marked the opening, with the local municipal band rendering appropriate selections while the first ticket was purchased by Mayor Bruce Holsenback. An honorary mayor (See CRYSTAL CITY START on page 43)

## Nat'l Orange Show Sends Crafts Off To Healthy Start

SAN BERNARDINO, Calif., March 25.—After a preliminary tour of Southern California Crafts 20 Big Shows opened their season at the National Orange Shows here on March 17. Business for the first four days showed a pick-up over the same period last year despite a bad break in the weather on Sunday, reports General Manager Roy E. Ludington. Shows are using their usual black and orange color scheme throughout and have added new banner fronts and Rocket rides. An exceptional illumination arrangement, devised by Elmer Hanacom, including batteries of Kling lights, and the multiplicity lighted fronts and rides make for an attractive midway. Concessions are numerous.

### Line-Up

Staff: O. N. Crafts, owner-operator; Roy E. Ludington, general manager; Harold Mook, secretary-treasurer; Phil Williams, general agent; Elmer Hanacom, adjuster and superintendent of Illumination; Frank Wagnblast, chief electrician; I. V. Armstrong and E. B. Van, assistants; Joe Rutledge, spotlight and color wheel; Mrs. O. N. Crafts, auditor; H. Perry, billing agent; Mrs. H. Perry, advertising banners; Roy Shepard, ride superintendent; Fred Glick, master mechanic; Mack Doman, lot superintendent. (See NAT'L ORANGE on page 46)

## Buckeye Succumbs To Cold Weather In Natchez Debut

NATCHEZ, Miss., March 25.—Cold weather spoiled Buckeye State Shows' opening eight-day stand here under local Elks auspices, reports Ted Johnson. Altho business was markedly better than the comparable week last year, it was decidedly unsatisfactory. Engagement ended on March 18. Douglas Ekenmoen finished work on the new Life Show he is producing under direction of General Manager Joe Goller during the stand. Doug was inside lecturer on the side, show last season.

Visitors included Mayor Byrne, Police Chief and Mrs. Cark; Ned Turli, Wisconsin De Luxe Corp.; Hugh Hart, of the Riffing circus; Mrs. W. W. Thomas, wife of the general agent of the C. L. Spencer Shows; Margaret Gahan; Jimmy (See BUCKEYE SUCCEUMBS on page 46)

## Fidler Adds Free Act

ST. LOUIS, March 25.—Owner Sam Fidler, of Fidler United Shows, yesterday advised that he had signed Pondaw and Gladys, aerialists, as a free attraction, giving his show two free acts. Several weeks ago he signed Bee Kyle, high dive. Work is progressing rapidly in quarters here. Show opens in East Alton, Ill., on April 10. Joseph O'Brien signed as special agent under guidance of Roy J. Cousins, general agent.

## Side Shows and the Blow-Off

Because discussion on side-show operation by the Owl in the Open column, where it originated, has been dropped, the following letter, written from Hialeah, Fla., by Buster Castle, appears in this section, to which department it is more directly related.

I think I am qualified to express an opinion on side shows and blow-offs. During the short time that I've been around this world I have been a side-show worker almost exclusively.

The main "bone of contention" seems to be the blow-off. I feel I can speak of that without adding any more fuel to the fire that is already waxing hot regarding them. I have made openings on every type blow that you can think of. Seventy-five per cent of the people who come in the front door of a side show or museum know that there is an extra show on the inside and expect it. If you really have something unusual and know how to present or sell it after you once turn your lip into the blow-off, you'll have little trouble with complaints from patrons.

On the other hand, if shows persist in using some sort of an illusion in their blow and continue to sell it like a frank, they can always expect to have headwind burn up the town for the next side show that comes along.

When you stop to think that the usual side show has a long line of banners out in front to sell one ticket, it's mighty poor business to expect a person to pay another admission just to see ONE act and then, when you get them in your annex, show them nothing. You can't always blame your talker, for he must eat the same as the rest. If he doesn't turn a good percentage of his tip at every opening the management is sure to make a change in personnel.

If anyone who is bursting with ideas how to go about running a good show with 10 or 12 acts without a blow-off, with road conditions like they have been for the last few seasons, where you had to jam for a dime quick, a bit of the time, and then on Saturday night have to pay your people, I'd like to ask them what they use for money.

## Getting Most Out of Sound Equipment

By D. L. ELAM

## LOOK

For This Feature in The Billboard Spring Number Dated April 8

## West's Florida Tour Okeh; Spring Trek Opens in Columbia

COLUMBIA, S. C., March 25.—Concluding a satisfactory tour of Florida fairs, including those in Largo, Bowling Green, De Land, West Palm Beach, Sanford, Eustis, Vero Beach and Melbourne, West's World's Wonder Shows opened here on Monday under Police Association auspices after a record show train run of 350 miles, reports Neil Berk, general agent.

A number of fairs, including the Largo, Fla., date, have been contracted for 1940. Staff remains the same and includes Frank West, general manager; Mary West, treasurer; Neil Berk, general agent; George S. Marr, secretary; Mike Conti, special agent, and Paddy Finnerty, business manager.

## Barnes Cars Bought By Amusement Corp.

TAMPA, Fla., March 25.—Amusement Corp. of America has purchased virtually all of the all-steel flat cars and some other equipment of the Al O. Barnes Circus, it was announced here by J. C. McCaffery ACA general manager, as briefly reported in last week's issue of The Billboard. Transaction was consummated by Carl J. Sedlmayr, president. (See BARNES CARS on page 46)

## Gray Stock to Tidwell

STILLWATER, Okla., March 25.—Oleto Gray, who formerly had his Oklahoma Cowboys in vauzeville and on the radio and who in recent years has been devoting his time to the breeding of blooded miniature cattle on his ranch near here, has agreed to exhibit his stock with the T. J. Tidwell Show.



LOUIS A. RICE, recently appointed business manager and assistant to David B. Eddy, president of Eddy Bros. Shows, has been associated with various carnival organizations for the past seven years. More recently however, he has been managing amusement parks. He will take up his duties with the Eddy organization soon.



# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DeBELLE

Campechy Woods, S. C.  
Week ended March 25, 1939.

Dear Mikes: A long jump north put the show in South Carolina. While en route the show train passed our Advance Car No. 1 hooked onto the end of a freight train at Jacksonville, Ga. No. 2 was passed on a siding at Charleston. General Agent Lem Trucklow boarded the train in Columbia, informing the bosses that this town was booked and he immediately wired the route to our bill cars, which caught up with the show before the week was over.

The first sections of the Gold Leaf Special reached here early Monday morning, but when the bosses arrived on the lot to lay it out they found it already occupied by a new competitor in the carnival field, the Greater House Trailer Shows of America. Summoning the lot owner to have them moved off or stand a suit, he quickly informed the bosses that the nickel-in-the-slot phone contract was null and void, as there were no witnesses to the agreement. Trucklow insisted that the telephone-booth nickel was a cash transaction both legal and binding.

The entire staff and each one's "eyes man" then rushed wildly to the telephone exchange to either find or straighten out a witness, taking it for granted that one or more of the switchboard girls had listened in on the conversation. With the aid of 10 pages of bona fide witness was found, but when the company's treasurer discovered a nickel brass check with Ballyhoo Bros.' name on it in the phone cash box, the suit was quietly dropped.

Rather than disappoint the show entirely the lot owner gave his permission for us to set up on any part of his lot

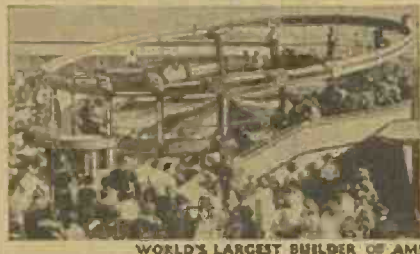
that was not in use. With the aid of a local surveyor enough ground was located around the opposition show for our 90 attractions, and with some careful measuring we surrounded the enemy, leaving not even a space large enough for a man to walk thru, but by taking down a section of the side show front enough room would be available to pull a wagon thru. Our competitors were playing under the Tin Can Tourists' Convention. Not knowing who was who, all of our trailers were quickly moved onto their lot. The more tin canners that arrived, the more we sent in. By Tuesday night their midway was cluttered up with campers that had anyone even been able to reach them they couldn't have walked on their midway.

On Wednesday the managers of both shows buried the hatchet and decided to double up for remainder of the week. Our committee, the Camp Fire Girls, was chosen as auspices. Then orders were given to open the inside midway and get what both could. So thick were the house trailers and so closely were they parked that Pete Ballyhoo ordered our glass blowers to make a neon sign reading, "Watch Your Step," and it was displayed on the front for the benefit of patrons who should try to pass thru. Later, one of our restrooms was transferred to that area.

The date turned out as a good clearing-house week for both. We added some on the foot troupers and they grabbed a few of our rubber transactions. Due to the agreement that all moneys were to be turned into our office, we were first of the lot. They will be on their way before another week is over; that is, as quickly as our auditor can check up their bit and mail them a check.

MAJOR PHILLBOE

### "IT WAS INEVITABLE"



WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES.

### SILVER STREAK

The Streamlined Mile-a-Minute Ride of Tomorrow will thrill untold thousands at the New York World's Fair with Speed—Glamour and the Intimate Comfort of Tandem Seating.

- PORTABLE STAGES — RIDER-O-AUTO SPEEDWAY
- LIGHT TOWERS — CAROUSELS
- HI-DE-DO FUN HOUSES
- BOGEM AND-SCOOTER BLDGS.

**SPILLMAN ENGINEERING CORP.**  
North Tonawanda, N. Y.

### CONCESSION TENTS



Give Measurements as Indicated BUY from Factory SAVE Money

**POWERS & CO., Inc.**  
26th and Reed Sts., Phila. Pa.

### SAVE MONEY

Buy Insurance of World's Largest Insurance Organization Thru

## CHARLES A. LENZ

"The Showman's Insurance Man."

(The Only Agency in U. S. Insuring Show People Exclusively) Easy Weekly or Monthly Payments.

AT&B Insurance Exchange, Chicago. Tel.: Wab. 3033.

### .. TRIED AND TRUE ..

## THE 7-CAR PORTABLE TILT-A-WHIRL

.. TEN YEARS OF EXPERIENCE ..  
.. TEN YEARS OF SATISFACTION ..

Keep up-to-date with annual improvements. A tilted and true site with an approved long life of high quality material.

For Particulars Write

**SELLNER MANUFACTURING CO.**  
Faribault, Minn.

### Hilderbrand's United Beats '38 Huntington Park Stand

HUNTINGTON PARK, CALIF., March 25:—Despite cool nights, Hilderbrand's United Shows concluded a seven-day stand here on March 19, under American Legion auspices, to gratifying attendance, resulting in an increase in business over last year's engagement. Chief draw, reppes Walton de Pellaton, was the circus-style presentation of the free attractions, including Hollywood Skyrockets, featuring Reggie and Arlene Marrion. (See HILDERBRAND'S UNITED page 54)

### "RO-LO" FUNHOUSE

50¢ Per Front—Indirect Light—No "Hot" Flash. Movable Carriage—Patented. A proven Money Making—100% one Track Ride—In '38 Shows Many New Orders for '39.

**ALLAN HERSHEY CO.**  
N. Tonawanda, N. Y.  
Mfgs. of Rocket Ride—Carrousel—Slide Auto Rides.

### Barfield's Gets Under Way in Dothan, Ala.

DOOTHAN, Ala., March 25.—Barfield's Cosmopolitan Shows opened the season here on March 18 to good business under American Legion auspices; despite cold weather, reports Mrs. Pearl Barfield, Committee, headed by Commander Pat Jones, is co-operating and many compliments are being passed on the show's appearance.

All rides and shows have been redecorated. John Metzler is, presenting the Four Flying Columbians as the free attraction. Mr. and Mrs. J. J. Lunford, president and secretary of Hodston County Fair, and T. P. Littlejohn were among visitors.

### UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

70E North Sangamon Street (Phone: Maymarket 0444), Chicago, Ill.

### SHOW and TRAILER CANOPIES

**Fulton Bag & Cotton Mills**

Manufacturers Since 1847  
Houses of 1st Quality  
SIZES 10'x10' to 100'x100' Canvas, Cotton, and Nylon

### BOOMERANG

The Famous Ride Sensation

Send for Illustrated Circular.

**BOOMERANG MFG. CORP.**  
HARRY WITTY, Sales Mgr.  
366 HAMILTON AVE. BROOKLYN, N. Y.

SAVE MONEY **MOTORIZE** SAVE MONEY

SPECIAL FINANCE PLAN SPECIAL

WRITE CHAS. T. GOSS WITH STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

### Change in Dodson Opener

HUNTINGTON, W. Va., March 25.—Dodson's World's Fair Shows will open the season here on April 29 instead of April 22 as previously reported. M. G. Dodson announced. Change is necessary because too much work must be accomplished between now and April 29, he said. Quarters' crew comprises 24.

### BROADWAY SHOWS OF AMERICA

OPENING APRIL 20-29, COVINGTON, KY. — NEWPORT, KY., MAY 1-6; CINCINNATI, O., 8-13. — NORWOOD, O., 15-19. — MIDDLETOWN, O., 21-25.

ALL Under Strong Auspices.

WANT Act of all kinds for Side Shows. Can place Tattoo Man and Half and Half for Annex. WILL BOOK Athletic, Revue or any other show of merit, with or without own outfit, that does not conflict.

WILL BOOK RIDES: OCTOPUS, ROLLO-PLANE, LOOP-O-PLANE and KIDDIE RIDES of any other Ride that does not conflict.

WILL BOOK Concessions of all kinds. Have a few choice Wheels open. Will sell exclusive Curtains, Palmistry, Photo Gallery, Long and Short Range Shooting Gallery, most Legitimate Grand Steeps. Privileges \$10.00 and \$15.00. What have you?

WANT FREE ACTS. Will book High Hat Dives, State Gallery in first letter.

FOR SALE: Photo Gallery with Enlarger, \$75.00; Cookhouse, in good condition, 24x26, practically complete, \$125.00.

COL. J. F. DINMERT, Mgr., Covington, Ky.

### Haney Framing New Show

KANSAS CITY, Mo., March 23.—Conrad G. Haney, son of B. E. Haney, ride owner, is organizing a new amusement enterprise, which will take the road about May 1 under the title of Gayway Amusement. Harry Duncan, for several years manager of Bakeryland Park here and prominent in outdoor circles in the Middle West, will pilot the new show. Duncan already has an impressive string of celebrations and fairs booked. Show will play Midwestern States only.

### FOR SALE

Visit Bros.' Working World

Sacrifice

**T. H. BRADEN.**  
220 Wood St., Lowell, Mass.

### WORLD OF PLEASURE SHOWS

LANSING, MICH., APRIL 21-26 (2 Saturdays, 1 Sunday).  
GRAND RAPIDS, MICH., MAY 1-6 (Downtown Lot).  
PORT HURON, MICH., MAY 8-13 (Lapeer St. Showground).

WANT—Mirage Circus, Ken Mack's Snake, Poising, Motor Circus, Penny Arcade, 100% Fortune Teller for capable Showmen. Good proposition for Rodac or Wood Wheel with own Vanterprizes. Can place Cookhouse, Scales, Grand Show and Legitimate Grand Steeps, Egg-Corn, Long Range Gallery, 100% Show, 24x26.

Mr. Gustafson the Best Route in Michigan. Good Treatment and Reasonable Privileges.

This Show holds contracts for the following Michigan Fairs: Ploverville, Elford, Marshall, Plover, Chicago, East Jordan, Lexington. Also Roman Beach Festival (Saturday, Sunday and Labor Day). An Address: WORLD OF PLEASURE SHOWS, 1026 Sanctuary St., Detroit, Mich. New Showing John R. St. and 6th Mile Rd.




# Midway Confab

By THE MIXER  
(Communications to 25 Opera Place, Cincinnati, O.)

## 3 PROVEN MONEY MAKERS

### LOOP-O-PLANE OCTOPUS ROLLOPLANE

Developed and produced by one manufacturer in less than 5 years.  
Write for descriptive literature.  
Place your order for spring delivery NOW.  
EVERLY RIDES GUARANTEE BIG PROFITS  
**EVERLY AIRCRAFT CO.**  
Salem, Ova.  
ABNER K. KLINE, Sales Manager,  
European Suppliers  
LUSKE BROS., Ltd., Blackpool, England.



**PENNY PITCH GAMES**  
Size 4 1/2 x 4 1/2", Price \$20.00.  
Size 4 1/2 x 4 1/2", With 1 Jack, Price \$30.00.  
Size 4 1/2 x 4 1/2", With 2 Jack Pots, Price \$40.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24 and 30 number wheels. Price \$12.00 to \$21.00

**BINGO GAMES**  
75-Player Complete ..... \$5.00  
100-Player Complete ..... 7.25

**SEND FOR CATALOGUE**  
Full of New Games, Blankets, Drift Lamps, Attractors, Wares, Cases, etc.  
**SLACK MFG. CO.**  
125-126 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

Single Charts, \$1.75; Typewritten, Per M., \$5.00  
Analysis, 2-pg. with Blank Cover, Each, .75  
Analysis, 2-pg. with White Cover, Each, .75  
Forecasting Analysis, 6-pg. Fancy Cover, Ea., .95  
Sample of the 4 Readings, Four for 25c.  
Mo. T. 24-Pag. Gold and Silver Covers, Each, .50  
Wall Charts, Heavy Paper, Size 24x24, Each 1.00  
Oiling Crystals, Oiling Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 1/2x4 1/2, Clearing and Pol. 27, 4200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample 30-18  
**HOW TO WIN AT ANY KIND OF SPECULA- TION.** 14-Pag. Booklet, Beautifully Bound, Sample, Etc.

**PAOK OF 10 EGYPTIAN P. T. CARDS.** Answer All Questions, Lucky Numbers, (Ea.) 30c  
MAGIC P. T. CARDS, Pack of 10, .25c  
MENTAL TELEPATHY, Booklet, 27 P., .25c  
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 20c, Contains 24 18 Analysis, Very Well Written, Per Dec. 1000 Sample 1.00  
Bibliography Made in Your Customers Under Your Label. No charge accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any magazines.

## SIMMONS & CO.

19 West Jackson Blvd., CHICAGO  
Instant Delivery, Send for Wholesale Prices.

**BUDDHA PAPERS—SUPPLIES**  
1000 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, 1-47 and 48-page Booklets, Golden Display Cards, Homeboxes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Evidences, The Cosmic Book, Crystals, 1000 Sample 1.00  
Most comprehensive line of Apparatus and Booklets in the World. 100-page Illustrated Catalogue 30c

**NELSON ENTERPRISES**  
988 E. Third St., Columbus, O.

## FEDERAL STATE SHOWS

OPEN SATURDAY, APRIL 1, ARDMORE, TENN.  
WANT small ONE Horse or Grab, 10c, Stock Shivers come on. WANT KIDNEY HIDE, also P. O. and Bull Game Appl. Wire RAY O. JONES.

**W. E. WEST MOTORIZED CARNIVAL**  
OPEN NEGOSAMA, KAN., APRIL 8TH.  
WANT MANAGER for this Show, Manager with talent for Athletic Show, Stacks and Dances for the Big Shows, Coopers and Stock Show Agents. Side Ride come on. CAN PLACE Showboxes that don't conflict. Check 10000 open. Superlatio-Elitudo for sale. Address communications  
BOX 175, Cherryville, Kan.

## WANTED

EXPERIENCED FOR DRIVING ACT FOR SMALL CARNIVAL  
22 Weeks Steady Work. Apply to  
**THE CORNETTIGUY AMUSEMENT SUPPLY**  
109 Belmont St., Bristol, Conn.

## BLAINE YOUNG

Wants Good, Harry Osborne, Joe Perry, Frank Asher, Bo Ho, write. Want Park Beach Beach, can make strong connection on Southern Shore, Don Williams with West Coast Lecturer, Harry H. Davis with West All Day Grinders for Southern States and Baby attraction. (715-10) Southern write. Address to P. O. Box 104, St. Paul, Minn.

LOT 5 hope already in the air.  
PROP. L. LEVITON, mentalist, looks from San Francisco that palmists are working there, but not at the fair.

J. P. HUDGINS has booked one of his digger concessions with Zaccchini Bros. Shows.

A NEW subtitle will be used by the Mack Shows this season—"World's Fair at Home."

AFTER A BRIEF sojourn in Cincinnati, William Judkins Hewitt left for St. Louis on route to San Francisco.

MELVIN BURKHART hit New York after touring with Harry Lewiston's museum unit. Will be with Olick's Ideal Shows this season.

ED (SLIM) JOHNSON, of Midwest Merchandise Co., left Kansas City, Mo., recently for an extended business trip thru the South.

SAM BENJAMIN, special agent of the Parly & Little Shows, left Kansas City, Mo., last week for the show's headquarters in Fort Smith, Ark.

Is the g. a. to blame, too, for bad weather at those "pre-season openings"?

most all of their railroad equipment and will travel in semi-trailers, trucks and baggage cars this season.

MIGHTY MONARCH SHOWS is the title of the recently formed carnival which N. P. Roland and George Goffins will take on the road in 1939.

THOMAS PARKER has signed an special agent with George W. Trayer's Fair at Home Shows, reports Bernal, Borchardt.

FRANCES SUMRALL, recuperating after a long illness in her sister's Dayton, O., home, writes that she would appreciate reading letters from friends.

FRED KESSINOFF, veteran trouper, is in Veterans' Hospital Muskogee, Okla., and would like to read letters from friends, Mrs. Kessinger reports.

PAST SEASON operators juiced and grab stand on the Buckeye State Shows, Mr. and Mrs. E. N. Jones have remained in Natchez, Miss., where they contemplated opening a restaurant.

PRESS AGENT: "This midway's hotter'n a firecracker tonight." Visiting Reporter: "Yeah, the weather has been pretty warm all day."

RAPIDLY IMPROVING, but still con-



AFTER HAVING HAD ROLES in two movies, Carl Stephens, left, and Harry Kline, right, midgets of the Royal American Shows, arrived in Tampa, Fla., to arrange for a "Lilliputian opera" for one of the Amusement Corp. of America midways for the 1939 season. Photo by Dadswell.

FORMERLY on advance with the Downie Bros., Ringling and other circuses, Howard F. Mitchell has signed as billposter with Zaccchini Bros. Shows.

L. R. LEWIS and Ray Hawkins report from Miami, Fla., that they played the fair there with their concessions to only fair results.

FRED WEBSTER, who has booked as billposter with the J. L. Landis Shows, says he made numerous shows this winter and is getting along okay.

UNDER REHEARSAL in Thompsville, Ga., several weeks, Tigo Hale's American Band opened with the Funland Shows on March 25 in Marietta, Ga.

THE GEYERS, Bert and Billy Jr., free act; will not return to the road until Billy has completed his school term, some time in June.

RECENT ADDITIONS to Texas Cliff Owsen's side show are Montana Kid and Arizona Slim, Boys from the Golden West, and their musical act.

DAVE GOODE Kiddle ride-owned and operated by Ray Tucker, has been booked with the Ace Midway Amusements, which opens in Dixmoor, Ill., on April 8.

THE BOSS is not interested in family troubles of concessioners but will appreciate their regular weekly calls at his office.

fined to his parents' home in Bryan, Tex., is Swing Owens after a long siege of courtship. Says he hopes to be out soon.

DOC WADDELL, veteran trouper, passed thru Cincinnati last week on route to Denton, Tex., to resume duties on the publicity staff of Crowley's United Shows.

AFTER A BRIEF visit with the family of the late Jack V. Lyles in Tarboro, N. C., D. B. Starling left for Birmingham to take up duties as special agent for the L. J. Heth Shows.

GIRLENE REVUE, owned and operated by Walter Lanford, arrived in Funland Shows' Marietta, Ga., quarters last week. Unit will work in a new 30-by 50-ft., reports Ted Taylor.

AFTER PLAYING a string of Florida fairs Burney O'Dare (the Duchess) has signed with the Crescent Amusement Co. and opened with the organization in Beaufort, N. C.

WARNING to fair managers and concessioners: Cuts & Cable Exposition is in so way affiliated with the Cuts & Banner Shows. E. A. C. Bannock, manager C. & B. Shows.

WILLIAM O. DUMAS, co-manager of The Happyland Shows, has returned to Detroit from Florida to prepare for the organization's opening in the Motor City on April 17.

WORLD OF FUN SHOWS, which open on April 8, are playing Greenville, S. C., lots with rides and concessions to good business when weather permits, reports Whitey Davis.

WILLIE LEVINE left Kansas City, Mo., recently for New Bern, N. C., where he again will operate his photo stand on the Katus Shows, making his third successive season there. Willie wintered in Kansas City, hobnobbing with Moxie Hanley.

NORMAN ROES: Your mother died several months ago and your brother, George, would like to hear from you. You may contact him in care of the Heart of America Showmen's Club, Kansas City, Mo.

"WE'VE got some mighty good hamburger on the dinner menu today," Ride Boy—"The bread padding but I want it baked, not fried."

CLOSING WITH the Harry Lewiston Traveling Museum at Akron on March 30, L. E. (Pat) Redding is vacationing in Springfield, Mo., until time for him to rejoin the unit on the James E. Stratos Shows.

CONGRESS OF WONDERERS show, owned and operated by Jack Stevens, is being overhauled and redecorated at Stevens' Grand Rapids, Mich., quarters. Jack has had flu for the past three weeks but expects to be out soon.

FOR the past eight weeks in Veterans' Hospital, Dayton, O., where he underwent one operation and is awaiting another, Irving Kempf hopes to be out and return to the road soon, reports Dorothy Kempf.

MRS. EMMA ROCCO, Miami, Fla., who is in Hollywood, Calif., because of the serious illness of her mother, plans to join her husband, R. W. Rocco, on the Goodman Wonder Show in Little Rock, Ark., about April 1.

LAST season was the worst in my 20 years of treading. The Ace went wrong, Equor was high and the town gas was too smart for me. Here's hoping that in 1939 the Ace will off the other two.—Colonel Patch.

CHARLES (SCOTTY) SIEG scribbles from Newark, N. J., that he has signed with the advance on the New England Motorized Shows. Louis Perlicka will be boss lithographer, and Jack Campbell, boss lithographer, he adds.

LARRY PARKER and wife will take to the road again this season despite the fact that both had made arrangements to settle down in St. Petersburg, Fla., where Larry has been emceeing at Dick Harris' night club. Mrs. Parker is a registered nurse, reports Dick Collins.

FIRST MEETING of the Buckeye State Shows W. P. O. in Natchez, Miss., recently saw Mrs. Harry W. Larson and Mrs. Sadie Gordon initiated into the

**55 FEET HIGH --**



No. 16 KTD 221 Wheel, the high-spot of the fair. It seats 72-48 passengers per trip. This model NO. 16 is noted for its steady, consistent performance year after year. Its fine finish, used by long-time parks. Write for information.

## ELI BRIDGE COMPANY

Builders of Dependable Products.  
600 Cass Avenue, JACKSONVILLE, ILL.

## The NEW KIDDIE AIRPLANE SWING



Plan on adding one of these rides in your present equipment. Fully loaded this swing, carrying the popularity of the swing. Seating capacity, 12 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.  
EDITH A. SMITH, Springfield, Mo. Co., N. Y.



order, reports Ted Johnson. Mrs. Francis Baggon was readmitted after several months' absence.

FRONT-DOOR walkers of yesterday had vocalists varied, impressive and interesting. These oldtimers looked upon stereotyped openings with contempt. The late Doc Turner once told a beginner, "That opening came with a Parker front."—Cousin Peleg.

SUFFERING from sinus trouble all winter, Anthony Petro is in Lexington, Ky., and will not take his concessions on the road until his condition is better. He says he's feeling much better since arriving in the Blue Grass State, however.

BILL MOORLEY, of the Fidler Shows, cards from North Little Rock, Ark.: "While on route north I visited Fuzselli's United Shows here and found a new show in the making. With five shows wintering here, I met many carnival folk."

MR. AND MRS. LEE PIERCE are visiting Moxie Hanley in Kansas City, Mo. Mrs. Pierce is Moxie's youngest sister and her home is in Baltimore. Altho a nonprofessional, Mrs. Pierce is enjoying meeting the many showfolk who visit the Hanley home and photo gallery in Kansas City.

NO WONDER some shows have a hard time finding locations in still spots, what with spraying loud-speakers, ten-mile whistles on rides, streets on drums and a bedlam of wholly unnecessary noises, especially in residential sections. But, like many other cases, they'll wake up after the bees are up.—Johnny Sapp.

R. E. HANEY, who is operating rides on the Johnny J. Jones Exposition and Sol's Liberty Shows, in addition to selling Lusse Bros' products, sold the Greater Exposition Shows 10 new 1939 model Lusse Skooter Cars for immediate delivery when he was in St. Louis on March 22.

FLOYD KALSER, 12-year-old Michigan schoolboy, has built a miniature carnival, complete through, using the Henkle Bros' Shows as the model. Floyd's tiny wagons, tractors and train function just like rolling stock on the big show and he has utilized neon illumination on the layout.

THE JOHNSON, publicity director of the Buckeye State Shows, letters from Port Gibson, Miss., that Harry W. Lemon has been signed as assistant manager of the organization and not as legal adjuster as was recently reported. He adds that the Buckeye management will book no unfair concessions or immoral shows.

BEN H. VOORHEIS, veteran press and general agent, living near Canton, O., where his wife's parents reside, may quit the road and engage in promotional work in Eastern Ohio. He reports he does not plan to go out with a carnival, as his wife's illness will not permit her to troupe this season.

COLORADO Performer: "Say, prop boy! would you'll go up to do office wagon and tell 'em I'd like to get six bits to 'mah laundry?' Prop Boy: "Yeah! I done tried dat excuse maybe' easy dis maw'nt but I found de APO sign out. You know what I mean—AFO (Ain't Puttin' Out). Dat's what dis boss said, abe' nuff!"

RELEASED from a St. Louis hospital last week after undergoing an appendectomy, Florence Fischer, past season operator of a cigar shooting gallery on Dodson's World's Fair Shows, will re-appear in the Midwest City. She writes that she would appreciate reading letters from friends.

"HAVE SIGNED as general manager of the A. B. and B. Attractions, newly formed riding device unit," says John E. Lampton from Winston-Salem, N. C. Owner Claude Belton has everything about ready and the unit will play early spring dates in North Carolina and then head north."

NEARING COMPLETION of his 10th season as mentalist with Pete Kortz's World's Fair Museum, Dr. Ben Pardo writes he has been able to acquire two homes in San Francisco during that period after having been stone broke when he joined the organization. He adds that he'll soon join the Beckmann & Carey Shows.

THE HOUSTON CHRONICLE in its March 6 issue devoted a column to the life of the late Orey (Snake Old) Jones, who died while appearing at the recent Houston Pat. Stock Show and Live Stock Exhibition with the Bill Hansen Shows.

Piece, written by the Rev. J. W. E. Atrey, was accompanied by a picture of Snake Old in action.

CRAB-STAND griddle was lit up with hamburger frying and swimming in deep grease. Fry chef was busy pounding on edges of the griddle with a hot-cake turner and gridding. "How about a sandwich? Satisfy lunch?" A critic who wanted to be helpful sniffed the aroma and said, "Mister, your toast is burning."

UNDER the Bobby Mansfield banner with the Strates Shows will be Pedro (Pedro) Rodriguez, Hawaiian band leader, and wife, Dixie. They wintered in Brownsville, Tex., where Pedro operates a grocery store with his father, Pedro's Marimba and Charro Band were featured of the recent Charro Days Fiesta in Brownsville.

PROMINENT VISITORS to the Royal American Shows during their engagement in Sarasota, Fla., included Charles Colebaugh, managing editor of Collier's magazine, and wife and William Cunningham, and wife who were guests of Roland Butler, publicity director of the Ringling circus, and Mrs. Butler.

NOW WITH the Buckeye State Shows after spending the winter at his home in New Orleans, Duke Charles Brown



ELEPHANT being a hind-foot stand while watching the "birdie" with Joe Pearl (left) and Larry Darts outside the Armory in Rochester, N. Y., during the recent Shrine Circus there. Darts is boss elephant man with Kingdag Bros. and Barnum & Bailey Combined Circus. Pearl, talker and sales agent of The Billboard on carnivals, has been leading bar of a Rochester hotel the past winter.

cards from Forest, Min.: "Joe Callier is a great guy to work with. My wife, Frances, and her brother, John Shoer, are with me. Instead of watching the Mardi Gras this year we went hunting for six weeks and had a swell time."

IN a certain country south of the U. S. border there is a province or state, where to secure a license for a traveling show one must be a resident or have a resident agent apply for a reader, and an ambassador-fee is charged for this in addition to the license. One general agent met the situation by marrying in each town looked and, because of easy divorce laws, always outwitted himself the next day.

"RECENTLY VISITED new quarters of the Alamo Shows here," letters B. H. Nyé from Macon, Ga. "J. L. Johns, owner, has erected a new building of tile block construction and leased the main floor to a grocery concern. The basement is used as a storage and repair department for the shows, and the motorized equipment is assembled on the grounds adjoining the building."

NOTES FROM FUNLAND SHOWS by Ted C. Taylor: Mr. and Mrs. Frank Crawford arrived in quarters with two new stock shows last week; while Mr. and Mrs. Weiner, with two-stock wheels and new Loop-the-Loop, are expected soon. Mr. and Mrs. Joe Goranson will not be

with the organization, as previously reported, having joined another show. Office will operate its own Chairplane.

A NOVEL broadcast was presented over WFLA, Tampa, Fla., by remote wire from the Ringling circus' quarters in Sarasota recently when Boss, chimp star of the Royal American Shows' Monkey Town was introduced to Oargantua the Great, Ringling gorilla, and an interview was held between Dick Kroener and Larry Banthing-respective trainers of the ape, and Carl Fritz, station's special events announcer.

OUR long-planned and extensive building campaign has finally come to a close. Anvils have been ringing and saws humming in our palatial winter quarters. The missus had her big six painted and the six arrows have been nickel-plated. As soon as my agent wires in the opening spot we will be on our way.—John Duke, manager, Duke & Shilling's Odorless Midway.

"ACTIVITIES around Michael Roman and Bill Tucker's quarters here are in full swing," pens Mac MacFarland from Miami, Fla. "A large crew has been working on Roman's portable restaurant, which will be with the Roddy Bros' Shows. Recent visitors included Mr. and Mrs. Ben Constantine, Mr. and Mrs. Ray Eichelburger, Morry, Sochael, Mickey Lombardi and Mr. and Mrs. W. Brocstlin."

MR. AND MRS. DATE CURTIS, being secretary of the Buckeye State Shows, are sporting a new 30-foot trailer this season. While displaying the beautifully decorated interior to the press in Port Gibson, Miss., last week, Mrs. Curtis revealed the trailer was a present from her mother, Mrs. Maude LaRue (Neata, herologist), who returned to the Buckeye organization after a successful tour of South Florida this winter.

OFFICE had just paid off, short and in brass. New employee stood by the steps of the wagon slowly counting many pieces of bell metal, curing softly at each count. Show manager stood near by. The more the boy counted the greater became the boss's wrath. Such insubordination must be quickly stopped, he thought. Then, tapping the lad on the shoulder, he bellowed, "Don't you say 'Thank you' when the folks give you money?"

CRAFTS 20 BIG SHOWS' new Rocket ride and Rollo Funhouse corralled the lion's share of patronage the first few days of the organization's engagement at the National Orange Shows, San Bernardino, Calif., reports General Manager Roy E. Ludington. They were closely followed by Earl Miller's Follies and Buchanan's Side Show, while Dare-Devil Curtis, who set, successfully held the tide off crowds. Curtis also operated Cym's Motor-drome to good results. Donkey Derby, new robot mule ride, made its debut there.

LEAVENWORTH, KAN., notes by Dick Ogden: After spending the winter here as manager of the Rainbow Inn, night spot, the writer leaves soon to take up duties on the Strates Shows. . . . Rainbow Inn, operated by Julia Holtkamp, has been a mecca of troupers and entertainers residing here. . . . Paul Parker is still building Merry-Go-Rounds. . . . Lucille Parker, Gertrude Allen, Mrs. V. J. Yearout, Cliff Adams, Jim Hart, Tom Kean, Mrs. Frankie Bowers, George Hawk, Jane Bowers, Charles Richie, Ira Wilson and Orl Taylor and Able Starr made Rainbow Inn their quarters while here. . . . Russell Hill, Bill Deming and Charles Woods flat-eighty. . . . Tuesday is the big night, since The Billboard arrives on that day.

A JUCOLER who had always been a fashion-plate joined early in the spring. First week his set was considered the best dressed on the show. Snow-white fall dress suit, cinnamon in lapel and make-up that put him in the movie-book class alone told the act. But after losing down in his only piece of wardrobe, working the mud and rain and misting the chest act covered by, he still wore the cherished suit and was switched to a tramp character!

HOUSECAR CITY on Hilderbrand's

**EVANS MONEY MAKERS**  
 Only on Evans 40 Years' Experience for Latest and Best Amusement Equipment.

**SHOOTING GALLERIES**  
 IMMEDIATE DELIVERY

Evans Shooting Galleries have proved practical and successful for hundreds of satisfied users. Every Gallery is assembled and tested before shipping. Easy to set up. See catalog for complete line of Supplies and Parts for all makes of Shooting Galleries.

**FREE CATALOG**  
 Write for every year. Everything for the showday. Write today.

**H. C. EVANS & CO.**  
 1520-30 W. Adams St., Chicago, Ill.

**MAKE \$50.00 A DAY ON CANDY FLOSS**

Our New SUPER WIND-ARD with a heavy double band and lever spindle. We have sold this machine to the concession for the New York World's Fair, both Candy Floss and PASTER and JELLY.

For full details write or wire **ELECTRIC CANDY FLOSS MACHINE CO.**, 202 Twelfth Ave., Nashville, Tenn.

**A Few Hints**  
 Take 'Em or Leave 'Em  
 By W. E. HARRIS  
 Manager Model Shows, Inc.

Remember that you of the executive staff are paid for "knowing how," not for "learning" how. If the boss has to teach you he might just as well do the work himself. "Knowing how" and doing it are the great secret of success.

Sell yourself out your show or what figure you and you can then tell the public. Co-operate with the management and don't merely carry out instructions. An ounce of enthusiastic co-operation is worth a pound of placid acquiescence.

Don't try to commit mayhem on the press agent—he is doubtless doing his best. It may not be much, but evidently the boss thinks it's okeh or the p. a. wouldn't be with you.

Remember that the town or city you play did not invite you—you asked for permission to play it. Don't roast the inhabitants of this place. Entertain them and treat them courteously. Politeness is a great asset; reviling you will find a boomerang.

United Shows, reports Walton de Pellicon, has been augmented by a number of lively tops. Showfolk owning them are O. H. Hilderbrand, E. W. Coe, Harold Fisher, Verma Seaborg, Mr. and Mrs. Ed Lewis, Art Anderson, Fred and Miss Stewart, Clarence and Lola Shubert, Mrs. E. Jeffries, William and Dorena Sumner, Claude and Logan Barlow, James Heller, D. G. McCarthy, John and Giggle Cardwell, Johnnie and Billie Hicks, Mr. and Mrs. Bob Perry, Dan and Clara Barnett, Mr. and Mrs. Earl McCarren, Mr. and Mrs. Buck Ritchie, Burr Warren, Mr. and Mrs. Gene Knowles, Mr.

**POPCORN**  
 PEANUTS—CARTONS—CONES—SACS—SEASONING—COLORINGS—  
 OODORLESS—GRANULATED PEANUTS—PEANUT WAFERS—APPLE STICKS—ETC.  
 Our New Popcorn Cartons Are the Safest Ones Ever Seen and Were Made Especially for the General and Pure Tinned Milk Cans.

Order From Either of Our Wholesale Companies Features.

**MORSE BROTHERS NUT COMPANY.**

Philadelphia, Pa. Pittsburgh, Pa.



and Mrs. Fred Thumberg, Mr. and Mrs. Charles Sodderberg, Regina Morrison, Edna Keenan and the Husted Family.



Heart of America Showmen's Club

Raid Hotel

TED JOHNSON, publicity director of the Buckeye State Shows, reports that M. L. Frisbie, of the Wolcott Rabbit's Foot Minstrel Show, and L. J. Bleasing informed that they would book with the organization for stock tags, beginning at Fort Gibson, Miss.

AMONG GUESTS of Walton de Fellowship in Hilderbrand's United Shows office during the organization's engagement in Huntington Park, Calif., were Theodore and Peggy Forstall, Ted and Mario LeFors, George and Blossom Tipton; Mrs. Belle Castle, Minnie Palmatore, M. J. Morley, Jack and Virginia Schaller; Tony, Johnnie and June Schaller; Joe Gleocy, Johnnie and Irene Gibson, Charles and Penny Marshall, Pat Armstrong, Frank Babcock, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ben Doubert, Mr. and Mrs. Ernest Downie, Capt. and Mrs. Irvin Smith, Anna Paul, Eddie Manley, Mr. and Mrs. Moo Eisenman, Al Fisher, Sam Brown, Florence and Harold Webber, Nina Rogers, Moe Levine, Mr. and Mrs. Harry Sucker, Edith Bullock, Mr. and Mrs. Mark Kirkwood, Mrs. Ida Pickard, Jane Pickard, Ruth Groff, Gordon Pickard, Mr. and Mrs. Charles Stefans, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Roy Moyer, Billie Parmer, Mr. and Mrs. Jack Elhart, Mr. and Mrs. Earl Kelly, Mr. and Mrs. Ed Walsh, Ste Dyer, Eva Perry, William Miller, Harry Gooding, Doc Harris, Mr. and Mrs. Al Strammore, Harold and Beale Long, Mr. and Mrs. William Sinclair, Mr. and Mrs. L. Rawlins, Larry Gale, Jane and Jerry Godfrey, Hort Campbell, Emmy and H. B. Clifford, Mr. and Mrs. William Orinna, Buddy Priest and Steve Henry.

HE WAS operator of a one-man midway, carrying no office tent, trailer or wagon. All business was transacted by him and everything was carried on his person. Right-hand coat pocket was for employees' names. Left carried show and side check-up slips. Inside coat pocket was for fair and supplies contracts. Vest pocket carried meal tickets and pants pockets acted as safe, all coins and notes being carried in the breech. On pay day he walked around the midway, handing each employee \$3 with, "Now, if you don't like it, just hand it back and go down 'the highway'!"

FEATHERWEIGHT BINGO SHEETS. 50¢ per 100. Very large numbers. Packed 2,000 to the carton. Weight 2 1/2 lbs. Includes from 7 to 8,000. Printed on white and 6 additional colors. Retail member in red. Sold in blocks of 1,000, 1,500, 2,000, 2,500. PRICES: Minimum Quantity 1000. Postage Extra. J. M. SIMMONS & CO. 19 W. JACKSON BLVD. Chicago, Ill.

NATIONAL SHOWMEN'S ASSOCIATION. An Organization by and for Showmen and Allied Fields. BENEVOLENT PROTECTIVE—SOCIAL (Hospitalization and Cemetery Fund) Dues \$10 Initiation \$10 Sixth Floor, Palace Theater Bldg., 1564 Broadway New York City

W. A. GIBBS SHOWS WANT Shows, Billboards, Signs, Men, Rig Trucks, any good. Grand Shows with or without tents. Competitions of all kind open. What have you? Will book. Tel. 3-3411 or 3-3412. Open April 2nd. W. A. GIBBS, Erie, Pa.

KANSAS CITY, Mo., March 25.—First Vice-President Art Brainerd, G. G. McGinnis, secretary, and Harry Altshuler, treasurer, presided at the March 17 meeting, Brother Brainerd taking charge in the absence of President W. L. Mellor. Minutes of the previous meeting were read and approved and Brother George Hanks, house committee chairman, reported conditions satisfactory. Brother Frank Capp, chairman of the entertainment committee, reported that they were preparing elaborate plans for the annual banquet and ball on New Year's Eve. He also reported that several reservations have been received. Brother George Hanks stated that Brother Tony Spallo, who is confined in St. Mary's Hospital, is getting along as well as can be expected.

Secretary of the Ladies' Auxiliary lettered appreciation for the floral offering received from the club at their annual banquet at the Hotel President. There being no further business adjournment was in order. Brother Bill Wilcox left March 18 to join the Ringling circus. President W. L. Mellor and family, who have been vacationing at their summer home in Purvis, Mo., are expected back soon. Brother J. L. Landis, who has been on the sick list at his show's quarters in Chapman, Kan., is able to be about again. Brother Bill Johnson, of Midwest Mercantile Co., left on March 15 for an extended business trip thru the South. Brother Chester Levin, of Midwest, reports business as satisfactory.

Mr. Meeker, part owner of Crystal City Park, Tulsa, Okla., was here and purchased several riding devices, games and concessions. Brother Johnny Bean and wife stopped en route to rejoin the Fairly & Little Shows at Fort Smith, Ark. He reported the death of his father, who died in Iowa. Brother R. W. Wadsworth, concessioner, and Brother Sam Wasserman visited, as did Brother Buster Shannon, Octopus operator with the Fairly & Little Shows, while en route to the show's quarters. Brother Frank Cepp, of Baker-Lockwood Co., and party spent the week-end on a fishing party. Brother John Tumino, manager of Fairyland Park and Consolidated Orchestras of America, was taken desk space in the A. B. C. Theatrical Agency's offices. Mrs. Tumino will manage the orchestra department during this summer.

American Carnivals Association, Inc. By MAX COHEN

ROCHESTER, N. Y., March 25.—Our attention has been called to a recent radio address by Senator Truman, of Missouri, in which the senator discussed at length his bill, Senate No. 25, in which he advocates adoption of a law prohibiting operation of motor vehicles in interstate commerce by unlicensed drivers, based upon adoption by the several States of uniform laws governing issuance of drivers' licenses. Motorized show owners should give heed to the possibilities of the adoption of such an act, and because the bill does not propose to set up any federal enforcement bureau but to leave the same to the States by means of the original licensing provision, there is, in our opinion, a reasonable possibility that this bill may pass. Due diligence should be exercised by motorized show owners to see that their drivers are properly licensed to drive in their respective States of residence.

Missouri Show Women's Club

ST. LOUIS, March 25.—Club's social in the clubrooms on March 18 was a grand party, with Alma Obermark acting as hostess and other members of the entertainment committee assisting. Evening was spent at bingo, with Florence Parker winning first prize. Millicent Navarro won second prize. Nell Allen donated a box of handkerchiefs, which were awarded to Peggy Smith. Florence Parker also annexed the attendance prize a beautiful boutonniere. A pretty, handmade afghan has been

donated by Mrs. Ethel Bailie for the regular summer award. An interesting letter from Mrs. French Deane, who has been confined in her home with the flu, was read. Among those present were Grace Goss, Nell Allen, Daisy Davis, Millicent Navarro, Florence Parker, Mary Francis, Beatrice Giuliani, Elma Obermark, Peggy Smith, Mrs. Hesse, Gertrude Lang and Kathleen Rebo.

St. Louis

ST. LOUIS, March 25.—Ideal weather has prevailed here for the past 10 days, resulting in good business for the Greater Exposition Shows at their 16th and Gravois street location. Charles Oliver and Johnny Bales were scheduled to open their respective shows tonight. Jack Downs, general agent of the Snapp Greater Shows, passed thru the city Sunday en route to Illinois. Mrs. Ivy Hice, widow of the late W. H. (Bill) Rice, left Monday for Houston, where she will meet her daughter, Levy, from which point they will journey to California to make their home.

Mr. and Mrs. Howard Harris were among other Billboard victors on Thursday. Harris is general agent of the Pan-American Exposition Shows and was here on business for owner Bob Strayer. H. E. Hancey, ride owner, stopped off Wednesday en route from his home in Kansas City, Mo., to Augusta, Ga., quarters of the Johnny J. Jones Exposition, on which show he again will operate several of his rides. Joe Darpel, of the Bill Hames Shows, arrived Tuesday after the organization's Fort Worth (Tex.) Fat Stock Show engagement. He advised that all showmen had a good week. Mrs. Darpel is seriously ill at their home here, and Joe plans to remain until the Hames Shows reopen next month, providing Mrs. Darpel recovers.

Harry Beach, also here in this week, will operate the Roll-o-Plane and bingo on Friday's United Shows. E. L. Tregia, who has booked headlocking gallery and popcorn concession on the Greater Exposition Shows, awaiting Fidler Shows' opening in East Aiken, Ill. Mrs. Clyde Redford, sister of Mrs. Catherine Oliver, who was killed from her Los Angeles home to Lawrence, Ill., where her mother-in-law died several weeks ago, was able to get in a day's visit with Mrs. Oliver last week before she departed for the South. It was their first meeting in over 15 years. Earl and Alice Strout passed thru last week en route from their home in La Salle, Ill., to Fort Smith (Ark.) quarters of the Fairly & Little Shows. While here they engaged several people for the two shows they will operate on the Fairly & Little midway. Henry and Toddy Bowers, well-known midways, visited The Billboard Tuesday. They leave in about two weeks for Mobile, Ala., and the Rubin & Cherry Exposition.

Charles DeKreko, who has been wintering here, left for the North Little Rock (Ark.) quarters of the Elmdars Greater Shows. He has his Oles House booked there. Johnny Hoffman and Howard Piercy leave next week for Huntington, W. Va., to be on hand for the Dodson World's Fair Shows' opening there. Elmer Brown, general agent of the John R. Ward Shows, spent several days here in the interest of the show before departing for the South. Matt Dawson, of Acme Premium Supply Corp., returned Thursday after a week's sojourn in Arkansas and the South. Francis L. Deane, of the Fulton Bag and Cotton Mills, made a hurried trip thru southeastern Missouri this week visiting various shows in quarters. Charles T. Goss (match king) made a hurried trip to Arkansas, visiting many showmen.

International Association of Showmen MARYLAND HOTEL

ST. LOUIS, March 25.—Second bingo party in the clubrooms March 18 proved even more successful than the first one of last month, resulting in a sizable amount being added to the treasury. Evening started off slow, but after 11



Palace Theater Building New York

NEW YORK, March 25.—Next important event of the social season is the George A. Hamid Night on April 1, an open-house affair, when club's modern stage will be utilized. Jesse Kaye, George Herbert, Andre Dumont, Jack Lichter and Freddie Phillips of the entertainment committee, are working hard to make the event a showmanlike presentation designed to interest the club's friends and guests in the organization.

March 22 penny sale, under auspices of the Ladies' Auxiliary, with George Bernert going yeomanlike work for the cause, was a pronounced success. House committee chairman Sam Rothstein, back from Florida and picture of health, assisted Bernert. A substantial amount was realized and the NSA thanks all donors who contributed some really worth-while prizes, including Mrs. and Miss McKend, Brighton Lamp Co.; The Billboard, Murray Goldberg, Ari Lewis, Mrs. Joseph McKee; Billy Gibson, NVA; Robert Shrage, Palladium Amusement Park, and Irving Rosenthal.

Thanks go to the Brighton Lamp Co. for its contribution of 5 per cent on its total sales to show people, 2 1/2 per cent to the organization and 2 1/4 per cent to the Ladies' Auxiliary. Each list carries the names of Brothers Justin Van Vleet and Paul F. A. Will this week. Both are expected to be up and about any day now.

Plans for the annual banquet are expected to be discussed at the March 26 meeting. Many details are to be ironed out. Lew Dufour remains as banquet chairman, with Sam Rothstein executive vice-chairman. Many suggestions have been offered and club is pleased with the interest displayed by loyal members J. Lichter and Gerald Snellens.

Members in arrears and not possessing 20 paid-up card until July 15, 1939, have been placed on a dues delinquency list. As such they are not entitled to the privileges and protection of the organization.

Penny sale found Ike Weinberg and Jack Lichter each winning two prizes. Harry Sussman won a season pass to Palisades Park and then wondered what he could do with it, since he will go out with Phil Toner, eventually winding up with World of Birth Shows.

Appreciation to the Art Lewis Shows for their 10 commandments, which now occupy a prominent place on our bulletin board. Birthday congratulations from officers and members to Frank Pias, George Hanneford, James W. McHugh, March 31; Robert Shrage, April 1; Ray Curtis, Michael Purek, April 3; Arthur L. Hill, Herman Bantley, April 8; D. Stack Hubbard, Bert Nevins, John J. Winkler, Jack Gilbert, April 9.

Ladies' Auxiliary First of many penny sales on March 22 met with success and congratulations are due Chairman Midge Cohen and George Bernert. Plans are being made for the Strawberry Festival to be held in May.

Sister Helen Rothstein is back from Miami, Fla., sporting a swell tan. Sister Flora Ek recently celebrated her 17th wedding anniversary. Club's ranks were swelled by two this week. President Dorothy Packman proposing Mildred Ford, formerly of the well-known Cox Family, and Sister Ida Harris proposing Helen Stock, of the Goodman Wonder Show.

p.m. the rooms were packed with show-folk. Free refreshments and lunch were served by the club.

At the last meeting Brothers Walter Jaap and Floyd Hesse were present for the first time in over a month, both having been ill. All present welcomed them back. Brother Larry Hogan attended the meeting and paid his dues. Because many members were on the Greater Exposition Shows' lot, only a short business session was held, and a number of members left for the midway.



# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 28.—Altho it's getting late in the season, attendance is holding up very well. In the absence of officers, Brother Lew Beller presided at the March 23 meeting and handled the job in an efficient manner. With him at the table was Secretary Joe Streiblich. Entertainment committee reported the corn beef and cabbage lunch was a success. Membership committee presented application of Harry Bert thru efforts of Brother Nat B. Green. George W. Johnson advises that activities on the Big Spring Party have picked up a bit, and reservations are coming in nicely. Brother Ray Balzer lettered he left the hospital on March 14 and is well on the way to recovery. Brother Edwin Hock has recovered sufficiently to leave the hospital and is recuperating at home. David Shanker was in town on business and visited the rooms.

Brother Sam Levine is back in town ready to open for the summer. Brother Orville and Hazel Coiter Harris advise they leave for New York soon. Brother M. J. Law attended the meeting. Warm weather is giving all of the boys itchy feet. Those planning an early departure are Ray Oakes, Dove Picard, John Saladin, Al Kaufman, A. R. Cohn, Ozy Breger, Maurice Ohren, Al Kaman, Bob Sugar, Frank Daniels, Richard Pronath, William Glickmair and David Goldson. Mail will soon be going forward on the show directory, inaugurated during the last banquet and ball. May we hope for your co-operation when it arrives?

Izzy Brodsky left for the South. Lew Beller plans to leave for Hot Springs, Ark., soon. No late news from Brother Mal M. Fleming, who was injured in a wreck during the winter. Lou Leonard left on a business trip to Milwaukee. Jack Auslet turned out a nifty job on posters for the Spring Party. Fred Kressman is away on a trip but is expected back in time for the big doings on April 10. Whitley Lehrter and his relief committee are doing real service for the league. Harry Lewiston was in town for a day, but did not get time to visit the rooms. John Mulder was in town on business.

### Ladies' Auxiliary

Social on March 23 at the Sherman Hotel saw Sister Ida Chase acting as hostess. Beautiful prizes were selected and all who participated reported an enjoyable evening. A welcome letter was received from Sister Virginia Kline, who has traveled extensively in the past four months and is back home in Oregon for a short stay. Mrs. Noble C. Parly, who has combed the country but is now back in quarters, also lettered. Sister Grace Gees lettered, inclosing the application of Kathleen Riebe. Application of Ann Syster also received.

Club is planning a rummage sale for some time in May and any discarded articles may be forwarded to the secretary. Club will hold its regular bi-weekly meeting on March 30. All receipts of the March 11 party, sold and unsold tickets, are to be turned in at that date.

### CRYSTAL CITY START

(Continued from page 38)

ship was bestowed upon Ormer Ruback. Addition of Mike Anthony's Caravan of Carousels lent strength to a well-balanced midway, while the show's appearance justified the efforts put forth by Billy Williams, Scotty Norton and Bob May, all of whom were in charge of winter renovation work.

### ELEMENTS AFFECT

(Continued from page 38)

representative; Jack L. Olinck, business manager; M. F. Tilton, special representative; Margaret Miller, secretary; Dorothy Farrow, treasurer; Ross Crawford, lot superintendent, and James Wilson, electrician.

### Line-Up

Ridey Merry-Go-Round, Albert Wilson, foreman; Ferris Wheel, James L. Reed, foreman; Mack McGinnis, assistant. Double Loop-o-Plane, Harry Zimmerman, foreman. Chairplane, George Tipton, foreman. Tit-a-Whirl, James L. Reed, general foreman; Marshall Smith, assistant; Glenn McKay and Albert Brown, helpers. Kiddie Chairplane, Edw. Logan, foreman. Kiddie Auto Ride, Mrs. Viola Carson, owner. Shows: Minotrol,

James Hayden, manager; Bill Humphrey, stage manager; Defina Blanchard, band leader; James Hart, Kid Stopper, James Cornell and Willie Fuller, musicians; Rose Vicars, Lula Blanchard, Lois Reed, Laura Humphrey, Willie McNeil, Ruth Kilmage and Pauline Warren, singers and dancers, Athletic, Adam (Pop) Erbe, manager; Frank Atkinson, Tex Thorpe and Joe Parsons, boxers and wrestlers. Newell, R. L. (Cotton) Grissom, manager; Gordon Adkison, talker; Jerry Jones, Maxine Paulding and Mary Adkison, dancers. Snake, H. A. Wilson, manager; Clyde Johnson, talker. Side show, C. E. Clemmons, manager. Burlesque, Charles and Marie Russ.

Concessions: Cookhouse, William Wallace, manager. Corn game, Mr. and Mrs. Abe Frank; Paul Williams, Charles Brabant and James Condit, assistants. Photo gallery, Mr. and Mrs. Ivan Merrick; Pop corn, Harry Kinsmelk; John Scott has four concessions; Edw. Welsh, two, and the following one each: Mrs. J. J. Uicaz, Joseph Blatck, Wilma Hall, Gordon Adams, D. L. Hall, Mrs. W. B. Fox, Mr. and Mrs. John Ford, Vivian Taylor, P. A. (Doc) Angel, Shop Miller and Dorothy Farrow, Mr. and Mrs. George Frick, Bartlett Diggers and mouse game, did not arrive in time for opening. George (Cap) Sparks, survivor and gun captain of the ill-fated U. S. gunboat Panay, is employed in the cookhouse as waiter. Opening night visitors included Mr. and Mrs. Heinie Fritz, assistant chief Walker, of the local police department, and Glenn Osborne.

### BURDICK'S ALL-TEXAS

(Continued from page 38)

Bronson McDonald, secretary; Robert Hayes, general agent; B. A. Wade, superintendent; J. Wietler, adjuster-announcer. Shows: Isle of Dreams, Ned Rao, manager; Eugene Boyer, Lily Mae Petty, Moselle Boyer, Dorothy Woody and Jerry Robinson. Ark. G. B. (Claud) Williams, manager; Stover Plauer, Lolo Potter and Francis Swan. Hall of Oddities, Texas Tommy, manager; Billie Martine, Evelyn Cantrell, Dede Sloan, Bufalo Cody, Williams and Andrews, J. Parker, W. Thomson and Madam Bellie Annex, Bobbie Bobette. Physical Culture, Chief Montour, manager; Chief Little Bear, Jimmy Parnell, Jewell and Lorraine Montour. Doodle, Eden Dye, manager. Front gate, Lucile Stark-Poester, cashier; Bert Wade, superintendent. Merchants, Eugene McDonald, cashier.

First and second-ride men include Frank Bouquet, Virgil Grossberg, E. B. Phillips, W. Hovey, J. W. King, J. G. Phillips, G. R. Little, John Howard, W. (Dutch) Bourden, John Hatley, Chester Foster, Ollie Wade, Jack Boswell and John Bowden. Relief Cashier, Lotise Little. Free acts, Aerial Arontys, with Dr. Burdick Jr., making special announcement. Midway cafe, L. C. Wade, manager; Alice Gann, L. C. Jr. and Ernie Beola; Bingo, Jimmie and Marie Bouris, Lillian Altwine and Clinton Foster. Concessions include Gall Wade, 2; Merl Turner, 2; Vera Lee Wade, 1; Walter Canipe, 3; Ira Burdick Sr., 1; Dewey Gentry, 2; C. W. Moreland, 2; Walter Swan, 1; J. A. Smith, 1; Ethel Smith, 1; C. W. (Lefty) Swire, 1; Jack West, 1; Jackie Canipe, 1; W. R. Gann, 1; Reno, 1.

### ACA TO BAN

(Continued from page 38)

came elaboration of attractions. Then we saw an urge for decorative illumination, which now has swept the nation, followed by a decisive upward move in merit. Our decision now to drop the bannerman we believe to be in line with the evolution of an industry which began 2,000 years before Christ and gradually has become North America's most substantial and popular amusement institution.

While on a combined vacation and business trip in Florida General Manager McCaffery, accompanied by Mrs. McCaffery, will attend opening engagements of Rubin & Cherry Exposition in Mobile as well as the Battle of Flowers engagement of the Beckman & Gentry Shows. Conferences scheduled for Northern cities will preclude his attending the Royal American's spring opening. Reported by Jack Dadsell.

### ORANGE SHOW

(Continued from page 38)

the tent used by the Avon Gays' Parliament Revue. This was in charge of Mr. and Mrs. John G. Ragland, with Roy Lindington as steward. Grace Asher and Jung Synak dispensed the food, with Flash Domo and Jimmie Lynch handling the liquid refreshments. After luncheon the group was taken to the new Rocket ride and photographed, following which

# CARNIVAL OWNERS

The next issue will be the SPRING SPECIAL. There will be a good representation of Carnival Advertising in it.

## SEND YOUR ADVERTISING COPY EARLY

For position in the Carnival Department your copy must be in Cincinnati by Thursday, March 30.

Late ads will be taken care of in General Outdoor but no telegraphed or telephoned advertisements can be accepted after 10 A.M. (Eastern Standard Time) Monday, April 3. Wire important Late Show Ads Sunday Night.

# HAPPYLAND SHOWS, Inc.

OPENING APRIL 29

WANT TO HEAR FROM SHOWS OF ALL KINDS, ESPECIALLY SIDE SHOW. WE ARE PREPARED TO FURNISH OUTFITS IF NECESSARY. LIBERAL PERCENTAGE. A GOOD ROUTE AND PLEASANT SEASON ASSURED.

CAN PLACE FOREMAN FOR THREE-ABREAST SPILLMAN MERRY-GO-ROUND AND RIDE-O.

ADDRESS: 3633 SEYBURN ST., DETROIT, MICH.

# JAMES E. STRATES SHOWS, Inc.

## NOTICE

Jacksonville, Florida, Fair called off. Show will open in Charlotte, N. C.

April 15 and will include two Saturdays.

CAN PLACE LEGITIMATE CONCESSIONS. AL CAMPBELL wants Ball Game Workers. BOBBY MANSFIELD wants ten Beautiful Girls for Posing Show.

All Write BOX 574, Savannah, Ga.

# ANDERSON-STRADER SHOWS, INC.

Want Pit Show. Have 100-foot top and banners. Will furnish tents and banners for Grind Shows. Can place Pony Ride and 10c Concessions. Open April 15. Address Wichita, Kansas.

the shows were thrown open to all. Special events prevailed at Karl Miller's Polite, Athletic Show and Buck Buchanan's Turn-in-One.

### Guests

Guests registering included Mark and Ruby Kirkendall, Tobe and Peggy Forstall, Mr. and Mrs. Harry Hartgrave, Mr. and Mrs. Ross Davis, Alfreda Barnes Avallon, Vera Cense, Mr. and Mrs. Herb Oshor and daughter, Maxine; Mr. and Mrs. Al M. Miller, Mr. and Mrs. Frank J. Moran, Frank and Toots Mason, Gerald Keenan, Harry Lewis, Frank and Mr. and Mrs. Ernest W. Downs, Lynn Hamilton, Mr. and Mrs. George Moffet, Mr. and Mrs. John M. Miller, George Hines, Mr. and Mrs. Harry E. Munson, Mrs. Elizabeth Munson, Mr. and Mrs. Ernest R. Smith, Charles Gammon, Ross Westlake, Earl Harvey, Jolly Lee Harvey, Marie Le Doux, Carl Maritz, Claude and Leona Barro, Mr. and Mrs. E. L. Korte, Mrs. James D. Smith, Emanuel H. Meyers, Pat Armstrong, Tom Mellon, Mr. and Mrs. Ed DeMijnan, M. Kinck, Jack and Marie Beach, George Simmonds, Florence Appel, Mr. and Mrs. R. E. Olson, Harry Wallace, Mr. and Mrs. A. E. Weber, Mrs. Charles Frank, Mr. and Mrs. Sam Dolman, George Silvers, M. Goldfarb, George Tipton, Blossom Robinson, Irene McHale, Mr. and Mrs. J. Bernheim and George Casanova.

Frank Murphy, Sam Brown, Vivian German, Ebel McDonald, Alice Babcock, Mrs. Ernest McCarthy, Hugh P. H. Weir, Mr. and Mrs. Larry Vall, Bob Pierce, W. S. Barker, Mr. and Mrs. H. G. Hawkins, Harry Walker, Capt. W. D. Ament, Ross Ogilvie, Ada Mae Moore, Jack Blizell, Jack Bigelow, Lucy Boljes, Meyer Schlon, Ebel Fitzhugh, Lucille Dolman, Helen Deuker, Mr. and Mrs. Hiram Butler, Pip Scherer, Anna Lee Reynolds, Mr. and Mrs. John R. Ward, George Surtee, Joe Glacy, Francis O'Connell, Ernest E. Grimes, Harold Perdue, Louis Bradford, Curtis P. Little, Dr. and Mrs. Ralph E. Smith, Jolly Engel,

Etta Haden, Minnie Fisher, Mr. and Mrs. Ted LeForn, Mr. and Mrs. Al Row, Mr. and Mrs. U. G. Harris, John Harmony, Olye Friedlander, Harry Soakin, Ted Benson, Mr. and Mrs. Frank (Maybelle) Dabnick, Mr. and Mrs. Harry Campbell, Dab Meggs, William Gold, Ted Newcomb, Walter Newcomb, William P. Dunson, James Hale, Al Onken, Anna Veldt, Joe Moteska, Helen Campbell, Mr. and Mrs. C. W. Hunt, Al McConnell, Mrs. O. A. Soabrer, Alex Stewart, Mrs. Ann Stewart, Louis and John Bacigalupi, Mr. and Mrs. Joe Bacigalupi, Mr. and Mrs. Bud White, John L. Raab, Frank Eiler, Moe Levine, Nina Rogers, Mr. and Mrs. H. W. Dulce, Mr. and Mrs. Charles H. Priest, Murray J. Morley, Thos. H. Rhoades, Mr. and Mrs. William Hobday, Mr. and Mrs. Joe Horvitz, Mr. and Mrs. M. R. Levy and Frank Patten.

Buddy and Dorothy White, Eva Rathburn, C. E. Wilson, Ethel White, Mr. and Mrs. H. A. Meyer, Ralph Dobbs, Walter Towers, Ernest F. Fitzgerald, Mr. and Mrs. Will Coppinger, Mr. and Mrs. Al Anderson, Ed J. Nagle, Harry Lake, Arthur Windecker, Mr. and Mrs. Jake Posey, Joe Witterall, Mr. and Mrs. Harry Stewart, Mr. and Mrs. Eddie Sherman, Raymond Sherman, Joe Coberly, Mr. and Mrs. J. H. Vatter, Mr. and Mrs. Joe Cartwright, Mr. and Mrs. Henry Passall, Mr. and Mrs. Hank Darlington, Charles Clardy, Mr. and Mrs. Jim Lynch, Rudl Jacobi, Mr. and Mrs. L. J. Miller, Mr. and Mrs. Charles M. Miller, Mr. and Mrs. Louis Ward, Mr. and Mrs. Milt, Junkie, Albert Johanson, Mr. and Mrs. H. Bergstrom, John and Corlita Q. mull, Harry Wagstaff, Mr. and Mrs. R. Aguilar, Mr. and Mrs. J. O. Parkington, Mr. and Mrs. Carl Young, Joe Barkham, Eddie Portello, Mr. and Mrs. J. F. Keane, Mr. and Mrs. W. T. Costello, Mr. and Mrs. George Graham, Mr. and Mrs. Harry Armstrong, Mr. and Mrs. John Perotti, Mr. and Mrs. Louis K. Matheny, Mr. and Mrs. J. H. Tapling, Carleton Harmon, Buddy Coiling, James Rogan, Charles E. Halsey and Mr. and Mrs. Hugh Parent.



Penn Premier

STROUDSBURG, Pa., March 25.—Drew of six has been busy for the past two months in quarters here preparing the shows for opening. Organization will have all new exhibits and Owner Lloyd Serfass is spending no expense on the new marquee. Opening here has been set for April 13, with General Agent Edward Franklin closing contracts with the local Elks. Two new trucks have been purchased, and show will generate its own power this season. William Strouse is lot superintendent and Joe Strands electrician. Reported by J. Stots Singer.

Cedlin & Wilson

GREENSBORO, N. C., March 25.—The writer has returned to quarters after wintering in Florida. Work is progressing rapidly, with a large crew in charge of Frank Blazette. New office wagon, built by Lem Blanton, is almost finished. A new Television Show front has been completed and Bert Miller has nearly finished the new scenery and settings for the Scooter building. Harry-Go-Round was repainted by scenic artist Tony Lewis, with the color scheme being outlined by P. Van Ault, of Penny Arcade fame. Van Ault has a new arcade, having sold his old one. He also has purchased a new truck and trailer. A new Roll-o-Mane and a Whip have been added. Charles Cohen plans to cover his Ride-o-C cars with chrome. He has just returned from Florida, where he had his Ride-o and bingo.

Speedy Merrill will arrive here with his cookhouse and motordrome about March 28 and Duke Jeannette is expected in from Florida soon. Leo Correll returns about April 1, while O. M. Cooper writes he'll be in soon. John Blaisy comes in April 3 to ready his concessions. Zeechini single-cannon act has been booked as

3000 BINGO

Handwritten cards, black on white. Wood markers printed two sides. No duplicate cards. Put on in 15 minutes. 100 cards, \$4.00; 25 cards, \$1.00; 50 cards, \$2.00; 150 cards, \$5.25; 200 cards, \$7.00; 250 cards, \$8.75; 300 cards, \$10.50. Remaining cards, \$2.00 per 100. No. 748—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 20 sets of 100 cards each. Printed in 2 rows under the numbers on each card. Light weight card. Per set of 100 cards, tally card, mailing machine, \$2.50. All these sets include sets on complete with wood markers, tally and drawing sheet. All cards are 3000 LIGHT WEIGHTY BINGO CARDS. Black on white, printed two thickness. Can be replaced by duplicate 3,000, size \$17.50 per 100, \$1.25 in lots of 1,000, \$1 per 100. Colored covers, extra, 5c. Automatic Bingo Shaker, Steel Case, \$12.50. 3,000 Best Pat. Bingo (set of 7 numbers), per 100, \$4.00. Lightweight Lepards, per 100, \$1.50. Stamping Bingo cards, of special quality, extra per 100, \$2.00. 3,000 Paraprinted Bingo cards, per 100, \$1.25 per 100. Stamping in sets of 25, per 100, \$1.00. Bingo Card Mover, in strips, 20,000 for \$1.00. Extra boards and pads, extra cards, cones, balls, substitutes, cards, sets, boxes, etc., and many other items. You get any of our items, no national checks accepted. Instant delivery.

J. M. SIMMONS & CO. 18 W. Jackson Blvd. Chicago

DARE-DEVIL OLIVER

Work's Premier High Diver. At liberty for 1939. This is no standard set. Write for particulars to LOWE CAMP, 26, Petersburg, Fla.

Sol's Liberty Shows NOW BOOKING FOR SEASON 1939 Box 223, CAROLINESVILLE, MO.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

Winter-Quarters News and Gossip As Reported by Representatives for the Shows

the tree attraction. Holt's Sound Service will furnish the sound and p.a. system. Harry Dunkel is away on a booking trip but will be back for opening. Dave Rosenberg again will be the ball-ponter. All rides have been overhauled and repainted. Reported by George Hirschberg.

New England

NEW YORK, March 25.—Work has been progressing nicely on the mounting of the two new transformers purchased last week. R. S. McLaughlin infrom Cobleskill, N. Y., that the rides have been renovated and will be shipped to the opening spot on April 3; Harold DeBaker has sold his whip to the show. Buster Gordon advises from Melbourne, Fla., that he has engaged Scarlet Hara for cannon act. Tommy Carson, adjuster, is en route north, playing several fairs on the way. Charles White writes from Chicago that his father is seriously ill, but he will be here in time for opening.

Cy Arriello arrived from Florida and after visiting with his folks in Oosting, N. Y., he will begin reading his concession. Cy has booked the High Striker. Recent visitors were Mr. and Mrs. Ralph Decker, Harry Decker, Mr. Frankel, Mr. De Biaker, Slim Caranough, Neil Carr, Mr. and Mrs. Clarence Giroud, Lee Plume, Jack and Hennie Weinberg. Reported by Ross Manning.

James E. Strates

SAVANNAH, Ga., March 25.—Work is running at top speed and Manager James E. Strates has been busy supervising it for the past two weeks. Five new wagons have been finished and lettered and the new office wagon has been completed, with Iapachia and Fordham artists doing the lettering. They also have completed the Posting Shows pictorials. Ferris Wheels will be neon-lighted and George Christopher has a crew of 12 working on his new cookhouse. Joseph Christian arrived last week. Mr. and Mrs. Walsh arrived last week and have a crew of 10 working on their Caterpillar and Penny Arcade. Mr. and Mrs. Egeman are framing their new Funhouse sign. Fred and Frances Fourier will have several new concessions.

A and Inez Campbell, with Dad Campbell, arrived last week, and are framing a new ball game. Bob Mansfield moved in with his show and Blackie MacDonald and wife are kept fiercely busy feeding the quartet crew. Mr. and Mrs. Keith Buckingham have returned from Florida and Glenn and Mrs. Taylor are getting their Monkey Circus ready. Mr. and Mrs. Fred Thomas are repainting their rides, while Choe Phillips and Leo Hawley are readying the Girl Show. Mr. and Mrs. Wally Smithley, of the Motordrome, are excited this week, as is Dick O'Brien, special agent. Mr. and Mrs. Mel Dodson have been visiting Sam and General Agent C. W. Gracraft who in last week for a conference with Manager Strates. Jim Kellier again has signed with the shows. Tom Terrel, Charles Gross and many members of the West Shows stopped off en route to Columbus, S. C. Reported by S. J. Putnam.

Tilley's

LADD, Ill., March 25.—M. J. Leo was called to Chicago again last Sunday. His father, who had been ill for some time, died on Sunday. Things are moving along at a fast clip in quarters. More people are coming in daily and trucks are being overhauled and readied for the painters. Shows color scheme is red and white. New lighting effects will be used and a new transformer truck is under construction. A new transformer ordered. Among recent arrivals is Richard Donaldson, Octopus second man, but working as a mechanic on trucks now. W. G. Allen, Ferris wheel foreman, is due soon. Mr. Francis Madden, boss mechanic. Reported by George E. Moon.

John H. Marks

RICHMOND, Va., March 25.—Showsfolk are instituting here preparatory to the opening of the show's 14th annual tour scheduled for April 10 at East End Baseball Park. Quarters work is far ahead of schedule and the finishing touches are now being applied to the equipment. About 40 are on the pay

roll. Advance publicity campaign began March 22. George Lucas is expected from Florida soon to get Octopus ride in shape. Skeeter Oatlett is foreman of the Ferris Wheel and Blackie Kayser will be Bert Britt's assistant on the Alto-Speedway.

Ralph O. Lockett, secretary of the Johnny J. Jones Exposition, visited during the week. Marks showmen due to report soon are James (Turk) Laird, Phil Philomene and R. G. McQueen. S. A. (Bill) Kerr, general agent of the Art Lewis Shows, visited during the week. C. J. Shafer, of monkey show note, is in en route from Augusta, Miss. Abe Wolf, his assistant, has fully recovered from a recent operation and again will handle the front of this attraction. Harry Biggs is still in Florida, but is expected soon. A new line of pictorial and block printing will be utilized this year. Bert Britt has the transformer wagon ready and James Zabricki, master mechanic, has the truck fleet in shape. Charles A. Abbott, general agent, reports that the spring dates have been booked. Reported by Walter D. Neeland.

Endy Bros.

MIAMI, Fla., March 25.—Michael Roman has signed his new \$6 by 50-foot cookhouse, with a seating capacity of 100. He also has purchased a new semi-



CLARENCE (VERNONY) ST. ORLEANS, for the past five years mailman. The Billboard agent and Ride-o-C foreman with the O. C. Buck Shows, has signed in address and copartners with W. J. (Billy) Groves of New England Motorized Shows. His wife, Mary, again has been engaged by Mrs. Bidder, of the World of Birth Shows.

trailer and Fruehauf trailer to transport the cookhouse in addition to a small truck. All canvas has been purchased from the U. S. Tent and Awning Co. Boman was formerly associated with William Tucker but has been off the road for several years. Shows furnished all the rides and booths at the Eye-glasses Club, Palm Beach, Fla., and the Surf Club, Miami Beach, Fla. Bennie Weiss again has signed his de-luxe bingo stand. Roy Vansickle will have the log-range gallery and knife rack. Reported by Glen Ireton.

Eric B. Hyde

WINSTON-SALEM, N. C., March 25.—General Superintendent L. H. Hardin has almost completed the building program. He has been assisted by Master Electrician E. C. Pierstone. Charles Hochstein in charge of quarters until the return of Manager Eric B. Hyde from Florida, has been placed in charge of the ride department and has a crew overhauling the devices. A. T. Dene, of Dene Tent and Awning Co., has started delivery of new canvas and expects to have all equipment here by April 5. Col. and Mrs. Vernon Moore arrived last week from Florida. He again will be business manager, while Mrs. Moore will have charge of his concessions. Babe LaBartie also came in from Key West, Fla., after a winter at a night club there. He is preparing his life show. Mamie Rosella

will be featured in the annex. Sonya Lee writes from Dayton, O., that she is ready to report with her Girl Revue.

Other arrivals include Mr. and Mrs. Donald Loran, Jerry Reynolds, Walter Moore, Floyd White, Clyde Holt and Leo McDaniels. General Agent James E. Tierman and Manager Hyde returned this week from a booking trip and announced that three North Carolina fairs had been added. Competition in the clubroom has become keen, with La-Berry claiming the pinocchio championship, while Moore claims to be the best rummy player. Culinary department continues in charge of Mrs. Hyde, with Mrs. Tippo and Mrs. Moore assisting. Richmond office has been closed, and Jean Powers, who had been in charge, is visiting at her home in Bristol, Tenn. Reported by Carleton Collins.

Fairly & Little

PORT SMITH, Ark., March 25.—Quarters activities here will under way under supervision of J. Beom. Since opening date is in the offing, many folks are arriving daily. They include Earl and Alice Strout and their revue; Dr. Garfield and Tom Souly, Hall of Science; Mrs. Jim Limbaugh, Crime and Paris shows; Buster Shannon, Octopus, and Mr. and Mrs. Jim Duglaway, Snake Show. Mr. and Mrs. Ed Strauberg are due soon with their Ace Show. Marie Jones, with her Funhouse, Leo Hamilton, with the D'Arcy Girls, free attraction, writes they will be here soon, and J. J. Bejino is building a new side show. C. D. (Red) Scott again will have the March of Time Shows.

Manager Noble C. Fairly and wife arrived March 13. Mrs. George Shaw went to her home at Alexandria, La., where she will remain under a doctor's care. George is getting his concessions ready. Floyd Shankle is building a new midway cafe, while T. J. Templeton is making improvements on his frozen custard. Sam Benjamin will be in advance, with Dan McOught in the office. Mr. and Mrs. Phil Little will be on hand for the opening and will remain until fair time. Show opens here March 30. Reported by M. Van Horn.

Dick's Paramount

WORCESTER, Mass., March 25.—Since opening is near, there is much activity in quarters. The Merry-Go-Round is finished and all moldings are of stainless steel and the brass has been chromium plated. All fronts have been built with indirect lighting and are now getting their final coats of paint. Two new tractors have been purchased and all other motor equipment is being overhauled.

Mr. and Mrs. Charles Crossman have arrived from Florida and Charlie has begun overhauling electrical equipment. He will be in charge of that department. Arthur White will have the side show. Cliff Younger will have the Electro Show and H. J. Lynch will be in charge of the revue. He infrom Philadelphia that he has been emceeing in night clubs there all winter. Recent visitors were Mr. and Mrs. Noel Crossman, Mr. and Mrs. Al Anderson, Mr. and Mrs. Dave Kerwin, Mr. and Mrs. J. B. Swafford-Eddie McDonald, Capt. Oscar Lee Valley, Barney Laine, Cy Skovin, Johnny Lemoyne, Danny Sullivan, Cliff Younger, R. E. Symington, Mike Faye and Walter Langley. Reported by E. O. Albee.

Bullock's Amusement

SUMTER, S. C., March 25.—The writer arrived here last week and found everything in readiness for opening. Quarters have been open since February 21 with a crew of 14 working full time. Repair and paint department has been under supervision of Jimmy Anderson, with M. E. Baker in charge of mechanics. Buck Wheeler did the artistic decorating. Management has built a new cookhouse, which will be supervised by Mr. and Mrs. Louis Bennett.

All rides and concessions were overhauled and repainted and new canvas has been added. Manager Johnnie Bullock purchased a new electric light plant mounted on a new truck. Mrs. Bullock has had her bingo repainted and a new sound system added. Virginia Harris again will have charge of the omelet. She'll also have a new pop-corn concession. General Agent E. A. Murray has a good spring route lined up. Recent arrivals included Kenneth Crawford, Gordon Boyce, Delbert Belcher, W. H. Bayliff, Knox Frith and Royce Bennett. J. Child Brown, manager of the Sumter County Fair, is a daily visitor. Reported by Clarence Poplin.



Broadway of America

COVINGTON, Ky., March 25.—Quarters have opened under direction of Colonel Dehnert and overhauling of rides, shows and equipment is under way. Several new show frosts will be added, and some are being built at quarters. A 10-cent gate will prevail. Opening has been set for April 20. Fred Boswell, who was general agent last year, has been retained. Staff includes Colonel Dehnert, manager-owner; Jack Berry, secretary; Sam Swachter, treasurer; Fred Boswell, general agent; Lou Dehnert, lot man; Sam Franken, electrician; Earl Thomas, master of transportation; Chick James, chief mechanic. Reported by George (Spot) Tipps.

Funland

MARIETTA, Ga., March 25.—General Agent James Dewey returned from Kentucky on March 16 for a conference and brought along some good celebrations and fair contracts. R. M. (Bob) Russell's All-Colored Minstrel has signed and is being erected on the grounds here in addition to regular quarters activities. Rafah Bing, Dan Moss and daughter, Demodask, arrived from India to make their first American tour with their Mysore Temple and News of the Future. Mr. Frank F. Bunn and daughter, Ann, arrived with their new pop corn and caramel corn trailer from the Blue Ridge Shows, as did Mr. and Mrs. Fred Clark with the pitch-thrill-you-win from Rome, Ga. Painting crew is working nights with the shows' light plant furnishing the illumination. Reported by Ted C. Taylor.

Blue Ribbon

COLUMBUS, Ga., March 25.—All rolling stock is getting out and ready for the opening which at Griffin, Ga. Manager L. E. (Eddie) Roth and the quarters crew gave all equipment the usual overhauling and painting. Several new fronts, and shows have been built. People are arriving daily and more than 50 trailers have been sighted on and around the fairgrounds. About 300 people are playing to and fro from early morning until dark. Mr. and Mrs. Coudon arrived with their side show and are ready. Mr. Lewis is converting his big bus into a berth car to house the performers on his revue. Mr. Bumpus arrived with several concessions and immediately set to work painting and rebuilding with a crew of 15. Showboat is presenting a new color scheme. New monkeys for the Monkey Show have arrived and Steve Lako has broken in two new acts. John Galligan Jr. was feted on his second birthday anniversary at a party in his honor by the kids in quarters. An abundance of candy bundles and candy Easter eggs prevailed. Reported by William R. (Red) Hogg.

Model

BAXLEY, Ga., March 25.—Dick Harris and the writer arrived at quarters last Friday and found everything in readiness for the opening. General Agent J. C. Franco has arrived along with concessioners Lonnie and Ann Perkins, Freddie and Pauline Calk; Harry, Rose and Sandy Kahn; Sheik and Peggy Rosen visited en route to Columbus, S. C., and are expected back soon. Mr. and Mrs. Betsey Schmuckler, with their Ferris Wheel and Chair-o-Plane, are in Macon, Ga., en route to quarters. Harry Green, associated with Harry Kahn, is here. He, Kahn, Franco and the writer visited Macon Saturday and were met by Ralph Morocco. All reported an enjoyable time. Lou Travis, in charge of activities here, also will handle the mail and be the Billboard agent. Mel O. Dodson visited. Show opens at Knapoogah, N. C., April 17. Owner Dick Harris returned to St. Petersburg, Fla., to bring Mrs. Margaret Harris back, together with Mike Bassett, electrician. Charles Sutton is expected soon, as are Mr. and Mrs. Bill Cowan. Reported by Dick Collins.

C. F. Zeiger

ALBUQUERQUE, N. M., March 25.—With just a few more weeks before opening shows are almost ready to go. Organization has been rounded and repainted under direction of H. S. Bradner. Show will add new neon-lighted fronts and five new light towers. Two search lights and generator plant on a wagon have arrived. Carl Martin and Dan Meigs will have the Umbra, Dope and Cavaba

Cannibal shows. H. R. Hughes will have a new side show, while C. Lindsey will have Swing Time Girl Revue and Zonia, girl beautiful. Dima Wilson will manage the dog, pony and monkey circus. F. W. Higgins' Illusion Show arrives next week. Joe Adji's Funhouse and Harry Campbell's Working World will be added attractions, while Morris Therman and A. T. Brandner's Roll-o-Plane will be delivered in time for the opening. Concessioners booked include Mr. and Mrs. Paul Strum, 3; Leland Garland, 1; Ralph Schafer, 3; Morris Therman, 2; O. E. Montgomery, 3; May Ward, 15; Ed Tighe, 1; Joe Devino, 1, and R. Matney, 2. Mrs. C. F. Zeiger has turned her bingo over to Vance Lajung and will have charge of the main entrance tickets. Frank Ward is still general agent, and Mr. and Mrs. T. Jay O'Brien again will have charge of the advertising department. Mabel Stark is working her legs act every day in Camillo, Calif. Reported by R. Loomis.

Elite Exposition

INDEPENDENCE, Kan., March 25.—Quarters work is progressing nicely under direction of Skiatook Smith. Crew was tripled the past week. Larry Reed has contracted his new Hippity Hop rider. A new 30 by 90-foot top has been purchased for the Hillbilly Show and a new top and equipment have been ordered for the Penny Arcade. Management plans to build a new type Funhouse and the writer is furnishing a sound truck. Mrs. Polts will have charge of the side entrance. Opal Bogie will again sell tickets on the front gate. John Ellis has signed for the Athletic Show and Willis Clark will be electrician, making his second year here. Manager Charles Rotolo and General Agent G. A. Buton made a business trip to Abilene, Kan., recently. Manager Rotolo ordered new cab for the Ford truck which will be used to transport the Ferris Wheel. Opening in Independence, Kan., has been set for April 15. Reported by Don Polts.

Great Lakes

TOLEDO, March 25.—Shows open at Main and Front streets here on April 15 under American Legion auspices. Don Cameron and Bernard Goodman, special agents, are handling the build-up. J. E. Henderhot, general agent, reports a favorable string of dates. Staff includes O. D. (Jack) Clark and Al Wagner, owners; general agent, J. E. Henderhot; special agents, Don Cameron and Bernard Goodman; electrician, James R. Shipman; concessions superintendent, Harry Smiley; ride superintendent, Charles C. Huntley; superintendent of motor equipment and grounds, Sam McMaster; Billboard agent add mail, Charles M. Wertman. John T. Rea will operate seven shows and have charge of the rear end. Oscar Malby has booked his cookhouse, grab and custard stand. Ralph Bouge signed his penny arcade and pop corn. Mr. and Mrs. William Story have palmistry, photo gallery and grind stores. Al Reid has his concessions here, and E. L. Decker has the longrange gallery and China pitch; Sam Utley has the high striker; Clarence W. Pence, salt-water taffy; Louis Black, two milk bottle, ball games; J. P. Hudgins, diggers. Show's office will open and operate 20 concessions, including a new bingo, with Roca B. Wertman acting as cashier on the latter. Rides will be operated by Frank Kopcha, Marvin (Whitey) Hunt, John B. Davis, Ralph Layton, Charles Wertman, Frank Weston, Virgil Brown, William Newton, Claude Burns, Terrence Martin, William Samloff and Ford Mungger. Ticket cashiers will include Jergl Huntley, Rae Adele Clark, Fay McMillan, Harriet Mungger, Helen Wilson, Joyce Brown and Lucille Martin. Reported by Rae Adele Clark.

Brown Novelty

VALDOSTA, Ga., March 25.—With opening date in the offing, work here is in full swing. All motors and trucks have been overhauled and are ready for the painters. Superintendent George Fonce's crew of 11 is painting all paraphernalia, equipment and rides. Front entrance arch is being charged and studded with electric lights. J. D. Wilson and crew are building six new concessions. A. W. (Doc) Howell has contracted his Lady Loop, Crime Show and flashpod, while Ben Heffner, for many years with the Heffner-Vinson Players, has joined as contracting agent. General Agent James A. Winters returned after an extended and successful booking trip into Tennessee, Kentucky and Ohio.

WANT-WALLACE BROS. SHOWS-WANT MAYFIELD, KY. TOBACCO FESTIVAL AUSPICES - MAYFIELD BALL CLUB - APRIL 4 TO 8. Big Snake, Fun House, Moolahy Drome, Penny Arcade, Acts for Side Show, Leona Lee wine, New Route, 14 Falls Concessions: Lead Gallery, Bumper, Ball Games, Frozen Custard or any 10c Stock Concessions. Can place Octopus, with or without transportation. RIFLEY, TENN., This Week - MAYFIELD, KY., 4th to 8th.

LAST CALL--J. F. SPARKS SHOWS--LAST CALL Manager and Organized Troupe for Minstrel Show. Girl Show complete. McDonner answer. Will book one or two Grid Shows. Book Loop-O-Plane and Octopus, American Palmistry, exclusive Photo Gallery, Long Range Gallery. All Legitimate Concessions at reasonable rates. Mrs. Sparks wants Ball Game Agents. Report Piedmont, Ala., to open April 1. All travel and wires to Attalla, Ala., until April 1, 1939.

JUICE STANDS---ICE BALL STANDS Send for our new 1939 Price List on Fruit Concentrates and Supplies. GOLD MEDAL CONCENTRATES have been the leader in their field for years, Highest Purity, Lowest Prices. Tie up with the leader this year and do more business with a larger profit. Send for your Price List Today. GOLD MEDAL PRODUCTS COMPANY CINCINNATI, O. 133 East Pearl Street.

Staff includes P. Z. Vascha, owner-general manager; James A. Winters, general agent and assistant manager; George Pence, superintendent; Ben Heffner, contracting agent; Curly Little, assistant superintendent. Reported by Orin Winters.

Hannies Bros.

SHREVEPORT, La., March 25.—Accepted color-scheme fashion of painting and decorating wagons and other rolling equipment has been abandoned by this show. Each individual piece will have a varied hue, the title being the sole similarity. New arrivals include Mr. and Mrs. Snookie Lorow, side-show operators; Arthur Ray, Harlem on Parade; Sid Dyer, Mrs. Daley Hurdle and Charles Stanley, manager of "Bonnie Parker's Death Car." George Cutshaw, formerly with the Cole Bros' Circus, has been appointed sub-superintendent. He will assume his duties soon. Ned E. Turf, of Wisconsin De Luxe Corp., visited. Harry W. Hepples left by plane for California, Special Representative Homer Gilliland, assisted by George L. Crowder, has the Fort Smith (Ark.) Area annual Merchants' Exposition going over, while General Agent Joe S. Scholbo reported enthusiastically on far Western bookings. Reported by Walter Hale.

Goodman Wonder

LITTLE ROCK, Ark., March 25.—All arrangements here are in suspense awaiting the return of owner Max Goodman from New York, at which time they expect him to unfold an attraction from Europe. Work continues on the double-quick as opening nears. Stand-bys of other seasons are reporting their intended arrivals. Among them are Joseph A. Rowan and wife, who wintered in Florida, Art Riley and wife, Katherine, the latter secretary of the shows, are expected daily. Grant Chandler, manager, says there is yet much to be done. Reported by Beverly White.

Fuzzell's United

NORTE LITTLE ROCK, Ark., March 25.—Work in quarters nearing completion, with almost a full crew on hand. Office is ready for the paint shop, and shows will use a cream and red color scheme thruout. New Jangleland has been added. Mrs. T. A. Fuzzell and Leonard Hand were tendered a birthday party at the Fuzzell home here. About 20 members participated. Mr. and Mrs. Allen, parents of Mrs. Fuzzell, assisted in greeting the guests. Recent visitors included Bob Morelock, of Dee Lang's Show; Mat Dawson and Jay, Acme Supply Co.; Mr. Bailey, Ned Torti, Charles A. Leola, Mr. Campbell, Mr. and Mrs. Jimmy Byers and Barney Lamb. Recent arrivals included Mr. and Mrs. George Holman; managers of the Midway Cafe; Mr. and Mrs. George Roby, bowling alley; Mr. and Mrs. Joe Monte, Temple of Knowledge, and Mr. and Mrs. J. W. Pratt. Mrs. Ann Blotina gave show

GOLD MEDAL SHOWS NOW CONTRACTING SHOWS AND CONCESSIONS FOR SEASON 1939 Address: P.O. BOX 8, New Albany, Ind.

SUNSET AMUSEMENT CO. NOW OPENING DOWNTOWN REOKUR, Mo. APRIL 15 WANT LEGITIMATE CONCESSIONS SHOWS. 22 N. Third St., Reokur, Mo.

kiddies a birthday party in honor of her daughter's (Marilyn) 6th anniversary. Frank Stone, who has been in charge of the building and repainting of concessions, reports everything in readiness. Pat Kahn has been signed as chief mechanic for concession trucks. Bill Krug and Harold Clippard joined to operate the corn game. Reported by F. W. Pratt.

Santa Fe Exposition

DONNA, Tex., March 25.—After spending the winter with Joe Lucia's Empire Shows in the Rio Grande Valley Beat Harris is preparing for her trek to Kiowa, Kan., where her own shows are in quarters. She plans to open the second week in April, marking the 19th consecutive season for the organization. Mrs. Harris will be accompanied on the trip north by Mr. and Mrs. Bill Luther, who have signed their concessions. Mr. Luther has signed as legal adjuster and Mrs. Luther as superintendent of concessions. She also has the quarters work in well under way under supervision of Charles Tubbs. Reported by LeVern Luther.

Great Sutton

OSCEOLA, Ark., March 25.—New banners for the shows have been received from Baker-Lockwood, Cal., and a shipment of new green canvas (all shows will be of new green canvas) is expected any day now from the U. S. Tent and Awning Co. All attractions have been booked. The crew of 11 is getting everything in shape for the opening on April 15. Reported by F. M. Sutton.

Bowen's Joyland

INUBA, Calif., March 25.—Quarters work is going ahead at full speed. Manager H. C. Bowen purchased a new truck, which is being rebuilt to house the Merry-Go-Round horses. Harry Warren, wife and baby arrived, bringing with them their side show, personnel of which includes Jack Martin, fire eater; Mrs. Martin, illusionist; Jimmie Dunes, glass blower; Lulu Lucile, iron tongue; Bill Dalley, tattoo artist; Zonia LaDore, half and half; Togo, leopard boy; Tiny, Judo; Professor Hugman, Puppets and Juggo. O. D. Harris, photo gallery, is getting his equipment ready. Johnnie Miller will have the cookhouse. Harold Lewis,



**Merry-Go-Round** foreman and wife are here getting the ride ready. H. W. McClellan is getting his candy floss and pop-corn concessions in shape. Thomas McQuillen will have three concessions. Gerald Roberts will have charge of the bingo. He's also handling painting of equipment. Raymond Galloway arrived and is getting his hoop-is and cigars gallery ready. Whitley Hammon will have the balloon concession and Joe and Buzz Phickett are getting their concessions ready.

Robert Brown will assist Lewis on the Merry-Go-Round. Ray Potter has assumed his night watchman duties. All rides, shows and rolling stock are getting a new coat of paint. Ted Lovitt is expected in soon to assume his special-agent position. Mickey Garrison, superintendent of concessions, will be here soon. The writer recently purchased a new car. Mrs. Nellie Bowen, wife of the manager, is on the job at quarters every minute. Opening has been set for April 1. Homer Reep signed as general superintendent of rides. He held the same position with Crafts Enterprises for the past 10 years. Reported by Harry L. Gordon.

**Zacchini Bros.**

**TAMPA, Fla., March 25.**—Mr. and Mrs. Hugo Zacchini, Curtis L. Beckus and Marilyn Brookins left this week for St. Louis, where the shows debut on May 1. Joe Decker has booked his cookhouse, grab, pop corn and candy apple concessions. Contracts have been mailed to Jack Perry's Congress of Fat-People Show, Emma Van Cellite, of White & Van Cellite's Hollywood Revue, cards she will end her winter fair dates at Daytona Beach, Fla., and will leave at once for St. Louis. Bob White writes from Norfolk, Va., that he expects to leave soon. Bob Coleman is expected soon and quarters work is being rushed day and night.

Work on the Hollywood Revue and Minstrel Show fronts started this week. New quarters in St. Louis are ready, all equipment will be shipped there and work yet to be done will be finished there. Howard Mitchell cards from Rutland, Vt., that he is waiting for the call to get in action. Writer has been busy the past few days answering the many replies to the ad in last week's Billboard. Double Cannon, under supervision of Bruno Zacchini, is being overhauled. Ethel Beckus will remain in Boston until about April 20. Visitors included George Traver, fair at Home Shows; George Lucas, ride owner, John R. Marks and Rodson shows; Joe Decker, of cookhouse note; W. E. Stacey, Johnny J. Jones Exposition; R. A. Bradley, E. C. Toth; Frank Moran, El Blondette, Harold Bushy, Ralph Forberson, Mabel Atkins, Ruth St. Clair, William Best and T. G. Stapleton. Reported by Bill Eaton.

**Gray's Greater Canadian**

**TORONTO, Ont., March 25.**—Crew here spent the winter overhauling and painting equipment, and a new lighting system has been installed. A 1930 Rocket ride has been added, and Captain Farley, high dive, has been contracted as the free attraction. W. A. Darby again will be advancing, while E. R. Whitehead has been signed as concession and lot manager. Clifford Gray recently purchased a new trailer.

**Davis & Parrott**

**VIDALIA, Ga., March 25.**—Details of enlarging and building activities, Manager George Parrott, was forced to obtain larger quarters and move here, where show will open April 1. New office and transformer are being built by Gordon Clark, chief electrician. Russell Lane, Ferris Wheel foreman, has the ride shinning with aluminum. Raleigh Oliphant is painting and getting the Merry-Go-Round in shape. New minstrel, marquee and girl show tops have arrived. Sam Wettroub arrived with his crew, corn game and four other concessions. Hex Heater wired from North Carolina, that he is en route here. Harry Hunter and wife, who will operate the Chair-o-Plane and several concessions, arrived from Atlanta. Mrs. Nellie Davis, secretary, is getting her kiddie ride in shape.

Prof. L. Johnson came in with his Harlem Revue. Vernon Shaw has ordered new canvas for his house concession. General Agent K. R. Tapp left Monday on a two-week booking tour. A new transformer, recently purchased has arrived. New banners are being made and painted in a Norfolk, Va., studio, and Charlie Ray, of Girl Show notes will arrive soon. Reported by Joe Smith.

**Curl Greater**

**LONDON, O., March 25.**—Much finishing up work is under way at quarters here. Mr. and Mrs. Curl returned from their Florida house to find much had been accomplished in quarters under Pat Harding's care. All was read to learn of the death of Gus Bunyard, cousin of Louis Collins, recently on this show. Don Waggoner is visiting relatives for a few days and will soon return to quarters. Mr. and Mrs. Eddie Bowers came in to get their cotton candy stands in shape. Doc Edwards and family are here, and Doc is busy looking after the show's territory. New canvas and banners have been ordered for monkey and side show. Mr. and Mrs. Woods are expected to get their concession in shape. Mr. Curl celebrated his birthday anniversary on March 21. Reported by Doc Edwards.

**BARNES CARS**

(Continued from page 34)  
dent, Elmer C. Velare, treasurer, and General Manager McCaffery, with John Ringling North, chief executive of Ringling Bros. and Barnum & Bailey Circus, at the latter's winter quarters in Sarasota.

The string of flats will be delivered to Tampa winter quarters of the Royal American Shows next week, the announcement said. Amount involved was not given, but it was said the deal was



LARRY BENNER, past season with the A. G. Barnes Circus, who recently formed a partnership with Les Nichols of Ripley's Believe-It-or-Not show, to operate their Variety Show on the Conklin Show.

a cash one. It is expected the equipment will be added to the trains of the triumvirate of midways operated by the A. G. Royal American Shows, Beckmann & Geesey Shows and Rubin & Cherry Exposition.

The cars will be given thorough inspection, overhaul and repainting at Royal American winter quarters here, Treasurer Velare said.

**BUCKEYE SUCCUMBS**

(Continued from page 38)  
Lambert, city editor of The Natchez Democrat, and Mr. and Mrs. Harold Cook, local Billboard correspondent.  
General Manager Joe Geller also played host to the children of the three local orphanages. Lois Oentech, wife of General Agent Qentech, suffered a nervous breakdown on Tuesday and returned to their home near Winona, Minn. She will rest there for several weeks. City Editor Lambert and night editor R. E. Smith, of The Natchez Democrat, were liberal with space.

**NAT'L ORANGE**

(Continued from page 38)  
George Bryant, traffic manager; Harry Friend and Joe Samuels, biller; Roy Scott, press and The Billboard.  
Shows: Earl Miller Yollies, Zorona, Bertell Lee, Jean Morgan, Jewel Cole, Jewel Harris, Sharon Tidwell, Princess Linnas, Gladys Hawkins, Ruby McNeil, Ray Simpson, Jackie Higgins six line girls, May Deberry, Edith Cameron, June Dyar, Edna Wright, Maxine Lawless and Joan Markham; Joe Danielson, Les Baggotilla, Martie Smith, Keene Armstrong,

**GOODMAN WONDER SHOW, INC.**

OPENING APRIL 14—LITTLE ROCK, ARK.

Have outstanding route of Still Dates and Celebrations. First Fall, Rochester, Minn., August 1; LaCrosse, Wis.; Owatonna, Minn.; Sioux Falls, S. D.; Fargo, N. D.; Mankato, Minn.; Laurel, Miss.; Tupelo, Miss.; Greenwood, Miss., and others pending.

ALL PEOPLE HOLDING CONTRACTS REPORT TO QUARTERS NO LATER THAN APRIL 7.

WANT OUTSTANDING MONKEY SHOW, FUN HOUSE, CLASS HOUSE. WHAT HAVE YOU?

Address: P. O. BOX 21, Little Rock, Ark.

**MOTOR CITY SHOWS**

OPENS APRIL 1ST, IN DETROIT, MICH., AT LIVERNOIS AND WARREN.

CAN PLACE SHOWS with or without outfits. Legitimate Concessions of all kinds except Pop Corn, Penny Pitch, Photo, Long Range Gallery, Penny Arcade; THIS SHOW TOLERATES NO GRIFT. Want Bingo Manager. Must be A-1. Also foreman for new Redtopping Will book to buy Chairoplane.

**VIC. HORWITZ**

459 PRENTIS ST., DETROIT, MICH., THU April 1st.

Harry Schenck and Dave Coppola, Jack Higgins is owner; Bob Byrdwell, stage manager; Jack Brown front; Joe Harris and Jack Paige, tickets; Charles Williams, canvas and props, and Harry Boyd, electrician. Society Circus, Karl Miller, owner; Charles Morris, trainer; William King, assistant; Joe Nauler and Red Thomas, front; Jack Henry and John Boyle, tickets; John Tichener, canvas and props; Pop Dugan, front calliope. Lion Motordrome, Charles Prosser, owner; Fay La May, Cyclone Curtis, Don Dolores and Mart Gennell, riders; Joe Stela, front, Athletic, Ed Kanthe, owner; Eddie Lopez, Tin Jackson, Mennie Brooks, Bide Doyle and Curtis Tagerson, wrestlers and boxers; Harry Sherman, front; Edna Hubbert, tickets. Humpty Dumpty, Chester Dallas and Bill McKanus, 'Oiggie' House, Ellis Boyles and George Myster. Circus Side Show, J. A. (Buck) Buchanan, owner; George Rehm, Ken Jackson, Earl Becham, openings and tickets; Attractions, Tami, balloon man; Red Cloud, Indian dancers; Amessico, magic; Lon Rogers, comedy juggler; Bruno, human dart board; Raffello, fire act; Billy Pilgrina, armless man; Francis Sexton, sword box; Zupedda, mentalist; Florence, illusions. Annex, headless woman; Ofie Stone, inside lecturer; two-headed baby and midget Percheron horse. R. J. Calkins is designer; Paul Trent, assistant inside; Mrs. Della Calkins, inside; Lola Calkins, tickets; Homer Harmon, inside lecturer.

Rides: Rocket, Robert Williams, foreman; Pete Davis, second man; Gilbert Davis, third man; Grace Asher, tickets. Octopus, Bill Harris, foreman; Harry Dineo, assistant; Jerry Taylor, tickets. Hoysay, George Hafer, foreman; Red Spaeth, Min Campbell, Joe Denny, Cash Humeston, Dale Culbertson, assistants; Earl Durkin, tickets; Lindy Loop, Lee Cole, foreman; Shorty Dye, Pete Hines, Mike Calloway, assistants; Lony Hicks, cashier. Kiddie Ride, M. DeBintion and Had Howard; Edna Stein, tickets. Pony, J. M. Walton, foreman; D. Walton, Ruby Walton, B. Everhart and Mike Boyles, Peafish Limited Train, Ouster and Francis Hanks. Loop-o-Plane, Francis Ollard, foreman; Charles Gaylor, assistant; Dubie Hafer, tickets. Roll-o-Plane, Dutch Pöllinger, foreman; Pete Hainew, Virginia Murphy, cashier. Scooter, Pat Cooper, foreman; Herbert Taylor, assistant; Lucille Herbert, tickets. Baby Palace, Red Turner, foreman; Frank Stone, assistant. Merry-Go-Round, Joe Duran, foreman; Elbert Van Stickle, Larry Howard; Mrs. Fred Ford, cashier. Ferris Wheel, Pat Murphy, foreman; Buster Blake, Joe Wallace, Ditzie Dunbar, cashier. Acroplane, John Gilliland and Harry Harris.

**Concessions**

Ham and bacon, Jack and Frank Shiner; Sam Brown, James D. Smith, Billie Pike, Joe White, Eddie Wilson, agents. Toyland, Bob Olson, Harry Simpson, Kant Guyer, Knock-Em-Over, Eddie Shoes and Kenneth Argo. Quick Lunch; Ruth Puckett, Tommy McDonald, Nell Lyeambler, Martha Quayle. Gold Wire, Cecil and Eltie Rawlins. Seales, Sal Alper. Lunch, Tommy L. Tomlinson, Ken Whitelink, George Bowles, Nord Dorenson, Frank Fosberry, Fred Summers, Olsen's Bohemia, Mack Nurd, Jimmie Fuller, Joe Simpson, Frank Hardy, Candy Pless, Cliff Clifford, Bell Game, James Shute, Bill Carvansugh, Bill Husted, Thiry Alarm, Ed Wells, Oren Napier, Harry H. Gerrisod, Cookhouse, James

**DIXIE BELLE SHOWS**

OPENING APRIL 20th STATE OF INDIANA. New books, billings, Concessions and Class Shows. Address: LOUIS T. BILEY, Owensboro, Ky.

Frank "Pat" Elgerton wants Leads for Stock Concessions. Address Owensboro, Ky.

**RED WATSON WANTS AGENTS**

For Ballrooms and other places. Single shows. Open Victrolas. Arr'd 5th, with Norma Miller.

Lynch, manager; Mrs. O. W. Craft, owner; Art LaRue, Charley Clardy, Al Johnson, Bill Laroque, Ellis Hendry, Bill Gallagher, Vincent Farley, Louis Pettinari; Grace Fisher, cashier; Ham and bacon; James McPherson, Walter McPherson, Slim Bishop, Eddie Jones, Lewis Sayron, Fish Till Win, Edith Whiterson and Madge Brower. Lunch, Lee Williams, Mrs. Forester and Bertie Harvey. Photo strips, Kate Hanseon, owner; Betty Arnold, Ken Dindler, Mrs. Phil Williams, Hank Arnold, Ball Ostris, Elie Fromm, Horace Wendle, Eddie Orava, Long Range Shooting Gallery, Will and Bella King, Name-on-Penny, Lew Butler, Peimania, Joe Disparri, Fishpond, Law Cecconi, Harry Peavey, Lucy Bowers, Submarine Garden, Mrs. S. E. Epperly and Lew Orishom, Shoot-Em-Up, Bill Powers, Joe Hainstreet.

Candy Apples, Pearl Wright and Din E. Clark, East of Pop, Mrs. Charley Frank, Tip-Em-Over, Elva Beckwith, Leo Furria, Cigaret Store, Neda, Neakie and Grace Lewis, Hoop-la, Lillian Syrak, Jack Kearney and Jimmy Witon, Going to Town, D. W. Edwards and Hal Stomp, Astrology, Mrs. Herb Giler, Mrs. Agnes White, Billah Evans, Professor White, Harry Whittingham, Novelities, H. U. Usher and Sam Miller, Bottle Game, Harry Takal, owner; Mike Steyer, Jumbo Kesser, Jewky, D. Orava, Jimmie Sellers, Blankets, Harry Willard, Bill McManis, Jerry Kennedy, Automata Air Gun, Charles Albright, R. E. Lucky Keeler, Ray Munno, Fort Handicap, Mr. and Mrs. Ethel Fitzgerald, Joe Babory, Balloon Store, Ruth and Bertie Kanthe, Harry Crimmins, Ring Game, Frank Platten and Earl Gering, Mopn Cafeteria, Glenn Mages, owner; Jack Linton, chef; C. Putney, Robert Hale, O. W. Halderman, Russell Simpson, Gladys White, Fiddle Tetterman, Walter Richard, William Coyne, Oger Holper, Clyde McLeod; Jack Robey, Jack Barber, Annetta Mitchell, Edith West, Rose Jenkins, Gene Harris, Joe Cream, Morgan Holt, Bob Cornwell, Margaret Hall, Gold Wire, Fair and Mrs. Cash E. Myers, Horne Trading Post, Johnny Morris and Harry Alding, Cookie Press, Edna Ferguson and Mrs. H. K. West, California Diamonds, George Baynes, Joe Gumbia, Wilson's Orange Blossoms, Mrs. McAtee, Mrs. E. Wickham, Cigars and Cigarets, Vernice Archibald and Cal Stoulet, Powder Puff, Adrienne Gall and Lucille Linder, Frosch Gustard, Harry and Marie Taylor, Lou King, Carl Clark, Minnie Turney, Harriet Jamison, Candy Nuts, J. O. Huber, Tom Huber, Margaret Davidson, Joan Culvert, Pat Trueman, Novelities, Charles Frank, Morris Selzer, John Tegg, Eddie Getz, Bob Miller, Ed John, Mike O'Connell, Harry O'Brien, Eddie P. Castwell, Charles Davis, John Treason, Creah Tuffy, Alma Butts, Annette Pritchard, Al Butts, engraving, Tom Moultham, Wild Cherries, Mina Gelbert, Nita Dorman.







# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Not in ordinary style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

## FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

### AGENTS AND DISTRIBUTORS WANTED

**ABSOLUTELY NOTHING TO SELL—WANTED**  
Men and Women interested in collecting. For descriptive literature write **RODGERS, 637 Eighth, Portsmouth, O.**

**AGENTS—300% PROFIT SELLING COLD LEAF**  
Letters for store windows. Free samples. **METALLIC CO., 439 North Clark, Chicago, x**

**AGENTS—1,000 FAST-SELLING SECRETS AND**  
Roadman's Guide for \$1.00. Net large profits. **VINE, HILL & CO., Dept. BB, Swanton, O.**

**ATTENTION, SUBSCRIPTION SALESMEN—**  
If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.**

**BEAUTIFUL BIRD PICTURES—HANDMADE**  
with genuine feathers. Sell on sight. Large profits. Free portfolios. Samples 10c stamps. **MARQUEZ, Apartado 1176, Mexico City.**

**BIG MONEY TAKING ORDERS—SHIRTS,**  
Ties, Hosiery, Underwear, Pants, Uniforms, Dresses, etc. Sales equipment free! Expert advice necessary. Write **HIMROD, 4922-A Lincoln, Chicago.**

**EXPERIENCED BUREAU ROUTE SUBSCRIPTION**  
Men wanted for attractive Club National Magazine. Liberal proposition. **PUBLISHER, 130 Stewart Bldg., Kansas City, Mo.**

**TOBACCO—"WEDDING RING PUZZLES"**  
Samples \$5c; gross \$18.00. Production machinery nearly finished. \$1000 wanted. A. S. **TERHAAR, Lomora Grove, Calif.**

**LORDS PRAYER, TEN COMMANDMENTS ON**  
1/2 S. Penna. Carded, \$4.50 gross; samples 60c dozen; 2 dozen \$1.00. **R. H. PERKINS, 1104 Levee, Chicago.**

**NEW 1939 COOK BOOK DEAD—AGENTS**  
wanted everywhere. Make big money with best book ever published. 1,000 pages, 250 illustrations, thumb indexed. Two day, full time magazine deals that sell on sight. Big monthly publishers' circulation service, INC., 407 S. Dearborn, Chicago.

**NEW TYPE FOR EYES—ONLY STYLE THAT**  
gets all cars and trucks, including new tender headlights. Make 100% profit. Retail \$50. per. Details on request. Sample pair, \$5c—none free. **TESTON MFG. CO., 100 Market St., Mt. Clemens, Mich.**

**NEW YORK WORLD'S FAIR—POSTCARDS.**  
Views, New Line Corsets, Linens, Flappers, Hoopars, Fish Jokes, Bathing, 15 Samples, price lists 10c, 200 for \$1.00. Comic Pag Mirrors, Fan Dancers, Surprise Packages, Booklets, Fun Cards. Any Sample, 10c. Complete assortment over 100 samples, \$1.00. Express paid. **ARTFORM COMPANY, 1710 Underhill Avenue, New York.**

**OUR AGENTS MAKING \$10.00 TO \$30.00**  
week right now. Free sample. Postpaid. **USHERS RAPID-SALES SYSTEM, Usher Bldg., Chicago, Tex.**

**SALES LADIES MAKE 40% SELLING NEW**  
Cold Star Double-Action Wax Polish. BOX 1632, Dept. 1, Chicago, Ill.

**SELL BY MAIL—FORMULAS, BOOKS, PIC-**  
tures, Novelties. Sales bargain big profits. Particulars from: **F. ELCO, 433 North Wells St., Chicago.**

**SELL SOCIAL SECURITY PLATES—SAMPLE**  
10c. Particulars free. **RELIABLE SALES CO., 6 W. 28th St., New York City.**

**WHERE TO BUY AT WHOLESALE 500,000**  
Articles. Free Directory and other valuable information. **MAYWOOD PUBLISHERS, 1107 Broadway, New York.**

**107 WAYS TO MAKE MONEY IN HOME OR**  
Office. Business of your own. Full particulars from: **ELITE, 314 Grand St., New York.**

### ANIMALS, BIRDS AND PETS

**ALIGATORS, SNAKES, LIZARDS—20 LARGE,**  
Harmless Snakes, \$10.00 den. Wire via. **Deals, P.O. ROSS ALLEN, Silver Springs, Fla.**

**ANIMALS—CHOICE SELECTED ARMADILLOS,**  
\$2.00; Wild Cats, \$7.00; Badgers, \$7.00; **Labrines, \$12.00; Snowshoe Bears, \$14.00; Ocelots, \$25.00; Raccoons, \$7.00; Black Squirrels, \$6.00; Chipmunks, \$5.00.**

**NATIONAL PRODUCTS COMPANY, Laredo,**  
Tex.

**CANARIES—WHITE MALES; LOUD, STRONG**  
voices. Every singer, \$7.50. Yellow Males, same quality, \$5.00 each; **Pink Canaries, Males, white or yellow, extremely beautiful, every bird singer, \$9.00 each. Linnell Hill Fish Farm, any size, made to order. MOOTS' AVIARY, Sutherland Springs, Tex.**

**COLLIES, SHEPHERDS, TERRIERS, BULL PUPS—**  
Ship anywhere. Live delivery guaranteed. Guaranteed Bred Medicine \$1. **BULLDOG BALKANY, 501 Rockwood, Dallas, Tex.**

**HEALTHY CONEYS (BURROS), SELECTED**  
special for riding, baseball, polo play, mountain climbing for only \$18.00 each. **UNIVERSAL PRODUCTS COMPANY, Laredo, Tex.**

**LARGE COLLECTION—CHIMPANZEES, BA-**  
boned Monkeys, Mink, Lizards, Birds, Snakes, etc. Send for list. **WARREN BUCK, 420 Garden Ave., Camden, N. J.**

**MONKEYS, MACAWS, TAMI KINKAJOU,**  
Marmosets, Arriving March 20th from Singapore, Pythona, Sun Bears, Myriads. Write for complete list. **BIRD EXCHANGER, Box 7, Bell, Calif.**

**PLENTY SNAKES—ALLIGATORS, ANA-**  
condas, Horned Toads, Monkeys, Agoutis, Ringtail Cats, Coati-mundis, Squirrels, Rats, Mice, Guinea Pig, Prairie Dog, African King Cobs, Leopard Cubs, Parrotlets, Ocelots. **Wine OTTO MARTIN LOCKE, New Braunfels, Tex.**

**REPTILES—RARE TEXAS RATTLESNAKES**  
with horn, 5 feet, \$7.00. Rattle Snake Den, \$5.00; Harmless Snake Den, \$1.00; Milk Den, \$1.00; Chinese Dragons, large, \$2.00; Black Snakes, \$3.00. **NATIONAL PRODUCTS CO., Laredo, Tex.**

**THREE EXTRA NICELUMINICURS, GOOD CON-**  
dition, priced for quick sale. **FIELDING GRAMM, 3211 East 31st St., Kansas City, Mo.**

**WANTED—SMALL TRAINED BIRDS THAT**  
do some tricks. But living in the nest family. State all in first letter. **PET DEPT., 242 5th Avenue, New York.**

**WRITE FOR OUR BIG NEW SPRING CATALOG**  
It covers the Animal Kingdom. **MERAS BROS. & WARD, INC., Oceanide, N. Y.** Direct importers from all over the world.

### BUSINESS OPPORTUNITIES

**EXHIBITOR WANTED—WORLD'S FAIR YEAR**  
offers unusual opportunity to establish one of the largest private collections of innovations instruments of Toronto; also 100 Rare Pictures. **OWNER, P. O. Box 220, Station F, New York, x**

**FOR SALE—PORTUS LAKE—CONTINUALLY**  
operated since 1895. Large Sink, New Floor, Three Hundred Pair Skates. Two Band Organs, Merry Music Swimming Pool, Two New Chris Craft Motorboats, Ten Rowboats, Parking Grounds, Tables, Private Residence. **F. W. MAXWELL, Shenandoah, Ia.**

**FOR SALE—SUMMER RESORT, PARK BEACH,**  
on World's Fair-highway. Full equipment; Bathing, Boating, Bar, Restaurant, Trolley Park, Camp, Building 24x48. Real opportunity for big operator. Selling estate. **BAKER, 125 E. Chemung, Elmira, N. Y.**

**PARK FOR SALE—18 ACRES, HAS DANCE**  
 Pavilion, Swimming Pool, Billiard Hall, Arcade, Stands, etc. Cost \$15,000, sell for \$4,000. **FRANK ORNDORFF, Meffron, Ill.**

**PITCHMENT SOLICITORS—MAKE EXTRA**  
money with new Stamping Outline Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.**

### COIN-OPERATED MACHINES SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A REAL BARGAIN LIST—OVER 500 RECON-**  
ditioned Machines, Phonographs, Gramophones, Legal Machines. Write today and save money. **BADGER NOVELTY, 2546 N. 80th St., Milwaukee, Wis.**

**A WINNER—LOVE-METERS ARE SENSA-**  
tional and legal. Price cut to \$2.25. Terms conditions guaranteed. **WHOLESALE SUPPLY CO., 6351 Bancroft Ave. St. Louis, Mo.**

**A-T CONDITION, LIKE NEW—20 U-POP-IT**  
Phonograph Machines, \$59.50; 3-Way Organ, \$50.00; Whittier, \$25.00; Grand, \$25.00; **Novelty Tackler Corp., Haverford, Pa. Races, Dist. \$3.14, \$10.00 each. V. deposit. Wanted! Seeking Universal Phonograph Cabinets for 412. MILLS AMUSEMENT CO., Inc., 1069 Main St., Buffalo, N. Y.**

**A-1—BROWN CABINET SKILLTIMES, \$89.50;**  
Kentucky Clubs, \$65.00; Fairgrounds, \$30.00; **Prizeless, \$15.00; 1-2-3, \$25.00; Baby Skillfiles, \$35.00; Zetox, \$24.50; late Pickers, Purley, Race, Mini Tracklines, \$50.00; Gray Head Tracklines, \$40.00; 1/3 deposit. **R. M. V. NOVELTY SALES, 5824 St. Clair, Cleveland, O.****

**BARGAINS FROM DAVE MARION—75,**  
Counter Machines, \$2.50 up; 75 Novelty Bumper Games, \$5.00 up; Ray-of-Lite, \$79.50; 1c and 5c Q. T. 4 \$22.50 up; 28 Stewart-Alex. Quiz 7-column, slug proof, \$49.50; 1 Bad Automatic, \$50.00 up; Colombian, rear door, like new, \$47.50. Write for bargain list. "Save With Dave." **MARION COMPANY, Wichita, Kan.**

**BARGAINS—BIG RACE, MILLS FLASHER; 1,**  
2, 3; Stables; Fairgrounds, Freshwood, \$33.00. **Lady Luck, Freshness, \$28.00. Golden Wheel, Felo Finish, Speed King, \$14.00. Classic, Policy, Flying High, Carom, \$11.00. Queen Mary, Bee Jay, Top 'Em, Bally Derby, \$10.00. Consoles: Chuck-a-Tot, Jockey Club, \$45.00; Slots: 688 Blue Front, \$35.00. Mills F. O. K., mechanical type Mills Sky Scraper, Goose-Neck, \$18.00. Mills Extraordinary, like new mechanically, \$23.00. Mills War Eagles and Liberty Head, \$19.00. All in excellent condition. Slots in 5c, 10c and 25c denomination. 1/3 deposit, balance C. O. D. All kinds of Counter Games and Small Machines. Write me your ideas. **TODD NOVELTY CO., 1400 North West 20th, Oklahoma City, Okla.****

**CANADIAN OPERATORS—10 USED WUR-**  
litzer Phonographs P12 with illuminated Grid, \$65.00. Professionally refinished. Ready to work. **CANADA AMUSEMENT MACHINE EXCHANGE, 3353 Blvd. Lasalle, Verdun, P. Q.**

**CLAW ROUTE—EIGHTEEN MACHINES.**  
License paid; also Merchandise. Owner has other business clearing hundred per week. **DIXIE SALES, New Orleans.**

**COUNTER GAMES—TALLY, \$12.50; DAILY**  
Races Jr., \$7.00; 1c Five Jacks, \$7.00; 1c Double Jacks, \$4.00; Ohio Derby, \$7.00; Reef Spots, \$5.00; Jennings Grandstand, \$12.50; Penny Ante, \$3.00; Dandel, Penny Pack, \$6.50; Morris, \$4.00; Select 'Em, \$4.00; Tickettes, \$2.50; Baby Jack, \$4.00; Gotlib Cripples, \$6.00; Midget Races, \$7.50; Red Dice, \$4.00; **Radio Wizard, \$3.00; Red Dog, \$4.00. Half deposit. CLEVELAND COIN, 2336-B Prospect, Cleveland, O.**

**TIGHT COLUMN, 344 CAPACITY, STAINLESS**  
Steel Cigarette Machines with Brands, \$20.00 each. V. deposit, balance C. O. D. **T. H. 2074 S. 68th, Philadelphia, Pa.**

**WHEEL, \$17.50; BALLY RESERVE, \$12.00;**  
Turf Chamo, \$14.00; Tops, \$10.00; Stoner's Races, \$6.50 Wagon Wheels, \$5.00. **JOSEPH BRADISH, Freehold, Pa.**

**FOR MOST COMPLETE VENDING MACHINE**  
Catalog published with over 100 illustrations, send 10c in stamps. **ASCO, 383 Hawthorne, Newark, N. J.**

**FOR SALE, CHEAP—44 1c HERSHEY'S CHOC.**  
Or Vendors. **R. B. WILCOX, 115 6th St., Augusta, Ga.**

**FOR QUICK SALE—FIRST COME FIRST**  
served. Sport Pages, good ones, \$70.00; Fairgrounds, mechanically perfect, \$35.00; **Flippers, \$35.00; One-Two-Three, late models, \$35.00; Thistle-downs, like new, \$70.00; Freshwoods, \$30.00; Bally Reserves, \$15.00; Arrow Head, like new, \$50.00; Arlingtons, \$15.00; **Prizeless, \$15.00; Jennings Liberty Bells, \$25.00; Jennings Good Luck Consoles, used three weeks, \$50.00; Mills 25c Gait Ball Vender, \$100.00; Mills Square Bells, like new, \$100.00; Plaza's Saratoga Square Bells, used one day, \$100.00; 1938 Tract Types, \$125.00; **Kentucky Clubs, \$75.00; Triolo Enlys, used three weeks, \$75.00; Kenney's Postlines, ten days' old, \$175.00; wonderful assortment 1c Cigaret Machines and Counter Games, \$4.00 each. All machines guaranteed 100% mechanically perfect ready to operate. V. deposit, balance C. O. D. **ENID MINT COMPANY, 711 Maryland, Enid, Okla.********

**FOR SALE—MILLS BLUE FRONTS, CHERRY**  
Bells. Serials \$85.00 and up. All Single Jackpots. **PALMANTER-KING SALES CO., 1107 W. Tunc St., Canton, O.**

**FOR SALE—TWO AIR-POP-IT MACHINES,**  
used very little, \$50.00 each. Or will trade both for a good used Phonograph. **GEORGE WILNER, P. O. Box 214, Lafayette, Ind.**

**GOODBODY'S BARGAIN LIST IS WAITING**  
for You. We Buy, Sell or Exchange. **GOODBODY, 1824 East Main St., Rochester, N. Y.**

**GUARANTEED A-1 CONDITION—10 KING**  
Six Jr. Disc Machines, \$12.50 each; 5 Held Bells, 2 Ohio Derby, \$7.50 each; 2 Sequence, 12 Lights Out, \$5.00 each; 1 Bally Reserves, 1 Air-Trade, 1 Peerless, balance 1c Bally Derby, \$12.00 each. Deposit must accompany order. Will trade for Jennings Cup Races. **IDEAL AMUSEMENT COMPANY, 506 S. Royal St., Jackson, Miss.**

**1000 BALL, ST. MORITZ, PRACHY, REVIEW,**  
\$39.50 each; Regatta, \$45.00; Kites, \$49.50; **Interleg, \$33.00; Hi-Low, \$32.50; Multi Races, \$47.50; Request, \$45.00; Fleet, \$22.50; Spinner, \$30.00; Grips, \$9.50; A. B. 1, Gum, \$9.50. **LENIGN SPECIALTY CO., 2d and Green, Philadelphia, Pa.****

**SACRIFICE—50 PENNY JERGENS LOTION**  
Dispensers, \$7.50 each; 18 Gallons Jergens Lo-Lion, \$7.00 Carton. Take entire lot for \$375.00. **Carom, Derby City, Grand Prize, \$11.00; Bally Bumper, \$6.00; Airwing, \$10.00; Glets, Bally, Palm Springs, \$20.00; Counter King, Deuce Wild, Daily Races Jr., Skill Draws, \$10.00. **JAMES R. TALLON, 814 Third, New Orleans, La.****

**SEVEN ADVANCE NICKEL 2-COLUMN SELEC-**  
tive Candy Bar Vending, \$75.00 set. **PEARLESS PRODUCTS CO., 3338 Joy Rd., Detroit, Mich.**

**SPECIALS ON RECONDITIONED VENDORS—**  
Snacks 1c, 2-column, \$11.50; Ever-Ready 1c, 4-column, \$5.50; Acme Ice Electric Shockers, \$6.00; Bingo, \$8.50; Advance Ball Club, \$3.50; **Peano Machines, 8-lb. capacity, \$2.75; Master Model 77, 1c-5c combination, \$2.50. Send 10c for the Spring issue of our catalogue containing illustrations of over 100 used Vending Machines, 1/2 deposit, balance C. O. D. **ASCO, 383 Hawthorne Ave., Newark, N. J.****

**TWO JIMMY JOHNSON KLONDIKE DICE**  
Machines—Used only 1 week. Write for price. **NEW ORLEANS NOVELTY CO., 738 Dryades St., New Orleans, La.**

**U-POP-IT POP CORN MACHINES, SLIGHTLY**  
used, A-1 condition, latest improved models, low price. Write: **MEYER WOLF, 539 Boardwalk, Atlantic City, N. J.**

**VENDORS—RECONDITIONED AND GUARAN-**  
teed. Penny King Ball Gum Machines, \$2.00; **Robbins 2 in 1, \$7.50; Master Novelty (patented), \$5.00; Yu-Chu Ball Gum, \$4.00; North-western Delux, \$6.00; Quiplex Twin, \$1.50; **Snacks (with stand), \$13.00; Adams Penny Shops, \$10.00; Lucky Boys, \$4.50; Lincoln, \$3.00. Write for list New and Used Machines by deposit. **RAKE, 5438 Woodland Ave., Philadelphia, Pa.******

**WANTED—BALLY THUNDERBOLTS, STATE**  
price and condition. **A. J. BURRELL, 208 Hartford Avenue, New Britain, Conn.**

**WILL TRADE MILLS SCALES, PENNY PACKS,**  
all kinds of Counter Games, Wurlitzer Phonograph for Mills, Vee Pocket, O'Brien; **Phonemes, Newport, R. I.**

**WILL PAY CASH FOR HAWTHORNE THISTLE-**  
down, Wurlitzer 616a and Vee Pocket Bells. **ALEXANDER MUSIC CO., 2426 21st St., Lubbock, Tex.**

**WILL PAY CASH FOR ROCK-OLA WINDSOR**  
Phonographs, must be in good condition and cheap. **O. F. HOWERTON, 108 East Ninth Street, Richmond, Va.**

**WILL TRADE WURLITZER MODEL 24 FOR 65**  
Mills Vee Pocket Bells, Trade Wurlitzer Model 616 for 5 Vee Pocket, Trade Wurlitzer Fortune Telling Tom Thumb Scale, for 3 Vee Pocket, Trade Wurlitzer Tom Thumb Plain Scale for 2 Vee Pocket, Trade National 9-Column Candy Machine for 3 Mills Pocket. **O'BRIEN, 69 Thomas, NewSt., R. I.**

**WURLITZER PHONOGRAPHS—EXCELLENT**  
condition, ready to operate. Nine P12s with illuminated grids, \$49.50. Ten 412c illuminated grids and slot guides, \$70.00. **Elite 312a with slot guides, \$65.00. Ribbas 616a with slot guides, \$97.50. Post P-44, \$69.00. **G. B. Wilmington, Third deposit, balance C. O. D. C. L. WHITEHEAD, 1205 Market, Wilmington, N. C.****

**16" BALL GUM, FACTORY FRESH, 11c BOX**  
V. Tab, 50c; Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Pa., N. J.**

**DELUXE SHEFFLER BROS. JUNIOR SCALES,**  
\$20.00 each; Jennings Juniors and 15 Mills, Modern Juniors, \$22.50 each. All in good condition and working order. Terms strictly met. One-year cash order. **Shelton, C. O. JOE WEINBERGER, 312 W. 7th St., Cincinnati, Ohio.**

**25 HERSHEY BAR 5¢ MACHINES, 44 CAPAC-**  
ity, like new, \$4.00 each; 30 Master Number 77 Combination 1c-5c Vendors, \$6.50 each; **30 Ever-Ready Four-Coke, 1c-4-Bardardians, \$4.50 each. **ROBBINS CO., 11418 DeCub Ave., Brooklyn, N. Y.****

**1938 GALLOPING DOMINOS, PERFECT CON-**  
dition, \$10.00; ten Vee Pocket Bells, used two weeks, \$37.50; Mills Ball Vendors, Factory reconditioned, \$25.50; **Tally, \$12.00; Red Spots, \$5.00; Crestones Twenty-Ones, \$7.50; Tickettes, \$3.00; Bally Reserves, like, \$15.00; 1/2 deposit. **MILLER VENDING COMPANY, 615 Lynn, Grand Rapids, Mich.****



COSTUMES, UNIFORMS, WARDROBE

ALL BARGAINS—COSTUMES, EVENING Gowns, \$1 up, Bally Capes, Hulas, Furs, Bundles, Trimmings, \$1. CONLEY, 310 W. 47, New York.

INDIAN RELICS, HEADWORK, CURIOS, Weapons, Old Glass, Catalogue \$c; Arrowheads, 20c. Eagle Feather Indian Warbonnet, \$9.00, fine. INDIAN MUSEUM, Northbranch, Kan.

USED COSTUMES—CHORUS, PRINCIPALS, dollar up. Uniforms, Tuxedos, Deers Suits. No catalogue. LOUIS GUTTENBERG'S SONS, 9 W. 18th, New York.

FOR SALE—SECOND-HAND GOODS

BARGAIN—HENRY E. Z. FREEZE RECONDITIONED Frozen Custard Machine, \$250.00; \$100.00 cash, balance C.O.D. FROZEN CUSTARD MACHINERY CO., 869 Thomas, Memphis, Tenn.

CORN POPPERS—GASOLINE, ALL ELECTRICS, Giant Ceased, Popping Kettles, Long-Eskimo Rotary, Caramellocom equipment. NORTHSIDE CO., 1925 10th, Des Moines, Ia.

FOR SALE—BAND ORGAN, WURLITZER 48 Key, Music, Motor and Jack, \$150.00. Good for Wind or Merry-Go-Round. A. KARSLAKE, 146 W. 18th St., New York.

POPCORN MACHINES—CRISPETTE, CARMEL-CRISP, Cheezekist, French Fried, Potato Chip Machines. LONG-EARNS, CO., 1976 High St., Springfield, O.

RAINBOW FLOSS GOING OVER—TRIPLE colors, one machine. Opportunity. Write for particulars. RAINBOW FLOSS MACHINE CO., care Carlin's Park, Baltimore, Md.

STEEL COOK'S CHESTS, \$1.50; NEW COOKING Kettles, lined steel, \$1.25; Army Field Stoves, \$3.50, \$5.00. TAVETIAN, 61 Rutgers St., New York.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS, Tompkins. Complete, new attractive outfits. Topi, France, Racks. LAMANGE, 782 Marion, S. E., Atlanta, Ga.

FOR SALE—THREE 1937 PAL CARS, FENCE and Ticket Box, \$300.00. C. F. McMANON, Marysville, Kan.

FOR SALE—ADD-A-BALL GAMES, FLASH and Slum, Park or Carnival, cheap. LITTCEN, 828 North 33d Street, Philadelphia, Pa.

MEDICAL PICTURES—ON SOCIAL DISEASES, Childbirth and Old Time Museum Freaks. List for stamp. MURPHY, 1900a South 7th, St. Louis, Mo.

MERRY GO ROUND WITH TRUCK AND Trailer, \$800.00. Chair Plane, \$400.00; Shooting Gallery, \$150.00. Now booked and operating here. PEARMAN AMUSEMENTS, Washington, Fla.

PEEPHOLE REDUCTION LENSES, SIZE 6 1/2" x 3 1/2" each. Full vision in small space, use in peephole shows. CHICAGO SALVAGE STOCK STORES, INC., 500 S. State St., Chicago, Ill.

REVOLVING LADDER APPARATUS FOR SALE—Marvelous construction with Electric Motor. Clutch Adjustment. Complete cost \$800.00. (Dollars) to build. Going abroad. Sell cheap. PAUL ALVAREZ, 1560 Broadway, Suite 401, New York City, N. Y.

SIDESHOW PICTORIAL BANNERS, STARBACK Reserved Seats, 4 for Dime-Picture Machine in Trailer. Cheap for cash. BOX 312, Brownsville, Tex.

SIXTEEN AND TWENTY-FOUR SEAT CHAIR—Plane-Motor, Fence, Ticket Box. Sixteen-Foot House Car. CALVIN GRUBER, Pinckneyville, Ill.

5 HOOKER'S SHORT-RANGE GALLERIES, Perfect conditions, \$30.00 each; Remington Rifles, \$10.00; Ten-Ball Pool Tables, \$c slot, \$12.50 each. HARRY CUMMINGS, Old Orchard Beach, Maine.

HELP WANTED

BAND MUSICIANS—ALL INSTRUMENTS, for Eastern Carnival. Good proposition for competent, dependable musicians. HENDERSON'S BAND, 1559 Paterson Plank Rd., Secaucus, N. J.

GIRLS LINE SPECIALTY—NOT OVER 5 FT. 3". State age, guarantee steady work. Also Hot M. C. Acts. LEO GANNON, Case Madrid, Buffalo, N. Y.

MIND READERS, ASTROLOGIST WANTED—Experienced Male and Female, High class. Write LINDY, Rm. 616, 303 Fifth Ave., New York City.

TWO ADVANCE AGENTS WITH CAR—Telephone Solicitors, Ticket Promoters for Musical Circus playing schools, churches, theaters. Experienced preferred. Write NEWTON LUMAR, Bloomfield, Conn.

WANT FIRST-CLASS JEWELER—CAPABLE playing first chair, owned in live-wire fraternal band. ROGERS JEWELRY COMPANY, Lewistown, Mont.

Show Family Album



MEMBERS of Billy Burton's Vaudeville and Picture Show, snapped season of 1911 in Welch, W. Va. Standing, left to right, are Billy Burton, now operator of Merry Midway Attractions; Georgia Dunn, pianist; Bertha Mitchell, ticket seller and now Mrs. Charles Southern; Ada Stogall and K. S. Burton, late named trumpet player in the Hippodrome Theater Orchestra, New York, for several years and now living in Daniels, W. Va. At the left in the background are two peanut boys. Name of the boy at the left is not remembered. The boy on the right is Dewey Mitchell, now a dentist in Charleston, W. Va. Program consisted of three reels of film and a couple of vaudeville acts.

WANTED—MEDICINE PERFORMERS. OPEN May first. Tell all first letter. Place at once. Black Face Combs. Must play and sing. JOE EDWARDS, Girard, Ill.

WANTED—DANCE MUSICIANS, ALL INSTRUMENTS, also Capable Bookers. Long contract. State all-including salary. RAY KEYS, Hotel Vendome, Minneapolis, Minn.

WANTED—AA BILLPOSTER. ONE WHO can use long and short handle. Population 500,000. Address BOX C-137, Billboard, Cincinnati, O.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTALISM, Spirit Effects, Mesmerism, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Crapology Charts. Wholesale prices. World's largest stock. 158 page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O.

MAGIC BOOKS—TRICK CARDS, LOOKBACKS, X-Rays, Novelties for selling purposes, also Bravo Games and equipment. WARWICK NOVELTY COMPANY, Cincinnati, R. I.

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquist Figures, Punch and Judy and Marionettes. PINKY, 1261 N. Wells, Chicago, Ill. Illustrated folder free.

VENTRILLOQUIST FIGURES—24-PAGE ILLUSTRATED Catalog, 10c. FRANK MARSHALL, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists.

VENTRILLOQUIST FIGURES—NEW AND USED bargains. TURNER, Ventriloquist Factory, 1214 N. 11th St., St. Joseph, Mo.

MISCELLANEOUS

LAUGHING MIRROR SHOWS GET THE MONEY at parks, carnivals, fairs, museums, etc. Small investment, big returns. C. J. MURPHY, Elvira, O.

LIGHT BULBS—ALL SIZES, TYPES 50% OFF. American made, guaranteed. State wants. WHOLESALE, 201 W. "F" St., San Diego, Calif.

SOUTH AMERICAN POPCORN DIRECT FROM Crowe—Eight pound trial bag, postpaid anywhere, \$1.00. SAM TEAL, 1216 Lafayette, Terre Haute, Ind.

M. P. ACCESSORIES & FILMS

ATTENTION, OPERATORS—MERCHANTS? Free Movies. Biggest thing outdoor amusement works today. Talkie Programs, Equipments rented. 521-A STATE THEATRE, Pittsburgh, Pa.

EXCEPTIONAL BARGAINS—35MM., 16MM., Portable Sound Projectors, Supplies and Complete Equipments. Free catalogue. MONARCH THEATRE SUPPLY COMPANY, Memphis, Tenn.

SIMPLEX, POWERS PROJECTORS, LAMP-HOUSES, Soundheads, Amplifiers, Lenses, Synchronization, Portable Projectors and LENSING Equipment bought and sold. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantity. Universals, with Amplifiers, Speakers. Equipments fully guaranteed. At attractive low prices. Request Special Brochure. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-8 Broadway, New York, N. Y.

UNUSUAL BARGAINS IN USED OPERA CHAIRS, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Synchronization, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago.

16MM. SOUND FILM PROGRAMS AND PROJECTORS for sale and rent. Free catalogue. SOUTHERN VISUAL EQUIPMENT CO., 404 S. Second St., Memphis, Tenn.

35MM. SOUND ON FILM—WESTERN ACTION, War, Comedies, Silent, Ration Play, five reels, new, fifty dollars. WHITE APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J.

PERSONALS

DEWEY—MY BUSINESS DONE, WORRIED sick. Need you. Can you come or have me? Will send you fare. BERTHA.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—CUT PRICES ON all machines and supplies. Full Length Cameras, WADASH PHOTO SUPPLY, Terre Haute, Ind.

PHOTO MEN—WHY WASTE TIME AND PAY privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos? Make close ups, full form and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$139.00 complete with best lens money can buy. Write HOLLAND, Box 973, Parkersburg, W. Va.

ROLL DEVELOPED—TWO PRINTS EACH, 2c! Reprints, 2c each; 100 or more 1c. SUMNER'S STUDIO, Urbana, Mo.

SALESMEN WANTED

SELL BUSINESS CARDS, \$8.50 THOUSAND—Business Stationery, Book Matches, Advertising Clumped Tapes, Paper Towels, Advertising Pencils, Salesbooks, Rubber Stamps, Pricing Sets, Adv. Specialties. 35% commission daily. Money-making specialists. Free Sales Portfolio. WILLENS, 2130 Gladys, Dept. C5, Chicago.

TENTS—SECOND-HAND

SIDEWALL BARGAINS—7.68 OZ. DRILL, hand-reared, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Show, Carnival, Bays and Concession Tent. BARGAINS. KERR COMPANY, 1954 Grand Ave., Chicago.

SKATING RINK TENT, 45x90, CHEAP. KERR MFG. CO., 1954 Grand, Chicago.

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

WANTED TO BUY

CHICAGO ROLLER SKATES—STATE CONDITION, price, sizes. BOX C-138, The Billboard, Cincinnati, O.

ELI NO. 5 WHEEL, MUST BE IN GOOD CONDITION, and trucking distance of Dallas, Tex. R. J. STANNETT, care State Fair of Texas.

WANTED—COMPLETE SET OF LAUGHING Mirrors in good condition? Wurlitzer or other good Organ for Merry-Go-Round. Equipment for dispensing Rings on Carousel, Write R. E. RICHWINE, Williams Grove Park, Mechanicsburg, Pa.

WANTED—LUCKY DONKEY KICKS. WRITE details. Lowest price. JOE WEISSMAN, Darcades Amusement Park, Painesville, N. J.

At Liberty Advertisements

Be a WORD (First Line Large Black Type), or a WORD (First Line and Remainder Small Type), or a WORD (Small Type). Figure Total of Words as One Item Only. MINIMUM 25c. CASH WITH COPY.

AT LIBERTY ACROBATS

AT LIBERTY—BAR PERFORMER, STRAIGHT or Comedy, Aerial or Ground Bars. LOUIS GOZVIRK, P. O. Box 376, care Mr. Madritz, Macon, Ga.

MARCHANTS TROUPE OF LOG ROLLING Acrobats. Would like to get in contact with some show manager in the New York World's Fair. FRANK MARCHANT, 602-W Carlton, Cluquet, Minn.

PHILIP PIANTONE—Acrobat also Handbalancer and Comedian. 1838 Monroe St., Chicago. Telephone, Harzmar 2031.

AT LIBERTY AGENTS AND MANAGERS

BUDDY BRYANT AND HIS SYNCHOPATORS—10-piece colored ork at Liberty after April 1. Is playing dance engagements. Bookers please contact. BRYANT'S SYNCHOPATORS, 518 W. North St., Du Quoin, Ill.

SIX-PIECE BAND—NIGHT CLUBS, RESORTS or location. Sweet and swinging, good library; go anywhere. Write GEORGE STOGS, 3004 Avenue J, Fort Madison, Ia.

ADVANCE AGENT With Car—Reliable, live-fire, experienced. Will book any good Stage Attractions, Western Dairs or AD ON Band. Commission both-making routes. Amplest all territories. Best contracts, permanent positions. Book details and your address per Requested. BOX C-132, care The Billboard, Cincinnati, O.

ADVANCE AGENT—With car, wants to book any available attractions. Consider Western, Hillbilly, Novelty, All Girl Band or Stage Band, lanes or make. Only in Good routes, Western and best night clubs. For quick action mail details to AGENT, Box 374, Billboard, Woods Dale, Chicago.

CONTRACTING OR PRESS AGENT—Apprentice, ability, or all A-1. Never drink, absolutely reliable. World of contracts, best business. Prefer either class or Truck Circuit. Live Show, One Show, Theater Band Shows. Age 24. Reasonable parties only. Write all. HAY LEHMAN, Billboard, Kansas City, Mo.

AT LIBERTY BANDS AND ORCHESTRAS

FOUR OR FIVE-PIECE ORCHESTRA—UNION, dependable, latest equipment, experienced. Vocalist. Prefer Northern location. DEN LUBINSKI, 2815-64th St., Kenosha, Wis.

JERRY SILBERT and His Orchestra—Ten men, well organized. Attention, bookers and managers. Will travel and consider any proposition. BOX 584, 1127 Jefferson Station, New York.

ROY BARBERS' SYLVANIANS—11 Men, enjoy. Diverse talents. New playing. Best-class club. 1127 Jefferson Station, 1017 N. 9th St., Reading, Pa.

VERSATILE MIXED TRIO—Concert, Dinner, Theatre, Hotel, Party, etc. Write, Ohio, Toledo, Steubenville, Vicksburg, etc. Free double weekly. Drive. High speed for success. Address BOX C-133, Billboard, Cincinnati, O.

WELL ORGANIZED—Modern Dime-Size College Orchestra, on location until May 20. For more, best, arrangements. Write nearest location. 1127 Jefferson Station, 1017 N. 9th St., Reading, Pa.







# H-M Circus Has Big Advance Sale For Buffalo Shrine

BUFFALO, N. Y., March 25.—Ishmall Temple Shrine, which booked the Hamid-Morton Circus for its annual show in Broadway Auditorium here, has an advance ticket sale reported 25 per cent better than at the same time last year. Major Ziegler, committeeman, said indications point to attendance being better at this year's six-day show than in 1938, when an attendance record was set. Bob Morton, who will emcee the show, is here.

Great publicity tie-up is gift of an elephant by Shrine to Buffalo Zoo. Animal was bought from Cole Bros. Circus as special attraction and will be shipped here in time for opening of the show. Contest to name the elephant is being conducted by The Buffalo Evening News, 204 prizes to be awarded children. Show and contest are receiving much publicity in the paper and over its two radio stations.

Among acts programmed are Froese's Tigers; Christy's Horses and Elephants; Five Albanis, acrobats; Moran and Wise, jugglers; and boomerang throwing; Great Peter, thrill act; Beronini Family, high wire; Hannaford Family, riding act; Fearless Flying Campbells, Art Concello and Four Comets, trapeze acts.

## Memphis Show Draws 33,000

MEMPHIS, March 25.—National Home Show, sponsored by the Real Estate Board, featuring vaudeville acts in the Auditorium on March 13-18, drew 33,000; and press and public acclaimed it the most successful event of its kind ever staged in the city, reports Bethel T. Hunt, board president. Edwin N. Williams, Federal Production Co., furnished equipment and directed the show. On the bill were Morton Troupe, teeterboard; Bernice Kelly Circus; Revue; Bill and Be Morris, balancing traps; Donley Trio, juggling; Lloyd's Dogs and Fonta, and Hartley Trio, perch.

**CARNIVAL WANTED**  
For  
**State Firemen's Convention**  
Deadwood, S. D.  
In the center of a Tourist's Paradise, June 5 to 9, Inclusive.  
This is the largest attended and best Convention in the State from standpoint of money spent. For further information write  
**FRANK E. PERRIN, Secretary,**  
Contracts let May 1, 1939.

**A HOT SPOT**  
KILLDEER, N. D., CITY'S TWENTY-FIFTH ANNIVERSARY CELEBRATION  
JULY 2-4, Main Attraction  
Special Killdeer Mountain Revue  
Wanted: Carnival Write  
A. K. SIKES, Concessions Chairman,  
Killdeer, N. D.

**WANTED FOR FIREMEN'S CELEBRATION**  
WEEK OF JULY 24TH  
RIDES, AMUSEMENTS AND CONCESSIONS  
Good Territory.  
Write A. J. HARNACK, East Brady, Pa.

**WANTED**  
Rides and Concessions, also a few good, clean shows and Fun Jests for the  
**ANNUAL PULMON COUNTY SOLDIERS AND SAILORS' REUNION,**  
To Be Held at Ocala, Fla., on August 3-4.  
Day and Night.  
(Communicate with  
B. L. PHILLIPS, Secy.

**WANTED**  
SHOOTING RINK to play on percentage basis under the auspices of the **ABERDEEN LEAGION,** Greenwood, S. C. If interested communicate with  
**E. B. HENDERSON**  
202 Montague Ave., Greenwood, S. C.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)

## Pittsburgh Shrine Contracts H-M Bill For Garden Circus

PITTSBURGH, March 25.—Hamid-Morton Circus will appear here for the first time under Shrine auspices and in three rings in Duquesne Garden for a week's engagement. Previously the Shrine Show had been presented in the Mosque as a stage attraction. George Tyson, managing director of Duquesne Garden, acted as intermediary in bringing together the Shrine and Hamid-Morton interests.

Two shows daily are planned, with Bob Morton acting as equestrian director and emcee. Among acts scheduled to appear are Froese's Tigers; Great Peter, serialist; Great Beronini Troupe, high wire; George Hannaford Riding Family; Flying Comets, an Art Concello act; Christy Brothers' combination of elephant, Liberty stallions, dog and pony acts and message riders; Ward's Baby Elephant, Albanis Motorcycle Sensation and clown alley, headed by Joe Lewis and supported by Pollard and Billy Rice, among others.

Advance advertising has been heavy and is expected to be increased as opening date nears. An eight-column streamer in the press recently announced the date.

## No K. C. Jubilesta, Decision of Backers

KANSAS CITY, Mo., March 25.—The Jubilesta, annual fall festival, held in Municipal Auditorium in 1938-39, was abandoned on Wednesday at a meeting of the executive committee. Chairman Conrad H. Mann said the Jubilesta had been losing money, also underwritten each year by a large group of business men.

Last year's event reported a deficit of \$18,000, representing indebtedness to the federal government for taxes and for newspaper advertising. To this was added a \$30,000 loss sustained by underwriting business men, making total cost of the festival \$48,000. The purpose has been to bring publicity and trade to Kansas City. Meeting decided there would be a lack of talent available for the festival because of the world's fair in New York and San Francisco.

It had previously been decided to hold the festival on June 7-11; and it was indicated by Mann this week that some form of special attraction which had been arranged for the June date might be held next fall.

## Indoor Circus Pulls Crowd

NORTH INDUSTRY, O., March 25.—Recent indoor circus sponsored by High-Y boys and Friendship Girls of Canton Township in the high-school auditorium here, attracted near capacity. Promotion was handled by Ben H. Voorheis, who also got out a souvenir program. J. R. Malloy's circus unit provided 16 acts, including Nancy Darnell; Ruth and Jack, Roman ring; Bob Merrill, acrobatic posing; Art Hill, comedy cyclery; Barney Arnesen, tight wire; Carmen and Crowley, comedy acrobats; Tinker Toy and Pale, dog and pony act, and Marion Wallick and Co., Western sports. Emil Hahn, back stage, provided callopo music.

## Attractions for Ga. Show

THOMASVILLE, Ga., March 25.—Sponsored by the American Legion Post and Kiwanis Club here, annual six-day Model Home and Electrical Show has engaged P. Paisley Davis as producer for the third year, and rides, concessions and pro-ess talent will be featured, officials report. More than 40 merchants are co-operating. Art Meyers Co. has contracted to furnish decorations for the event, staged for benefit of the underprivileged children's fund. College people will attend on closing day, when a picnic barbeque will be featured.

## Wirth Show Clicks In Waterbury, Conn.

WATERBURY, Conn., March 25.—Frank Wirth's Zindah Ortoto Circus in the Armory on March 13-18 drew heavily, no surprise in view of the advance sale, better than the five previous years of Wirth's shows here. Sixteen-page supplement on the show was issued by The Waterbury Republican. Stations WATR and WBRV furnished Ortoto their facilities to make the engagement successful. Matinees were held daily, two on Saturday.

Program: Happy Spitzer, Emerald Sisters, Captain Kellip's Seals, Reuben Castang's Monkey Revue, Will Morris and Bobby Dion and Dawn, Woolford's Dackabunda, Adele Nelson's Elephants, Skating Lockwells, Frank Prevost, Ora, Bluch Landolf, Bumpy Anthony, Hip Raymond. In after-show were Mr. and Mrs. Gottlieb Fisher, giant couple; Seal the Seal Boy, and Joe Navarro, midget.

Staff: Frank Wirth, director-producer; Max Kaasov, concert manager; Donald Blah, superintendent; Pauline Miller, treasurer; M. Saffert, office manager, and L. C. (Ted) Miller, publicity. For Ortoto: Thomas Corby, general chairman; George Greene, treasurer, and Earl Sampson, monarch. Music by Jimmy Victor's Band.

## Sterling's Hopis Draw

NEW YORK, March 25.—Edythe Sterling's Hopi Indians played to a claimed 17,000 at Gertz department store, Jamaica, March 6-11, following that one with a full week at Stamford, Conn., hitting public schools with dances, arts and crafts, etc. Show moves on truck, three cars, three house trailers and has own cookhouse. Seven Indians are in line-up. Outfit played Stamford Theater on March 23-25, then going to Hartford for school dates. Cliff Younger is agent.

## FL. WORTH

(Continued from page 34)  
Whiteman's All-American Band played at the rodeo, where he drew record crowds, and the Round-Up. Prices at the Round-Up, \$2 on week nights and \$2.50 Saturday nights, about twice as high as last year's, were held partly responsible for decrease in attendance there.

## Weather Aids Concessions

Also the management presented a different type of show the first part of the week, the baby only, instead of the girl shows usually prescribed here, but the band policy didn't click. Wednesday night the Kathryn Duffy unit show from Oklahoma City was added to the Whiteman troupe for a pleasing combination during remainder of the show. On the Duffy show were Gayle Robbins, singer; Reggie Roth, singer and dancer; Dale Taylor, dancer, and a line of girls, Ann Lyons, Jane Sparger, Jane Cadell, Diane Scott, Dorre Page and Nancy Graham. A Duffy unit was featured at the night club during the entire show last year.

Turf Catering Co. again had the Round-Up. Longhorn Cafe, a stand in exhibit building, one on the midway and a drink concession in the Coliseum. Business held up at every place except in the Round-Up. Most exhibitors in the building reported business slightly off, since weather was too warm for visitors to remain inside. Midway concessions got extra business because of good weather. A. T. Lowry, who has handled concessions at the show for a number of years, was not here this year, so he resigned shortly before the show opened.

ANTHONY JANCOCH has been named chairman of Herbert (Wis.) Athletic Club Celebration.

# Shorts

VAUDE and musical attractions will be presented at a Candid Comedy Show and Exposition in Boston Garden under auspices of Camera Associates. Ruffe will be directed by Harry Collier, of the Garden staff and former circus advance man. There will be more than 500 exhibits and the local press is giving the show a good play.

PEARSON SHOWS have been booked for annual four-day Ramsey (Ill.) Midsummer Celebration, sponsored by Greater Wyoming (Ill.) Club, reports M. P. Bodwell, chairman.

REAL ESTATE BOARD will sponsor the second annual six-day National Home Show in New Orleans Auditorium, featuring six acts of vaudeville, reports Dominick Maraglia, secretary. Edwin N. Williams, of Federal Production Co. will furnish equipment and direct the show.

TEX ROSE, of WRAC, Williamsport, Pa., reports he has booked attractions for Catawasa Firemen's Celebration, Sunbury Band Festival, Beaver Springs Firemen's Carnival and Bellinagrore Firemen's Night Fair, all Pennsylvania spots.

NEW ENGLAND Candy Show, sponsored by New England Confectioners' Association and directed by J. C. MacLackar in Mechanics Building, Boston, on March 28-April 3, booked the Richard Humber and Ben Bernie orchestras for Tuesday and Wednesday respectively and Paul Whiteman's Orchestra for Thursday and Friday, reports Al Martin, who booked the bands. Another headline orchestra was scheduled to appear on Saturday.

## CARNIVAL WANTED

By American Legion

JULY 1, 2, 3, 4.

Best Spot in State.

M. A. DEICE, Chairman,  
Chippewa Falls, Wis.

## WANTED

RIDES — CONCESSIONS — SHOWS FOR CELEBRATION — JULY 1-2-3-4, 1939. 12,000 People for Day Celebration in 1937. Traveling Sign "Ball Teams for Night Games". Sponsoring by

Royal Thurler Post No. 1916, V. F. W.  
Readsburg, Wis.  
HERRY C. BUELOW, Chairman.

## WANTED

COMPLETE INDOOR ATTRACTIONS  
WARMOTH GARDENS, DENVER, COLO.  
Capacity, 5,000. Five Booths, 30 x 50 Ft.  
What have you?  
P. K. MOPPER, Mgr.

## WANTED

Good, clean Carnival Company for the week of July 4. Six Big Acts and Music. 50,000 people to draw from.  
UNIFORM BANK NIGHTS OF PYTHIAS,  
Company No. 1113, Jacksonville, Ind.  
OTIS V. LITTLEJOHN, Chairman.

## THOMASVILLE, GA.

MODEL HOME AND ELECTRICAL SHOW  
ALL WEEK APRIL 30  
Sponsored by Kiwanis Club, American Legion and 40 Merchants — Ford Glass Alley.  
Want Rides, too! Lighted Concessions, Fresh Fruit, Entertainment, Saturday Night Comedy Negro Picnic Day sponsored by Arhopa. Want Round Truck, Platform Arts, Entertainment. Write P. PAISLEY DAVIS, Mgr.

## WANTED

CIRCUS ACTS — CONCESSIONS  
JR. CHAMBER OF COMMERCE CIRCUS  
APRIL 17 TO 22, YOUNGSTOWN, O.  
Address: 309 UNION BANK BLDG.

## WANTED

MINIATURE AND ADULT RIDES AND CONCESSIONS  
**FIREMEN, MERCHANTS,**  
WEEK JULY AND  
DANIEL PETERA, Secy.,  
117 Read Ave.,

# STATE WIDE BLUEBONNET FESTIVAL

NAVASOTA, TEXAS, APRIL 10 TO 16  
100,000 Attendance—30 Bands. Get Your Spring B. R. Here.  
Wanted—Rides, Shows and Concessions. Everything open. Wire or come on. We will place you.

R. L. WINROD, Care Junior Chamber of Commerce.



# Wholesale merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## Heavy Demand for Stuffed Animals by Prize Users Seen

Scotties, teddies hitting comeback trail hard—big season ahead for stuffed animals as concession prizes, is forecast—many numbers being tested on salesboards

CHICAGO, March 26.—Judging by reports from manufacturers' agents, wholesalers, jobbers and others active behind the merchandise scenes here, stuffed animals are due for a real comeback in popularity this season. Prominent members of the stuffed toy industry who have quarters in the Merchandise Mart here report a strong demand for stuffed toys—stronger, in fact, than they've experienced in years. Activity in this field indicates that concessioners, salesboard and bingo ops and other users of novelties and toys will undoubtedly be going strong for stuffed numbers this season. Stuffed animals have always been a staple as well as a hot item in the concession field. Save for a brief spurt upon the appearance of the panda bear, however, their popularity has steadily declined in recent years.

## BINGO BUSINESS

By JOHN CARY

BEAR WITH US while we fire a random salvo of bingo dope that's been accumulating on the desk for some time.

FLASHES from the legislative front: County Judge Turp, of Trenton, N. J., doesn't think much of local characters "hoarding bingo. Law enforcement on a "puritanical basis" is viewed as "neither wise nor practicable." . . . Elks lodge in the same town netted profits of \$2,400 from bingo games. . . . The chances for laws to regulate bingo in Indianapolis fade away as overwhelming voice vote keeps the bills off the legislative floor. . . . A bill to license bingo ops was introduced in the Pennsylvania Legislature.

IN CLEVELAND political clubs and other non-charity ops can get back in bingo if they avail themselves of the suggestion of the city safety director. All they have to do is set up a bona fide welfare fund that complies with city regulations and they can get bingo permits. . . . Ten new applicants applied right away.

EDITORIAL from an Appleton, Wis., paper: "What harm or wrong is there in permitting the summer resort country to have kops or bingo nights? There is hardly anything more depressing than a rainy night at a summer resort or anything more exhilarating than a game of the sort to wipe out the night. . . . The best possible law is one that recognizes the fact that all blue laws invite bootlegging, corruption and political decay." . . . Seems as though people are giving a lot of thought to this game bingo.

RELIABLE RUMORS of spring coming should cause alert ops to null other plans for outdoor bingo set-ups. Don't lose those faithful fans just because they're feeling restless and want to be out in the fresh air. The game can be just as much fun under the stars.

AIR-CONDITIONED HALLS would help a lot to keep attendance up during hot months. Quite a few ops have invested in cooling equipment and found they were able to offset the usual summer slump.

ON OUR BEAT the operators who have been giving the winners the privilege of selecting their own prize from the display instead of designating a definite prize for each game report they're building lots of good will. Some make a point of going to special trouble to change or reorder certain items in order to please customers. Seems much smarter than dragging out one prize and announcing

Several large salesboard ops are reported to be testing the pulling power of large stuffed animals on small cards in the Middle West at the present time. Animals of a bit larger than usual size are being featured as the main award, while smaller numbers go as consolation awards. Some ops are reported to be featuring animals with music boxes in their tummies. With Easter but two weeks away, the majority of boards are featuring bunnies, of course. The response these rabbits meet with undoubtedly will be used as the yardstick to gauge potential appeal of boards featuring other varieties of stuffed animals now in the works.

### New Stuffed Numbers

While the bulk of stuffed toys now on the market are of the staple variety, a spurt in demand is bound to bring forth a galaxy of new numbers, or at least old faces in new attire. Several new numbers in both plush and furry material were reported to have attracted more than the usual amount of attention at the recent New York Gift Show. The new family of yearlings introduced by H. Hardy Co. led in popularity.

Ferdinand the Bull is bound to appear on countless stands and boards. Right now he's on the market in many different shapes and materials—from small, miniature rubber models to almost life-size models done in flashy calico prints. Long-haired scotties, and still longer haired reproductions of Skye terriers, should be popular. Teddies and pandas, too, will be in demand.

### Eastern Preview

Good number of stuffed animal lines are sure to appear at the American Toy Fair, scheduled for the Hotel McAlpin April 17-20. Here Eastern salesboard ops and concessioners will have a chance to see for themselves what's new in the stuffed animal world. A good portion of Midwesterners interested in these lines are also expected.

the next game will be played for it, willy-nilly. Word-of-mouth reports are what make or break so many games.

PRIZES GOING HOT in the New York metropolitan area are electric broilers, chenille bodyspreads, rayon quilts, radios and silverware sets. Notice that these items are all for the home. They're mostly what one tin called "necessary luxuries," things that a lot of families can't get along without. Big chances are the first extra cash they get hold of would be invested in such items.

### Fashion Note

NEW YORK, March 26.—Whether the silk-hat crowd on Fifth avenue is trying to swipe some ideas from atom jewelry or they're trying to start a fad, Snooty Bonwit Teller announces the "Accessory Lounge's neatest trick of the week, the Cricket Lapel Watch." It's a nifty rolled gold-plated bug with a big stone for the upper part of the body and a small seven-jewel watch for the lower. Bug's legs have little clips so milady can stick it on her new spring tweeds as an ornament. Trifling consideration, 25 smackers.

## DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The big Spring Special issue of The Billboard will be out next week, which is another way of saying the spring season will be officially under way. Operators always look forward to this issue. They have come to expect it to introduce one or more "click" items, and as ads on new merchandise are rolling in strong, the chances are good that this year's special will not disappoint them. Be sure to get your copy.

And talking of "click" items, there are two numbers already on the market which give promise of developing into powerful producers of deals. One is the battery-operated portable radio; the other is the new candid-type camera with flash-bulb attachment. Both have created considerable comment in New York, and we wouldn't be surprised to see the boys go to town with them.

The battery-operated radio features a new twist on an old idea. And a clever twist it is. Not too heavy, the set may be carried anywhere and used anywhere without worrying about electrical outlets. A grand angle to get John Public to shell out.

The flash-bulb attachment gives the camera a big opportunity to take photos night or day, and a chance to get one of these new cameras will be hard to resist. As a result, the candid-camera craze should repeat.

Sturmy Weiss, of Fredmorr, is on the job. He has lined up a deal which he should be ready to offer soon. Deal works on a 120-hole pee-wee board, 1 to 35 cents, and gives away two battery-operated portable sets and three consolation awards on a \$30 take. Consolation awards include two Parker Duofold pencils and a Lakrolite flameless lighter.

Playland Supply Co. has just issued its new catalog. It is fully illustrated and crammed with items which should interest operators. Among numbers listed are battery-operated portable radio, combination radio and phonograph, wireless record player, electric phonograph and a complete line of small radios in various designs. All are popularly priced and should move. Catalog is free.

Deals on the flash-bulb candid-type camera are also in the works. Look about these in another column.

A salesboard operator may be down but he is out only as long as it takes him to find a new item. And that new item always manages to come along.

HAPPY LANDING.

## Increased Duty on German Imports to Stimulate Biz Here

NEW YORK, March 25.—The 25 per cent additional duty which the United States has imposed on all German imports as a rebuke to foreign aggression is expected to have far-reaching effects in the prize and premium merchandise trade.

A good portion of the glassware items as well as gloves, leather goods and some novelties used in this business has been imported from Czecho-Slovakia in the past. American importers of these items are now scanning the home markets for sources of supply.

Many manufacturers in this country, especially those who make gloves, shoes and glassware, see in the elimination of Czecho-Slovakian competition a chance for increased production. They do not expect to realize any material increase in business, though, for another month or so.

## Fountain Pens in Limelight Again

NEW YORK, March 25.—A famous old repeater in the pitch, concession and direct sale line is again showing symptoms of glowing a strong comeback. Fountain pens have held about as long and varied a career on the premium and novelty box as any item ever put out.

Besides continuing to be the most popular consolation award on salesboards, the trusty ink sticks are in great demand as all-round gifts. Especially in sets with automatic pencils and as desk sets in oaky block with many variations—can tray, calendar or memo pad.

Right at the moment there are some very attractive streamlined models and some using the World's Fair motif. On the gag side there's the jumbo pen—six inch thick and 10 inches long—that really writes. Also a giant automatic pencil still bigger.

## Decanters Proving Popular Prize Item

NEW YORK, March 25.—Judging from the present trend in drinking paraphernalia, the public has completed another cycle in drinking history. The return of popular-priced bonded whiskey and cut glass decanters suggests that people are getting back to pre-war habits.

The mixed-drink craze that followed repeal gave some great prize and premium items to salesboard and bingo ops: shakers, strainers, eyecrowers, syphons, Joe breakers, buckets and beer pitchers. Most of them are still going strong. In fact, a newcomer arrived a short time (See DECANTERS PROVING on page 54)

## Lifblood Of This Business

By MAYNARD REUTER

LOOK

For This Feature in  
The Billboard  
Spring Number

Dated April 8



FAST SELLING EASTER SPECIALS

POPULARLY PRICED FOR PREMIUMS AND BOARDS



Stuffed Plush Rabbit, Robbin, Assorted Colors... \$1.98

1938X7 - Easter Chick in Cage, Dec. 72... \$1.98



Sample 70c additional plus postage. 25% Deposit, Balance C. O. D. Send for Our New Catalogue 25c and 25¢ JOSEPH HAGN COMPANY

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.

Illuminated Pencil

"It lights when you write." That's the catch phrase which arouses everybody's interest and is making a big winner of the automatic pencil of the Underwood Battery Co.

Novel Cocktail Shaker

A clever item that should score a "tongue strike" with lovers of bowling is a regulation size bowling pin that's actually a cocktail shaker being marketed by Evans Novelty Co.

Red-d-Gard Alarm

A small automatic burglar alarm that's scoring heavily with home owners and business men is the Red-d-Gard just introduced by Firex Corp.

Suction Floor Cleaner

A new type of suction floor cleaner approved by the Good Housekeeping Institute is being marketed by the Stryker Products Co.

New Dice Trick

Mago Dice Box Co. has just introduced a number that it expects will be cash in the hand to pitchmen and demonstrators.

Illustration of a dice box and text describing the 'New Dice Trick'.

Suction Sign Clip

The almost limitless use for the Master Suction Sign Clip has created a tremendous demand, report executives at Gordon Mfg. Co.



"PICK IT UP and GO!" IT'S HOT! MAJESTIC PORTABLE RADIO

OTHER HOT ITEMS - GET DETAILS AT ONCE!

EVANS NOVELTY COMPANY 948 West Diversey Parkway • Chicago, Illinois

BE THE FIRST WITH THE LATEST BINGO - PREMIUM - SALESBOARD OPERATORS

BE THE FIRST ACME BETTER BUSINESS BIGGER PROFITS

ALCME PREMIUM SUPPLY CORP. 3139 OLIVE ST., ST. LOUIS, MO.

SCOOP! SPORT GOGGLES! U.S. MADE FULL VISION LENS - ASST'D. COLORS - ENGRAVED FRAMES - NON-SKID NOSE REST

firm states. Item constitutes a handy, convenient way to hang signs, posters, menus, bulletins and hundreds of other types of announcements and merchandise.

HERE IT IS EVERY OPERATOR'S DREAM. A SUPER-TREMENDOUS FLASH FOR LITTLE MONEY!



No. 120 - FLAPPER FANNY. Comes in the Most Beautiful Array of Color Combinations.

WIS. DELUXE CORP. 7002 N. 36 ST. MILWAUKEE, WIS.

Rear-Door Safety Catch

A safety catch for the rear door of automobiles is the latest safeguard and aid to the peace-of-mind of car drivers when children, sample cases and other valuable possessions are bobbing around unguarded in the rear seat.

Cellulose Mop

A new principle in a self-wringing mop is embodied in the Cellulose Sponge, the Lux Co. announces.

Water Softener

New Miracle Co. has a liquid water softener that is reported to be a good number for pitchmen and demonstrators.

FRAMING A JOINT?

HERE'S WHAT YOU NEED 1642 Aluminum Mill Bolts, Each \$ .85 1651 Wood Mill Bolt Bolts, Each .40

4 Tube SILVER RADIO

with DYNAMIC Speaker Small enough to carry in one hand \$694 IN WALNUT

BIG MONEY MAKERS FOR THE SPRING! GAMES, SOUVENIRS \$4.50 & UP

SUPER VALUE

The ELGIN "KWIK-SHAVE" ELECTRIC DRY SHAVER

69c EA. SHAVE CITY PRICE



DEPENDABLE SELF-STARTING MOTOR, DOUBLE-EDGE SHAVING HEAD, STREAMLINED CASE.

GELMAN BROS.

Extra Value! \$2.25 Each 5 for \$10.50

No. 80 9883 - Ladies' Wristlet Watch. Exquisitely Strided 10 1/2" L. Chrome case in assorted, engraved designs with beautiful link bracelet.

ROHDE - SPENCER CO. 223 W. Madison St. Chicago

"SALESBOARD DEALS"

"We Make Up Any Kind of Trade Order" CASEL PAD OR BOARD DEALS

BULOVA - GRUEN ELGIN - WALTHAM

WRIST AND POCKET WATCHES FOR LADIES AND GENTS. \$3.10

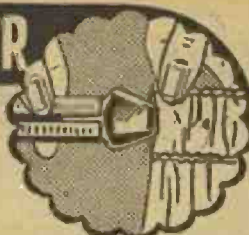


# CURTAIN ROD THREADER

File a real need cheaply. Saves time, temper, and tearing of curtains. Manufactured in U. S. A. Highly Abused and guaranteed to do any make that curtain rod. Packed 54¢ to be sent on illustrated display card.

WHICH  
GROSS **\$2.00** • WHICH  
GROSS **\$2.25**

SEND 7c FOR SAMPLE PREPAID  
**BENGOR PRODUCTS CO., 878 BROADWAY, NEW YORK, N. Y.**



## NOTES from SUPPLY HOUSES

Leon Levin, of Levin Bros., wholesale, premium and carnival supply house, predicts a big season for outdoor show business. He advises that inquiries received from boys framing shows and concessions indicate that they are preparing for one of the best seasons.

In a full-page news story in *American Magazine*, accompanied by a large illustration, Helen Warny, of Toy Balloon Co., is styled an "inflationist."

## THE SENSATIONAL MYSTIFIER



### MAGIC DICE BOX

PITCHMEN • DEMONSTRATORS • STREETMEN •

### MAKE BIG MONEY!

Single Dice Box is a Natural! A demonstration attracts large crowds and big sales. Ask for any information in the box—and there it is. AMAZING—MYSTIFYING—APPEALING. Yet, it is simple to work. Anyone can do it. Observe the dice when they're in the box that does the trick. Made of bakelite. Impenetrable in every way. So the first is your territory to cash in.

**\$33.00** GROSS

25% Deposit With Order, Balance C. O. D.  
**MAGIC DICE BOX CO.**  
33 W. 42d St., Rm. 1724-25, New York City

Ingersoll Mite

Lowest Price Ever Quoted

Lots of 25 or more 1.20 each

Wholesale Quantities, \$1.25 Each.

B1W73 - Metal Band, B1W79 - Leather Strap.

Chromium Plated Cases with Silvered Dial and Gold Plates. Unbreakable Crystal. Cash in Box With \$5.00 Price Mark.

## N. SHURE CO.

200 W. Adams Street CHICAGO

Send for Free Illustrated Diamond Clearness Circular

### HERE'S AN AMAZING OFFER

#### GENUINE DIAMONDS

100% PURE 100% GENUINE

**\$25** PER CARAT

100% PURE 100% GENUINE

**FRESS AND SON**

is about Miss Warny's activities in the toy balloon business. Before entering this field she was connected with the Ohio Chemical Co. and while with this firm learned many technical details of inflating gases. When helium became available to the balloon trade Helen's firm was the first to distribute this material on a large scale. Also Miss Warny's services are much in demand by banquet directors of large hotels. She has collaborated with Elsa Maxwell in many of the latter's events and is otherwise regarded as quite a factor in the balloon field.

## DECANTERS PROVING—

(Continued from page 52)

egg. It is a cocktail shaker shaped like a bowling pin. Very timely now that bowlers are in the midst of their annual tournament in Cleveland.

Coming back in vogue is the old cut-glass brace of liquor decanters bearing the simple but eloquent words, "Rye" and "Scotch." The set consists of a tray with handle and large enough to hold the two one-quart decanters and four cut glasses on either side.

One of the reasons the outfit's so popular is that thrifty hosts may serve cheaper blends of liquor without advertising the fact. It looks like a good display rack number, combining class with flash.

## HILDERBRAND'S UNITED

(Continued from page 39)

Jack Brick and Al Keenan; Eustel Troupe; Capt. Charles Soderberg, high act, and Throop's one-riding circus.

Newly decorated office was the mecca of the visitors. Mrs. Reiley, Castle house guest of Lucille King, was a frequent visitor. Mr. and Mrs. Ed Lacey's cookhouse is popular with showfolk. Johnnie Cardwell and crew spent the week constructing several new concessions. Fred Stewart and crew constructed the Ten-in-One show. Mr. and Mrs. Bob Perry have remodeled their mock-drome. J. H. Henry circus clicked with the kiddies. Mr. and Mrs. Fred Thumberg's Octopus topped rides, with Byron Kast's Putt Putt a close second. Louis H. Gravenau joined with his Mix-Up, as did Mr. and Mrs. E. Johnson with their Tallpin Ride. Margaret Balcom's photo gallery did well. Concessioners reporting good business were Art Anderson, Johnnie Cardwell, Ralph Balcom, Hazel Fisher, Verma Seeborg, William Dykes, John Donzell, Ed Seated, William Woods, Tom Pierson and Carl Peury. Hazel Fisher and Verma Seeborg were hosts to many visitors in their housecar.

Claude and Leone Barte's French Casino was popular. Mr. and Mrs. Gene Knowles joined with their pony-round, Frank Platten and J. Henry, Jr. joined with concessions. Manfred Stewart's new Illusion Show is under management of Everett Mitchell. Mel Rensick joined Barte's French Casino. Dorcas Summers is one of the attractions of Ten-in-One. Mike Rogoshin's Baby Ride joined the kiddie rides on the midway here. General Agent Pierre Ouellette, accompanied by his wife, Fay, left for the Northwest on a booking tour. General Agent E. Pickard, of White City Shows, visited, and Special Agent George Morgan completed his work in this section and departed for Sacramento, Calif.

## FLUSHING FRONT—

(Continued from page 28)

which has done a good deal of interior work in various buildings.

Latest word is that the Lost Battalion spec is in the uncertain class. The Sun's WF-million due on April 29. The Mirror next day. Four grease pits per 100 capacity is restaurant requirement.

Transportation notes. 100-buses over 10 miles of route. 10 tractor units over 4 1/2 miles and fleet of electric chairs and hand-pushed guide chairs. Exposition Greyhound; operating buses for 10 cents along 300 routes, tapping

11 entrances and 32 stations. Buses seat 60. Tractors operated by same company, two bits for adults, 10 cents for kids. American Express, Co. handling chairs with student attendants. Tab is 25 cents for 25 minutes.

Billy Rose has engaged Fred Waring's Glee Club for Aqueduct. Waring will direct 24 male voices. Rose is reorganizing aqua 18 sections. Water ballet under Floyd Zimmerman direction at local pool. Dancers and showgirls at Manhattan Center, John Murray Anderson on directing end.

Ralph Hitz signed up for catering in Consolidated Edison exhibit.

Among agents signed by Pop Dunlap for his guessing scales are Doc Beck, Orest J. Devany, Charlie McBride, Charlie Engels, Doc Zeisman and Lou Hirsch. Will have minimum of 15.

Lesdo Halasz will direct Hungarian opera, *Mari Janos*, at Int. Plans call for four shows a week with All-American cast except for two principals and a stage director, who will be imported. There will be 35 chorus members, 30 ballet dancers and other artists, all members of American Guild of Musical Artists, now negotiating wage scale and working conditions.

Joseph H. Hughes, veteran outdoor showman and for the past few years assistant to George A. Hamid in his fair-booking activities, has been named superintendent of Children's World. He will be back with the House of Hamid next fall. CW general offices were transferred this week from the Empire State Building to its headquarters at Irving Boscaphal of Palisades Park, across the river in New Jersey, gives the amusement sector the once-over.

Norjain Yule, in charge of Southern Rhodesta's Victoria Falls show, goes on the air for a series of six broadcasts over WJBL. Will plug the show.

Maurice Mermay and George P. Smith Jr., of the concessions department, intrigued New England park men in Boston on March 21 with their vivid descriptions of the Flushing Meets. There's a move on to have all park men in that sector visit the fair en masse.

Ballantine's Three-Ring Restaurant, first concession to open, has been doing swell since its 140-foot bar and exterior since debuting on March 16.

Driving of piling was launched this week on the Giant Crane, Jitterbug and Cuddle-Up, all Baker-Traver rides.

Old New York Village started construction on its superstructure and other major villages are well along the building trail. Sun Valley is easily in the lead and Merrle England proceeds nicely.

Among agents signed by Pop Dunlap for his guessing scales are Doc Beck, Orest J. Devany, Charlie McBride, Charlie Engels, Doc Zeisman and Lou Hirsch. Will have minimum of 15.

Lesdo Halasz will direct Hungarian opera, *Mari Janos*, at Int. Plans call for four shows a week with All-American cast except for two principals and a stage director, who will be imported. There will be 35 chorus members, 30 ballet dancers and other artists, all members of American Guild of Musical Artists, now negotiating wage scale and working conditions.

Joseph H. Hughes, veteran outdoor showman and for the past few years assistant to George A. Hamid in his fair-booking activities, has been named superintendent of Children's World. He will be back with the House of Hamid next fall. CW general offices were transferred this week from the Empire State Building to its headquarters at Irving Boscaphal of Palisades Park, across the river in New Jersey, gives the amusement sector the once-over.

Norjain Yule, in charge of Southern Rhodesta's Victoria Falls show, goes on the air for a series of six broadcasts over WJBL. Will plug the show.

Maurice Mermay and George P. Smith Jr., of the concessions department, intrigued New England park men in Boston on March 21 with their vivid descriptions of the Flushing Meets. There's a move on to have all park men in that sector visit the fair en masse.

Ballantine's Three-Ring Restaurant, first concession to open, has been doing swell since its 140-foot bar and exterior since debuting on March 16.

Driving of piling was launched this week on the Giant Crane, Jitterbug and Cuddle-Up, all Baker-Traver rides.

Old New York Village started construction on its superstructure and other major villages are well along the building trail. Sun Valley is easily in the lead and Merrle England proceeds nicely.

## CA DEMANDS—

(Continued from page 25)

suggested that a utility fund be put into service.

Chairmen of all committees of the Concessionaires' Association and its officers make up the executive board which confers on all important problems and calls general meetings when necessary. O. L. Cameron is president; Harry A. Illions, first vice-president; F. M. McFalls, second vice-president; Cliff Wilson, third vice-president; J. B. Lane, treasurer. Committees comprise:

Restaurants, Elmer H. Bose, chairman; E. B. Bender, George Haley, Lars Svendsgaard; Publicity, Harry Seber, chairman; Harry A. Illions, Walter K. Sibley, Duncan Currie, Stands, William B. Wolken, chairman; Louis Sheridan, Frank J. Berlin, J. Ed Brown, Novelty, Charles Davis, chairman; Tom A. Wolfe, Harry Taylor, Shows, Sally Rand, chairman; Charles Mayon, John Branson, Freda Wilson, Harry Seber, Riding devices, Harry A. Illions, chairman; Harry C. Baker, Nate Miller, Charles P. Keller Jr., D. O. Cross, Miscellaneous, F. M. McFalls, chairman; Max Schwartz, Joe Rogers, Low Dances, Cliff Wilson, William Russell, Harry Taylor, Membership, Wesley W. Bercovich, chairman; Max Schwartz, Julian Harvey, Salley E. Michaels, Adoree Berry, Special events, A. Childrell, chairman; Duncan Currie, Harry DeVaux, Walter K. Sibley, B. B. Lochman.

Charles P. Keller, affiliated with the Harry C. Baker enterprises, Roller Coaster and Speed Cars, has been co-operating 100 per cent with the association, members report.

Evidently the concessioners' squawk about improperly placed electrical transformers had effect. The big pots have been boarded up against the public and the chicken wire formerly used has been removed. Members now appear satisfied with insurance rates, which are declared to be as reasonable as in any big city in the country.

Illions has suggested negotiations to

bring Dr. Coney, noted incubator baby show operator, here to run the Incubator Show. Need of directional signs as well as a few more benches would help things a lot. As it is comfort stations have to be pointed out by cashiers and ticket-takers.

"Let-the-kids-in-for-a-nickel" slogan, which has unanimous support of concessioners, is gaining momentum. Last Sunday there was 73,717 paid attendance, close to matching the opening Sunday. It was the second Kids' Day on the expo calendar. With Illions leaving on a trip to Montreal, management of the Ferris Wheels will be taken over by Frank Bittle.

## GLEANINGS—

(Continued from page 28)

and that construction on the big building for this great painting will be started at once. Sally Rand, still topping the midway, is installing a big vertical neon sign atop the Nude Ranch.

Men's Club, semi-private organization, is constructing on Avenue 0 a building that will help fill an unsightly gap.

Expo attendance is gradually climbing and it is thought that by May 7 and from then on estimated gate receipts will be reached. If later crowds come as well as the early visitors every attraction of appeal and merit will make money. At this writing it looks as though the Midget Village will be abandoned. Fair management has not taken to this type of outdoor attraction. Amusement committee is trying to work out some plan to take over this space; reimbursing those interested. Most artistic stands on Treasure Island are the Swift Ice Cream shops. As evidence that it pays to frame with some style, these stands are doing uniformly good business.

As loud-speakers are not permitted on the Gayway, all shows have street grinders placed about 20 feet in front of the shows in the roadway. Great trouble with this class of workers is that most of them know about everybody that comes on the grounds and seem to transact all of their personal business after they come to work. Occasionally they find a little time to talk about their attractions.

Attendance on Sunday, March 26, was nearly 70,000. All Gayway attractions did good business, especially the new Greenwch Village, which opened on March 18. Castle & Seber have displayed nothing but the quintessence of showmanship in assembling this great show. It bids fair to be the most popular place on the Gayway and should make a substantial profit for its promoters and operators. More than 300 people are necessary for its operation.

Incubator Babies reports an increase of business over preceding weeks. A number of changes have been made, including a heating plant. Arthur Hoffman is manager; Pat Delaney, Hughie Mack, Chuck Ruppert, front men; Dave Smith, Edward Grau, Edward Beckenridge, lecturers; Mary Ewing, Mrs. Newman, Mrs. Clark, Miss Morris, nurses; Kenneth Madison, Franklin Barnett, tickets; Frank Foster, maintenance; There are eight premature babies on exhibit, including two pair of twins, and eight more in the quarantine room, where they must remain 10 days before being placed in the exhibition room. At Children's Playground, slowly coming into being, new kiddie riding devices are being installed as well as a number of concessions. Julian Harvey's Lux Theater, not doing so well, will be transformed into something more profitable. Trouble is the high cost of operation during slow days. Harry A. Illions reports excellent business with his Big 25 Wheels and new ride, Swing-It.

The rumored that Sally Rand is negotiating for the Midget Village site and buildings with the idea of transforming the spot into a Gay Nineties. Olive, of rope trick note, whose building is still dark, advises that he is awaiting arrival of his tricksters from India to get in operation. He says he has a \$28,000 investment in the building and show.

## ELGIN & WALTHAM \$2.95

Renewed Guaranteed

### Men's Wrist Watches

Wholesale & Retail Since 1916

Send for Free Catalog New 25¢ Cop. Pk. C. O. D. Lathin

LOUIS PEROFF  
720 Walnut St., Philadelphia, Pa.




**SOCIAL SECURITY**  
AND 23 OTHER NAME PLATES  
Write for New 1939  
**FREE CATALOG!**  
COMPLETE NAME PLATE LINE AND  
STAMPING MACHINES  
**THE IDENTIFICATION CO.**  
(World's Largest Distributors Name  
Plates and Stamping Machines)  
1240 BROADWAY, NEW YORK CITY.

**NEW WORLD'S FAIR MODEL**  
Just Out... The Pen of Tomorrow.  
Simple Set 30c.  
  
**PEARL PLUNGERS, \$18.00 Gross**  
PENS & PENCILS & COMBS.  
**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.

**Every \$1.00 Gets you \$5.00**  
Yes, the real profit. Goodrich  
Knee Wrench always gets  
depth, and when you fall feet-  
ports. Made up by the  
Greenshield Co., Est. 1884, they  
with confidence. Pitchmen, Win-  
dow Workers, Dealers, write for low  
gro. prices. Best season ahead.  
Sample list.  
**GOODRICH,**  
1500 West Madison,  
Dept. 50-A, Chicago.

**PITCHMEN**  
The sensation of the Pan American  
Hernandez DeSoto Exposition in  
Tampa was the **HARTLINE Fountain  
Pen and Pencil**, a National product,  
reduced for the first time to prices  
that suit your purse.  
Send 50 cents for samples.  
**HARTLINE PEN COMPANY**  
Tampa, Florida

**SIMPLE DEMONSTRATION SELLS  
HARD WATER REMEDY!**  
92% of nation suffers from hard water!  
Here's simple remedy...no chemicals!  
Send for **FREE BOTTLE**, demonstration  
details, information.  
**NEW MIRACLES**  
148-20 Liberty Ave., JAMAICA, N. Y.

**NEW 1939 LINE**  
OF PENS, SETS AND COMBINATIONS  
  
Write for New Price-List.  
**ARGO PEN-PENCIL CO., Inc.**  
220 BROADWAY, NEW YORK, N. Y.

**SOCIAL SECURITY PLATES**  
Star \$ 8.25  
100 Plates, \$ 40.00  
100 Combs, 9.00  
100 Single Combs, 2.00  
Sample Plate 10c; with Name and Num-  
ber, 25c.  
Send for Catalog,  
311 Dimes Street,  
Brooklyn, N. Y.

**PER GROSS \$18**  
**BETTER PLUNGERS**  
3 Assorted Samples Postpaid 50c  
**ASS'D PEN, Mfg., 187 Lafayette, N. Y. C.**

The only Pen that fits a **BANKER** in another  
**BANKER**. Corbin's... It's all in the  
Pen Point. **WORLD'S FINEST SPECIAL** Now Ready.  
Get my new Price List.  
  
**JAG. KELLEY, THE FOUNTAIN PEN MAN**  
457 Broadway, New York City

**PITCHMEN**  
A department for Pitchmen, Demonstrators, Novelty Sales-  
men, Medicine Showmen, Agents, Streetmen and Others.  
by **BILL BAKER**  
(Cincinnati Office)

**W. D. COOPER**... who has been rambling thru the hills of Mississippi for the last four weeks, pens from Pulton, Miss.: "I made this town in '31 and again four years ago, at which time a chestie had his house trailer parked in the Courthouse square. Wonder if Phil Babcock ever thinks of Southern Mississippi. By the way, Sumrall is Dewitt Shanks' home town. I'm going back to the Alabama hills until it gets warmer."

**JOSEPH ONAZZO**... who has been pitching for 10 years, comes thru with his first pipe from Roanoke, Va., and informs that the boys and girls in the business know him as **Joseph O. Marino**.

**STANLEY NALDRETT**... says he and James Collins, ace pen worker, worked the same store in Louis-ville recently to good takes. Stanley also met Robert Vebing, of pen fame, while in Louisville. He says he'll work juicers for three weeks in St. Louis.

**ARE ANY OF YOU** going to try out a new line this season?

**J. C. REYNOLDS**... shoots a lengthy one from New York: "Pulled in here from Miami, Fla., where I spent an enjoyable winter." By the looks of things I should still be there, but I want to visit friends and get stocked up on auto polish. Have seen a few of the boys working between beats, but at present the town is hot. The Jitterbug doll sure seems to be a winner. Saw Dannie Morehows, of ool fame, work. If you want an inspiration just spend a few minutes in one of his tips! He is one of the few veteran ool workers left, and still goes for \$1. I visited Jimmie Ward, who has been confined in a local hospital with pneumonia for six weeks. He says he'll be out soon and at work when the season starts. Would like to read pipes from Detroit and Chicago. Come on, Jack La Mar and Eddie Sullivan."

**IF YOU NEED** a stimulant, why not try cultivating the weeds that lie beneath your hat?

**AL SELLERS**... recently passed thru Newark, N. J., and visited the Wunder-Tone pitch store, and Mr. Wunderman, the proprietor, who says the boys are doing well. Roster includes Professor Raymond (Rajah); the Root Man; Madame Thelma and Doc Jack Kahn. Wunderman says he will take to the road when the weather breaks.

**HUGH K. DIGGINS**... scribbles from Waterloo, Ia.: "Affixed in Iowa February 20 because of my mother's death after spending six weeks fishing and working around Dixon, Miss., to poor results. Found East Texas fair during November and December. Lufkin, Tex., is open on trade lot. There also are several small sawmill towns near by

with good pay rolls, including Diboll, Jasper, Wells, Keltys Mills, Zavalla and Huntington. Marshall and Jackson are open. Pascagoula, Miss., should be good soon because of large ship-building contract."

**FAMOUS LAST WORDS:** "I can do with ease anything any other pitchman does."

**LISTEN TO THIS**... blasts Harry Malera from New York: "After being hospitalized here since June I am going to be released May 1. I can't tell you how happy I am. Everything looks o.k., and I'm feeling fine."

**EDDIE DELOY**... boasts a few lines from Miami, Fla.: "Have been selling comedy around Miami, Homestead and Hellywood, Fla., for Taylor Trout, vaude agent at Holly-wood, Fla. for three months. I'm now working with Morris Kahnroff, pitch-ing-electric-razors to good takes. Met Doc Hale working books and food at the Homestead Fruit Festival and Danla To-mato Day. Morris and I worked the Hollywood Firemen's Celebration under management of Taylor Trout. Boys and girls of the trip had begun to mi-grate north. Mrs. Victor Leo, Bryon and Billie Wood will start their trek April 1. All report a fair winter."

**MUSTLERS' TIPS:** "Don't forget the Easter week this year, boys and girls. They've received a big play in other years and this one should be no exception. Any good and hand-working dealer should be able to obtain a nice-sized bank roll by purveying a new variety of artificial flowers in that category. There's little else left. Order your stock now."

**DR. GEORGE M. REED**... infoes from Columbus, O.: "Dad Morris is getting a little money on High street with O. Y. dogs. Columbus is now closed tight except for the walking reader, and one must have his photo on his reader and be a registered voter at the last election in order to get it. Boys with the cut-throats are out in droves on High street. I'm working corn dope and razor blades on High street, but must keep moving, as it is hard to get money. Mrs. Reed and I expect to spend Easter with Mrs. Reed's daughter in Canton, O., and I will probably look over Akron and Mansfield, O."

**JAMES L. OSBORNE**... is working a few Missouri sales while waiting for snow to leave the Iron Range. He says business is fair and weather good.

**DREAMING ABOUT** big bank rolls in the spring usually finds a fellow cadging coffee and doughnuts in the fall.

**SENATE UTILITIES COMMITTEE**... Columbus, O., recently killed a bill to license itinerant merchants after representatives of many businesses, operating thru jobbers, protested against it.

**REPORTS FROM**... Wilmington, Del., indicate that Docs Jay Ross and Jerry Coates are still gathering their share of the lucre working herbs there.


**"GET GOING"** is the successful pitchman's motto.

**JACK A. RYAN**... big-show announcer on 'Robbie's Bros.' Circus last season, last week concluded his 11th week demonstrating herbs in Nelson's, Cincinnati, to successful results. He recently obtained the exclusive on Gypsy Dyes and begins demon-strating the item this week. He plans to remain in the Queen City store until Easter.

**DOC J. B. BAYE**... blew into Cincinnati last week from the West Coast; where his six-people herd show has been working to good results. For a visit with his sister, who resides in Covington, Ky. During a visit to the pipe department he infoed that Silver

**OAK-HYTEX BALLOONS**  
**Fast Selling Novelties**  
  
Hobby, Spiral and Serpen-tine, with their novel shapes, are attention get-ters and fast sellers ex-actly. Offered in sev-eral sizes.  
Sold by Leading Jobbers.  
**The OAK RUBBER CO.**  
KAVENNA, OHIO.

**NEW CATALOG!**  
Showing latest, fast selling Combs and Whitening Rings, Lockets, Crosses and En-velopes' Variety. Send for **FREE CATALOG**, or \$2.00 for sample.  
**Majestic Head & Novelty Co.**  
907 5th Ave., N. Y. C.

We Manufacture a Complete Line of Fountain Pen & Mechanical Pencils and Gift Sets.  
  
**SOUTHERN PEN CO.**  
Manufacturers Since 1913.  
18 N. Union St., Dept. "F", Petersburg, Va.  
Send \$1.00 for Sample. Prompt Shipments.

**FREE CATALOG!**  
Showing newest fast-selling items, highly polished, in Lockets, Crosses, Engraving Jewelry, Combs and White-iron Rings. Send \$2.00 for com-plete 50 pages. **JACK ROSEMAN CO.**, 207 1st Ave., New York City.

**UNDERWOOD**  
PENS • PERKOLS • COMBS.  
**BUY DIRECT FROM MFRS.**  
For Better Grade Pens See  
**GRODIN PEN CO.**, 952 Broadway, New York City.

**ELGIN & WALTHAM**  
**REBUILT WATCHES \$1.75**  
7 Jewel, 10 Size, in R. H. Engraved Cases, at  
Send for Price List, Money Back if Not Satisfied.  
**CHESEBURY CITY WATCH MATERIAL CO.**  
112 N. Broadway, St. Louis, Mo.

**DEANE'S D. E. BLADES**  
FINEST SWEDISH SURGICAL STEEL.  
Every Blade Unconditionally Guaranteed.  
IN DISPLAY CARTON (20 Pkgs. 5's), 100, 400  
OR DISPLAY CARDS (20 Pkgs. 5's), 300, 450  
Send \$1.00 for 4 Carbons and 1 Card (200 blades).  
All forwarding charges prepaid and including  
25 FREE Sample Blades.  
**DEANE BLADE CO.**, 132 West 23d St., New York City.

**NEW NUMBERS!**  
Latest Series of White and Colored Stone Rings. All New Designs. Catalog Free or Send \$1.50 for 15 Finest Swarth's Fast Sellers - Lockets, Charms, Engraving Pens.  
**245 BROADWAY, RADIUM RING CO., NEW YORK CITY.**

**MEDICINE MEN**  
Write today for our catalogue of Tablets, Oil Salts, Capsules, Herbs, etc. Low prices-quick service.  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
187 E. Spring St., Columbus, Ohio.

**Veterans Wake Up!**  
Now revealed to larger quarters... 904-11mm, and back in line with the Veterans' Jobs Branch, Man-agement to be held at 136 to 252. Other ex-ceptionable features, Holiday Plaques, Patriotic Calen-dars, Veterans' Cards, etc. 25c. Send the for **VETERANS' SERVICE MAGAZINE**, 169 Duane St., New York City.

Charleston, W. Va., Double Edge, Pocket Pen, etc.  
**BLADES \$2.50**  
Single Edge - packed 25, \$4.50 per 1,000.  
Send 70c for Sample.  
**JEDRO CO.**, 138 W. 23rd St., New York City.

**SOCIAL SECURITY PLATES**  
Over 40 million names. Universally needed. Every business, every government, every school and every individual should have a Social Security Plate. Also new plates with the display value to work for you. No money needed, we start you in business. No in-ventory necessary. Every year we have a new one. **FEDERAL NAME PLATE CO.**, 287 Broad-way, New York City, Dept. 10-47.

**The Johnny-Come-Lately**  
By **E. L. KIEHL**  
**LOOK**  
For This Feature in  
**The Billboard**  
Spring Number  
Dated April 8







# SPRING SPECIAL

## SUBSCRIPTION OFFER

**30** COPIES OF *The Billboard* FOR ONLY **\$2**

During the next two weeks you can buy the next 30 issues for only \$2. Let's see. Thirty weeks will include the BIG Spring Special, Summer Special, Fall Special and 27 regular issues from April to November. Thousands of readers will gladly pay \$4.50 for the next 30 copies at the regular single copy price. You need pay ONLY \$2. This offer SAVES YOU \$2.50—it cuts the price to less than 7c a copy and no sales tax (Ohio residents excepted) to pay.

*Your Subscription Will Begin With the BIG*

# SPRING SPECIAL

*Offer Expires Midnight April 14*



This Great Offer Gives You ...  
**30** copies of *The Billboard* for **only \$2.00**  
**You Save \$2.50**  
From the Newsstand Cost

**THIS COUPON SAVED YOU \$2.50** 418

The *Billboard*,  
 25 Opera Place,  
 Cincinnati, Ohio.

Please enter my subscription for the next 30 issues, for which I  
 enclose—not the \$4.50 thousands of readers will pay for these copies at  
 the newsstands—but ONLY \$2.

Name ..... Occupation .....

Street ..... State ..... City .....  New  Renew

The Rate on This Offer in Foreign Countries (Except Canada) Is \$3.50.  
 This Offer Applies to "Permanent Address" Subscriptions Only.

Regular Rates: 1 Year (U. S. and  
 Canada), \$5. Foreign Countries,  
 \$7.50. Single Copy Price, 15c.

**LESS THAN 7c A  
 COPY IF YOU MAIL  
 YOUR COUPON NOW**











The Whirl of Today (Including Money Matters)

WHAT carnival operator about to start his tenth year as a midway mogul (his "initials" are Art Lewis) is generously going out of his way to raise scratch for several show caterers who need it desperately? ... One of the bigger N. Y. World's Fair shows got its 800,000 construction and preparation ...

The Public Prints: Chesterfield's latest ad copy features a sketch of the Great Wallendas, the high-wire-outdoobles, in their sensational pyramid. ... Joe Leebing, who wields a mighty typewriter, has just finished his profile of Dr. Courtney, the incubator specialist. It goes in The New Yorker soon. ... Buy yourself the March 26 Saturday Evening Post and get yourself a great, big look at a two-page layout of natural color photos by Maxwell Frederic Coplan along with a running yarn on the Ringling-Barnum show, all under the title Cats and Klackers, a terrific spurge for the Big One practically on the eve of its 1939 opening at the Garden. Article traces the history of the 1938 season and also offers a brief glossary of circus terms, old and familiar. But, of course, a new generation is growing up. ... April's Look devoted four pages to the Gibb Sisters, Stamess twins, with a Frank Worth plug. Credit L. G. (Ted) Miller, Worth's sub-thumper.

Advertising Section: "My dear Leonard, I may be tardy, but bear with me to say that since the days of P. T. Barnum, the outstanding side-show owner and director is Peter Kortez. I thought it was Ous Lambrigger for two years. This year it was with Kortez I found out beyond the shadow of doubt that he is the 'Colonial Leader.'" - Doc Waddell.

"Many thanks for your article in reference to Pete Kortez. It ever given an opportunity to see this show, you will agree with me that it is the outstanding side-show of the country. There are 24

WANTED AT ONCE Builder that can design and build modern fronts. Dodson's World's Fair Shows Huntington, W. Va.

WANTED Experienced Bingo Caller: CRYSTAL EXPOSITION SHOWS Camden, South Carolina

SILVER FLEET SHOWS WILL OPEN APRIL 15. ALL ENDS: Full Game, Popcorn, Penny Pitch, Mini Gallery, Local Gallery, Show Cases, Photo-Talk-Win, Hoopla. ...

attractions on the main floor besides several concessions. There are 32 people in all. - Roy B. Jones. Cabbages and Kabbalahs: The next bellyboo and pay attraction to sweep the country will be (if it isn't already) the Kabbala, a new and intriguing angle on astrology. It's produced by the Yermel Stern Attractions. Yermel is known all over Broadway, once as associate of Billy Rose. At long last someone has put brain stuff into readings, with production wrinkles that are box-office certainties. The outfit is capable of producing 100 answers an hour over a telephonic arrangement between the patron and a living "Princess." We are glad to write this kind of ad because the branch of show business involved needs a healthy shot in the arm.

Hartmann's Broadcast

LAST week in this pillar Eugene S. Adams, recorder of deeds of Peoria County, Ill., voiced his disagreement with George Brinton Neal on the question of circus baggage horses and the treatment received. Now Adams got the impression that baggage horses were abused. Neal fails to see and expresses himself thus: "First, thanks for the splendid way in which you handled my Ringling story. Second, and with no intention of starting a long contest of letter writing but in justice to myself, just a word in reply to Eugene S. Adams. In no way did I mention, or even suggest, that baggage horses were abused. In fact, I fall utterly to see how he got that impression. I merely pointed out that the work they were called upon to do was heavy, and that it was, at times, killing work. He brings in the item of whips. I never mentioned whips of abuse. If it is any relief to the gentleman, however, I will go on record as stating implicitly that in all my years with shows, big and little, I have never seen any abuse of baggage stock, nor do I believe that such was the practice. I repeat, however, that the job of hauling the big show wagons to and from the train was a heavy one." And as to Ralph Chamber's suggestion (also in last week's pillar) that he exaggerated, Neal says: "The show records prove my claim that horses died getting the show on the lot. This happened at several places of which I have accurate knowledge."

A PRESS AGENT never knows what is coming his way. Take Dick Collins, for instance. Dick has press-agented hot dogs and practically all ends of the show game. Of late he has been holding down three jobs at one time—press-agenting for Dick Harris' Model Shows and Greyhound Night Club in St. Petersburg, Fla., and Harris' campaign as a candidate for councilman-at-large in St. Pete. Walter D. Nealand, another one who is in the front rank as a p. a., has also had varied experiences press-agenting, but Dick wonders if Walt ever tied up with a carnival night club and a political campaign for the same man and at the same time. Isn't that running the entire gamut of show business?

A THREE-QUARTER-PAGE advertisement of the Great Wallendas' endorsement of Chesterfield cigarettes, released last week to over 7,500 newspapers throughout the country, meant 230 smackers to the high-wire ace and Walter D. Nealand, who engineered the work. The stand was split equally. Indorsements included an action picture of the group. Advertisement of a like nature will appear on many billboards in various parts of the country starting April 1. Publicity tie-up with the advertising agency handling LEO Chesterfield account was made in October, 1938. After the close of Ringling-Barnum circus last June, the Wallendas played parks for a while and then joined Murk's Shows as a free attraction until the close of the season. They go back to the Big Show this year, opening at Madison Square Garden next week.

MANY guesses have been made on the attendance of the Golden Oaks International Exposition for this year, but it remained for Harris D. Connick to be the first party to make a bet. Director-General Connick is optimistic to such extent that he made a \$1,000 wager with a San Francisco man that the fair would draw 25,000,000 people.

ROY E. LUDINGTON, general manager of Crafts' Shows, thinks Mexico should be a haven for press agents. A

few weeks ago he went to Mexico to get some publicity for his show in one of the Mexican sheets, with the result that he was given a special carnival-edition banner line across the front page, a double-column three-inch ad, and a three-column four-inch news story, all for two and one-half pence (20 cents in U. S. money) and 10 passes. Whatta deal!

Notes From the Crossroads By NAT GREEN

SPRING made a Grand Entry last week and a sunny skies-bally breezes combo is spurring the outdoor show boys to activity. Mike Dodson, Charles Miller, Patsy Poterka, Hadji Delaglan and others of the local fraternity are busy painting rides, polishing up the wheels, buying new laydown clothes and laying in stock to bring the neighborhoods of Chicago and environs a little fun and amusement. Local supply houses report numerous orders and inquiries, indicating that there is going to be plenty of activity on the lots.

The numerous suburbs of Chicago are a fertile field for the forty-milers, who find little trouble in keeping busy throughout the season, what with celebrations, industrial picnics, etc.

Random Jottings: STORK—Mrs. Gordon Jones, the former Katherine Boulware, expects the stork in April. ... BEER—Chit Thompson, giant, has deserted the white tops and has been quite successful as a beer salesman. ... TRAINER—"Cats" are never tamed, they are trained," said Clyde Beatty in discussing his circus work with Eddie Cantor on the Cantor air program. The repartee between Beatty and Cantor was cleverly handled. ... SWING—Antoinette Concello, of the Flying Concellos, is from her concluding winter engagement at Rochester for a brief rest before starting the new season. Hubby Art went direct to New York. ... TREASURY WATCHDOG—Dave Schwartz, auditor for Amusement Corp. of America, in Chi conferring with ACA officials. ... AUTHOR—A. E. Seldon, the Stratophere Man, has an interesting story of his life in the current Physical Culture mag. ... PUBLICITY—Harry Chipman, West Coast publicity man, stopped off in Chi for a day on his way south. He will be with Barnett Bros. ... TIMELY—That Ringling story in Satepost by Courtney Ryley Cooper, illustrated with color photos by Maxwell Frederic Coplan, was perfectly timed and should do the Big Show a lot of good.

Wonder why some shows are afraid to let the public know that some of their acts came up from small shows? After all, it's the performance that

counts and the fact that an act has elevated itself from a lowly beginning to stardom should be a good exploitation point.

There's a bull market on sound trucks in Chicago. Between Mayor Kelly, Dwight Green, mayoral aspirant; the Hearst CIO strikers, the opposing AFL Hearst employees, the restaurant/union campaign against three restaurant chains, and sundry trucks ballyhooing picture theaters practically every sound truck in Chicago has been pressed into service.

Apent the Charlie McCarthy "Whispering" Frank Marshall, Chicago wood-carver who made the original Charlie, says he could turn out another one in three or four days if necessary. ... Lester C. Esig, 15-year-old son of Buster the costumer, is a hero to his pals since he killed a huge polar bear with a bow and arrow on his recent Canadian hunting trip. Esig shot the bear, which was swimming in James Bay, from the deck of a schooner. ... Marie C. Stokes, of the Mississippi Valley Fair, Davenport, Ia., has added the lecture platform to her many activities and has been speaking thruout Iowa.

Start New Business WITH NEW GREASELESS DOUGHNUTS IN YOUR KITCHEN! Amazingly Popular FOOD IDEA! A surprising new profit opportunity is now offered to every little home man and woman! A sensational new kind of food business has been invented that can be operated with no previous experience either full or part time. See profits possible every day under the smallest capital.

WE OFFER EVERYTHING SUPPLIED with complete equipment and plans for making and selling delicious new greaseless doughnuts that are cooked in a remarkable electrical device. Easy to cook and more profitable than old-time doughnuts are made. These delicious new doughnuts—Brown Doughnuts—can be made and sold faster. No wonder so many people without one bit of experience are literally cleaning up "hot-cakes" with this new money-maker! COST NOTHING To learn all the facts about this wonderful home business. Amazing details sent absolutely FREE—show exactly how you can start at home and make good profits from the very first day. Send your name to be posted for our special auto-starting offer. Do this at once and you may actually be in a good business for yourself. BROWN DOUGHY CO. 420 N. Wabash Ave. Dept. D-214 Chicago, Ill.

PAN-AMERICAN SHOWS--LAST CALL

OPENING JOHNSON CITY, ILL. SATURDAY, APRIL 1. CAN PLACE Special Agent, will check record who can get name up and contact bankers. CAN PLACE also handles and conducts with what we have. SHOWS--Will furnish details for Revue, Musical, Vaudeville, Circus or Single PE. Attractions. WILL TRAVEL with you. CAN PLACE-Black Box or Blue Box Div. State all CONCESSIONS--Can place Concessions that work for them. Corn Cakes, Cook House, Popcorn are sold by. WANT Displays, Curtains, Seals, Mill Camp, Sailing Gallery, High Bridge, Plum, etc. No credit. Have opening for new shows. The Blue Box is to take orders for change of CWA House and CWA on 37/37 Ave and progression. Personal interview and \$100.00 deposit required. CAN PLACE Agents for Hot-Dog, Kiosk, Popcorn, Cigarette Gallery, and Gift-Give, Ball Games. Answer by wire. PAN-AMERICAN SHOWS, Johnson City, Ill.

LAST CALL WINTERS EXPOSITION SHOWS LAST CALL

OPENING AT ALIQUIPPA, PA. APRIL 2 -- TWO BIG SATURDAYS. Good time, All Writings -- Big Payoffs. ... All Shows, Concessions and Hides better contracts, or better, report not later than 2:30. One new side show, Mechanical Attractions, Pat Hise, Hinton Show, Master Broadway, Midway Motor, Circus, Snake Show, Midway Show (8:00-9:00) Midway come on, Midway come on, Drive Yourself, Blue, White, Orange, Loop-Flame, Hotlights (7:00) ...

LAST CALL--ACE MIDWAY ATTRACTIONS--LAST CALL

OPENING SATURDAY, APRIL 2, AT HARVEY, ILL. 157th & Western Ave. 2 Saturdays, 2 Sundays. Popcorn Wagon. WANT Cook House. CAN PLACE Stock Concessions of all kinds except Corn Cakes and Popcorn. No trucks. No permit. CAN PLACE CWA House, Blue Box come on. ...







**IT'S NEW. IT'S A 100% CARNIVAL-PARK AND RESORT SHOW THRU THE KEYHOLE**

Just one big booth after another and more. The Famous Show on the Highway. They Laugh—they Tell—they Need They Cash for Tickets. The Most Remarkable Show and Biggest Money Maker in 30 Years. Carnival Men, Park Men and Resort Men Write for Free Information on This and Other Shows. CHAS. T. BUELL & CO., Newark, Ohio.

**OUTDOOR ADVERTISING**

(Continued from page 7)  
killed by committee after Senator Doyle, author, agreed to reduce the assessments from 25 cents a square foot to a dime. Doyle was of utmost importance to circuses, carnivals and outdoors, because it would apply to permanent establishments whether permanent or temporary.

Billboarders' testimony indicated the tax would exceed per cent annual board revenue by about \$10 in average cases. Newspapers gave Doyle's case some help, realizing new ad revenue might be forthcoming for the press. It would have meant space sales would need price doubling for plants to come out. The committee delivering the kill would the measure was too discriminatory.

**WANT** Rides, Concessions, Electrician, Lot Work, Banner Men, Men to manage Dumbo Show, Have X open for Florida, Nat. Beach, Palm Beach, Jan. 1939, Power Station, or anything without price. We carry Band and Orchestra. BBH like a circus. Free Acts all booked. WILL GET \$50 K. W. Tractor. Open May 2 in Illinois. Write **BUCKEYE AM. CO.**, Care Curtis Show Print, Continental, Ohio.

**OUTDOOR SHOWMEN**

The next issue will be the **SPRING SPECIAL**. Because of increased size and distribution

**FORMS GO TO PRESS EARLIER THAN USUAL.**

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, April 3. Wire important late Show Ads Sunday night for General Outdoor Position.

**ADS FOR CARNIVAL DEPARTMENT MUST BE IN CINCINNATI BY THURSDAY, MARCH 30.**

**W. C. (SPIKE) HUGGINS SHOWS**

"The Mighty Midway of the West"

12 Rides 12 Shows 8 Light Towers

The Best Lighted Show in America

WANT LEGITIMATE CONCESSIONS, WANT TALKERS and CRINDERS, WANT SHOWS OF MERIT THAT DON'T CONFLICT, WANT PYGMIES FOR CONGO SHOW, JOE GLACY WANTS OUTSTANDING FREAK TO FEATURE.

We Open April 15; Apollo Blossom Festival, Wenzeloch, Wash.

**W. C. (SPIKE) HUGGINS SHOWS**

POST OFFICE BOX 97

SEATTLE, WASH.

**WANT FREAK WORKING ACTS**

Mental Act, Talkers, M. C., Ticket Sellers. Jack Halligan, Francis O'Connor, Grace McDaniels, wire. 21 Fairs, starting June 19; Florida for the winter. Shows open April 17. Address

**DICK BEST, ROYAL AMERICAN SHOWS, TAMPA, FLA.**

**JOYLAND MIDWAY**

**WANT**—Class A-1 String Show, Attractive proposition to man with own outfit or will build for responsible party. Can use a couple more Grind Shows that do not conflict. Mabel Mack: We are routed where shows get money. Let us hear from you. Owing to disappointment can place Penny Arcade. Show opens May 1, Kalamazoo, Mich., Lansing, Battle Creek to follow. Eleven weeks in Northern Wisconsin and Upper Peninsula of Michigan, including Gostonagon 4th July week. Crystal Falls Upper Michigan. Firemen's Tournament. Plus a good circuit of fairs in Upper and Lower Michigan.

**ROSCOE T. WADE, Paul Revere Hotel, 75 Sprout St., Detroit, Mich.**

**F. H. BEE SHOWS, Inc.**

Open at Glasgow, Ky., Thursday, April 6

**PLANT SHOW PEOPLE WANTED**

On account of disappointment, have brand-new Plant Top and Outfit. This carnival plays good big show territory. Can place Stock Concessions. Charley O'Neil and Joe Smith want Grind Store Agents that can stand prosperity.

WANT Grind Shows. All Allreds answer. Address Glasgow, Ky.

• • • 16 Straight Weeks of Fairs Starting July 2 • • •

**O. C. BUCK SHOWS WANT**

Secoic Artist at once. Don't write, wire. Can place Long Range and B Gallery, also outstanding Single Attractions. Jack Heber wants high-class Talkers, also Side-Show Acts. Opening Portsmouth, Va., April 12. Address Portsmouth, Va.

**ZACCHINI BROS. SHOWS**

With Repeating Cannon-Shooting Two Men at the Same Time. Opening at St. Louis, Mo., May 1.

**RIDES**—We have Merry-Go-Round, Dual Ferris Wheels, Chairplane, Tilt-a-Whirl and Dual Loop-a-Plane. Want Octopus, Ride-o, Rolloplane, Whip, U-Drive-It and Kiddie Ridea.

**SHOWS**—Can place New and Novel Shows of Merit.

**CONCESSIONS**—Bingo, Cookhouse, Popcorn, Lead Gallery, Palmistry, Diggers and Ball Games sold. Will book all other Legitimate Concessions. Positively no gift or office stores. Write or wire

**ZACCHINI BROS. SHOWS, St. Louis, Mo.**

**ENDY BROS. SHOWS INC. WANT**

FOR THE OUTSTANDING ROUTE OF THE EAST, INCLUDING SIX WEEKS IN CANADA—COMPLETE MONKEY CIRCUS, ROLO PLANE, MOTOR DROME, PENNY ARCADE, LIFE SHOW. ALL CONCESSIONS OPEN EXCEPT COOKHOUSE AND BINGO.

OPENING CHESTER, PA.

Address

**M. J. RILEY** **ENDY BROS. SHOWS, INC.**  
**GENERAL AGENT** **FUNLAND PARK, MIAMI, FLA.**

**LAST CALL WEYLS PRODUCTION CO. LAST CALL**

SHOW OPENS GREENSBURG, PA. APRIL 15-22. ALL SPOTS BOOKED TO DATE ARE SPONSORED ANNUAL EVENTS. COMMITTEES: Show On 30 Wheels, Game Open Time for Fair and Good Book. WILL BOOK—OCTOPUS, U-DRIVE CARS, MOTOR DROME, FUN HOUSE, LEASE, BUY, OR BOOK MERRY-GO-ROUND, CAR USE WAX OR CRIME SHOW. WANTED LEGITIMATE CONCESSIONS: Cook House, Arcade, Drippack, Outland, Seals, Fish, Pond, Dart Game, Free, Water-Ski, Hoop-La, Pitch Win, Bumper, Ring Game, Novelties, Show Spindle, Cakes, Pin Pitch, Pen Game, Beach Board, Bowling Alley, Pull Back, Novelty Ball Game. CAR USE over Ride Help to Drive Trucks. Dolly Young wants Show Billie Assoc Unit. ED WEYLS, Owner-Manager, Care: Boose Club, Greensburg, Pa. Get Back Holders Answer Daily.

**WANT for Kissimmee, Fla., Fair, Week April 3**

Shows, Rides, Concessions, no gift. First show in seven years, right in heart of town. P. S.: Can use all kind Rides for my Virginia and Maryland dates. Write, wire this week, Pabokoe, Fla.

**BARNEY TASSELL UNIT SHOW**

**LAST CALL MAGIC EMPIRE SHOWS**

OPENING TULSA, OKLA., APRIL 1, D. O. K. K. SPRING FESTIVAL

WANT: Cookhouse, Legitimate Concessions, also Agents that can work for stock. WANT: Advance Agent with car, must be sober and reliable. Howard Underhill wants Talker and Side-Show Acts. No time to write, wire.

**MAGIC EMPIRE SHOWS, 217 West Archer St., Tulsa, Okla.**

**Wanted Partner Who Is Willing To Invest \$1000**

In a fifty-fifty proposition in twelve concessions: WAX, canvas and equipment, such as Two Ball Games, Roll Down, Penny Pitch, Cigarette Gallery, Pitch-Tilt-You-Win, Big Six, Bird Cape, Percentage Wheel, etc. Booked for 21 weeks in Long Island. For sale: 50¢ of Swings with 18 Ticket Booth, \$250; One 15-KW. Light Plant, \$350; One 10-KW. Light Plant, \$100.

**PRUDENT'S AMUSEMENT SHOW, MIKE PRUDENT, Owner, 124 Cedar Avenue, Patchogue, N. Y.**

**LAST CALL! GRUBERG'S WORLD EXPOSITION SHOWS**

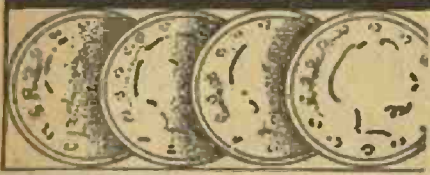
Train leaves Newbern, N. C., April 6th, to open Rocky Mount, April 8th. Wanted: Manager for beautiful framed Wax Show. Mrs. J. A. Morris, come on. Nice beautiful framed Monkey Show. Want party to take complete charge. Prefer those that have own monkeys. Wanted Ride Help of all kinds and Working Men in all departments.

**WEST BROTHERS SHOWS WANT**

Concessions that work for stock only, Showmen for Snake Show, Posing Shows, Small Circus for Revue. Salary out of office, Talkers, Crinders, come on. Side-Show Acts write, wire Chick Meno. Musician for Colored Band, salary. Concessions, we have good spring route with Northern Fairs. Book with us for good money route, for Seals, Octopus and Chairplane, both on show now. Cape Girardeau, Mo., week March 27; Murphysboro, Ill., week April 2.



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.

## NON-PARTISAN

In normal times it is said there are about 25,000,000 voters who vote a straight major party ticket regardless of issues or candidates involved. But since times have not been so normal in recent years there is a growing independent and liberal army of voters in American politics.

In round numbers it is estimated that there are about 10,000,000 voters who belong to this non-partisan army. Party labels mean little if they are not, in fact, a nuisance to these voters. They vote independent. They vote liberal. An army of 10,000,000 independent, non-partisan, liberal voters.

It is beginning to appear that these independent voters can decide any election when there is a clear issue or candidate to vote for. In many elections there is no definite issue and hence the independent voter has little or nothing to consider. But some remarkable evidences are beginning to accumulate to show what they can do when there is something to vote for.

In the elections of November, 1938, at least one State offered a definite choice between conservatism and liberal ideas. All the power and influence of wealth, big campaign contributions, big newspapers, etc., were arrayed clearly on the side of conservatism. On the other side was a hodgepodge of liberal groups that had to depend on a non-partisan appeal. These liberals had to face such odds that they resorted to the old-fashioned tactics of "cottage prayer meetings" in homes in order to get their message to the voters. The liberal, independent cause won by a large majority.

In a city election, hopelessly muddled by powerful newspapers, a simple hint was given to liberal voters and they carried the favored candidate by an astounding vote. And so on.

The future of America perhaps lies in the hand of these independent, non-partisan voters. And those concerned or affected by the turns of politics may well study their objectives.

It is certain that these independent voters will favor changing a lot of "good old American customs." They will favor experiments. They are determined to restore to every American the right to make a living. They are against entrenched privilege and power wherever it shows itself.

It is certain that these independent voters will favor giving liquor fair regulation and control. Liquor locations can hope for the best at the hands of these voters.

It is certain that these non-partisan, liberal voters will listen to any intelligent presentation of the petty gambling cause, whether it be Bank Nights, Bingo, pinball, bell machines or salesboards. When they feel they have the facts, they will vote liberal.

The best thing about an independent, liberal voter is that he wants to know the facts.

The amusement games industry has been compelled in practically all cases "to play politics." Many members of the industry are strongly partisan. But experience indicates that many of the most successful members of the business know that party counts for little and that it is always best to co-operate with officials duly elected by the people.

Which suggests that the most expensive thing in government today is the partisan spirit. A majority of the people may elect officials according to the idea of democracy, but immediately powerful forces of opposition are put into play which can undermine any administration elected by the people in city, State or nation. Due to modern propaganda technique this has become a most expensive American pastime. It prevents us from getting things done at a time when action is needed.

It is a sad reflection on the American press that the independent voter regards newspapers as the chief agencies for fanning the partisan spirit to foolish extremes. The independent voter feels that the American press too often grossly misrepresents public issues. He feels that many newspapers have become guilty of obstructing and misrepresenting the most liberal and progressive ideas of the time.

It is highly significant that the independent, liberal voters distrust the large newspapers almost to a man. It is proof that many newspapers have failed to maintain the confidence of independent voters as a source of reliable information on public questions.

There are a few exceptional metropolitan newspapers, of course, for which the independent voter has respect. But by far and large he feels that newspapers deliberately misrepresent public questions, or more accurately, that big newspapers represent the whims of wealthy publishers more than they are an example of reliable information.

The independent voter feels even more deeply and bitterly that he is virtually compelled to support such papers every time that he buys advertised goods. He realizes that almost everything he buys has a hidden contribution to many or all of these newspapers and magazines that take the money and use it to misrepresent or muddle great issues. The independent voters are beginning to feel so strongly on this question that there is a possibility the non-partisan, liberal voters may eventually shake the publishing business to its foundations.

Members of the coin-operated machine industry are well aware how newspapers may make a big scandal out of some petty thing for partisan purposes. But they don't know the half of it.

The army of non-partisan, liberal voters see the big newspapers today abusing all the ideals of a free press. They feel that the least such papers can do, so handsomely supported by advertising revenue, is to give the people reliable, non-partisan information on public questions.

Independent voters have seen too many cases in which a mayor or governor, duly elected by a majority, is hounded by some newspaper from the very beginning of his administration and for no other reason than the partisan spirit. Independent voters resent the fact that they have to pay for this partisan campaign when they buy advertised goods.

The 10,000,000 independent voters are thinking seriously about these things. They will be deciding future elections. They will vote independent, non-partisan; they will vote liberal.



### Wurlitzer Has Wall-Box Selector

**NORTH TONAWANDA, N. Y., March 25.**—The Rudolph Wurlitzer Co. recently announced that "after extensive research as to requirements" it had developed and marketed a reliable automatic phonograph remote control multi-selector.

"The unit is actually built to music merchant's specifications and to location requirements," declared a Wurlitzer spokesman. "Built of durable metal, the Wurlitzer remote control multi-selector unit is compact and tamper-proof. It is fully selective, permitting a choice of any one of 24 records. Ultra-modern in design, the new unit will enhance the appearance of any location. Unique are the translucent plastic base panels in the unit which provide ample illumination to permit the wall box to serve as a booth light. All program slips are well lighted.

"A dial selector facilitates the choice of any record. The unit is equipped with a magnetic slug-proof nickel coin slide and a reject coin return. Armored multi-wire cable completes the assembly to insure dependable trouble-free operation.

"The Wurlitzer remote control is easily installed. It is designed for operation with any 24-record Wurlitzer phonograph with the addition of a special attachment inside the phonograph."

### Keystone of Pa. To Show Mills Phonos

**PHILADELPHIA, March 25.**—A special preview showing of the new Mills phonograph will be held on April 4 at the Locust Room of the Penn. A. C., 318th and Locust streets, Philadelphia. "This meeting, which will be held under the sponsorship of the Keystone Novelty and Mfg. Co., local distributors of Mills coin machines and phonographs, should attract many phonograph operators from Philadelphia and the surrounding territory," states Bill Heirigel, sales manager of Keystone Novelty Co.

"The new Mills will offer many new features which we feel will be of great interest to phonograph operators," Heirigel declared. "In order that operators shall have the opportunity to learn about the completely outstanding new features of the latest Mills phonograph we will have Vincent Sharp, sales manager of Mills, and several of the Mills brothers attend the special showing and personally discuss with operators this new product."

### Customers Okeh Colorful Rock-Olas

**CHICAGO, March 25.**—"Let's go to that place with the beautiful new phonographs" is the way entertainment seekers specify their favorite pleasure spots, according to the reports from distributors and operators to Rock-Ola officials.

"And it's no wonder!" declares Jack Nelson, vice-president and general sales manager of Rock-Ola. "The new 1939 luxury light-up phonograph has everything—a gorgeous cabinet with greater sections of colored crystal thru which shine changing, colorful lights, like a beautiful continuous floating group of clouds on a summer day—even before a note of music is played. It's human psychology—everyone likes color, lights and music.

"You yourself know how you feel on a gloomy day when the gray clouds seem to press down. But just let the sun come thru and everything takes on a rosy hue and you're ready for anything! That's exactly the way the luxury light-up phonograph affects the patrons when they can sit and bask in the romantic glow from the phonograph. They feel like spending lots of nickels, dimes and quarters to watch the drama of lighting effects and to listen to the true-to-life music.

"According to operators throughout the country, many places have returned to gala night club air since the luxury light-up phonograph has been on location doing its duty collecting money for itself and its music and stimulating general business."

### Wilkes-Barre Phono Ops Hear Masterson

**WILKES-BARRE, Pa., March 25.**—The regular meeting of the Wilkes-Barre Chapter of the Pennsylvania Phonograph

Operators' Association, held at the Hotel Sterling in Wilkes-Barre on March 20, was well attended.

The principal speaker was Everett Masterson, a well-known operator of Elizabeth, N. J. Frank Engel, of Philadelphia, also delivered an address. Masterson is president of the New Jersey association.

J. D. Richards, of Trucksville, a member of the association, won the door prize, and one new member was introduced—Harry Sperling, of Wilkes-Barre.

### Detroit

**DETROIT, March 25.**—A new automatic pop-corn vender is being developed for the market by the Dasco Products Co., of East Detroit, Mich. The machine is now in the experimental stage.

Dasco has been known for some years in the coin machine field as a manufacturer of moldings used upon several types of machines.

The new pop-corn machine division is in charge of Harry G. McKee and B. C. Case. B. V. Hughes, who is recovering from a severe illness, due to an abscess, remains with the other manufacturing operations.

Julian M. Kratz, of Atlas Automatic Music Co., Seeburg representative, and Ben Robinson, of Robinson Sales Co., left Detroit March 23 on a three week motor trip to Florida. They plan to return by way of New Orleans.

Carl Angott, in charge of the wholesale department of Angott Coin Machine Exchange, reports a very good business on their routes. In fact, an increase in volume of business during the past month of 25 per cent.

Atlas Automatic Music Co. is now representing O. H. (Jack) Peinberg, of the Stewart-McGuire Co., in this territory, in addition to their regular Seeburg line.

Morry Ginsburg, of Atlas Novelty Co., Chicago, and Phil Greenberg, manager of the Atlas offices at Pittsburgh, Pa., were in Detroit this past week and visiting at the Detroit office.

Arrow Electric Co., an enthusiastic Seeburg booster, has started a big operation of Seeburgs.

Kay Kyner made a personal appearance at Grinnell Bros. Music Co. here this week to an audience which taxed the capacity of the auditorium, accord-

# OFFERING READY CASH FOR COIN GAME OPERATORS

Operators of coin games, who could advantageously use additional funds at this time, are invited to get in touch with J. H. Keeney & Company in regard to Keeney's new, console-action, counter game, SPINNER-WINNER.

Here is an inexpensive game which pays for itself in one or two days' play, and from then on those \$25-a-day and \$125-a-week earnings are "all velvet."

DICE, CIGARETTE OR NUMBERS TOP GLASS

SPINNER-WINNER is furnished in 3 different types of top glass—Dice, Cigarette or Numbers. It is also to be had with a chute taking pennies, nickels, dimes or quarters, or nickels only.

10-DAY MONEY-BACK TRIAL OFFER

Coin game operators can order a sample SPINNER-WINNER either direct or through Keeney Distributors and try the game for 10 days, with the understanding that should they wish to return the sample within that period, full purchase price will be refunded to them.

J. H. KEENEY & COMPANY (NOT INC.)

"The House That Jack Built"

2001 CALUMET AVENUE, CHICAGO, ILL.

PASTIME Console Game • POTSHOT Payout Table and Free Game



ing to Earl Brewer, local manager of Brunswick Recording Corp.

Mary Long, of Marketing Music Co., who has been ill, is now back on the job again.

## Patents and Inventions.

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood the industry can go forward.

Patent No. 2,147,526. Pertaining to Amusement Apparatus. Application, April 19, 1937. Issued February 14, 1939. Number of claims, 1. Inventor's name—Jesse Wilson Farmer, Elm City, N. C.

A game apparatus comprising a board having a side wall and an end wall, a partition connecting the side wall in spaced relation to the end wall and having a plurality of openings therein extending upwardly from the surface of the board, said side walls, end wall and partition defining a "play to" area and obstacles on the "play to" area adapted to be struck by a surface projectile shot thru one of the said openings of the partition, said board being inclined, said objects consisting of pockets formed by pegs driven into the said area and having one side open and facing downwardly with respect to the inclination of the board.

Design Patent No. 113,287. Pertaining to Design for a Phonograph Cabinet. Application, October 17, 1938. Issued February 7, 1939.

Designer's name—David C. Rockola, Chicago, Ill. Assigned to Rock-Ola Mfg. Corp., Chicago, Ill.

The ornamental design for a phonograph cabinet.

Design Patent No. 113,302. Pertaining to Design for a Phonograph Cabinet. Application, October 17, 1938. Issued February 7, 1939. Designer's name—David C. Rockola, Chicago, Ill. Assigned to Rock-Ola Mfg. Corp., Chicago, Ill.

The ornamental design for a phonograph cabinet.

Patent No. 2,145,270. Pertaining to Game Apparatus. Application, July 19, 1937. Issued January 24, 1939. Number of Claims, 1. Inventor's Name—Dallas C. Cupstid, Brookland, S. O.

A game apparatus comprising an elevating stand, a vertically disposed board extending upwardly from said stand and having a scoring opening therethru and also provided with playing field indicia about said opening, effective as a striking area and limitative of a baseball diamond, a receiving housing rearwardly of the board for communication thru the scoring opening and having a back in confronting relation to the said opening, a net disposed next to the board and having a spread equal to the playing field for catching a ball on the rebound thereof after striking the playing field, a narrow trough protruding forwardly of said stand beneath the housing and net and relatively

## DID YOU SAY 10c?

Yes, I said 10c is all it costs to take a small PHOTOMATIC picture (with a metal frame)! Few people can resist—which is why PHOTOMATIC is the most consistent money-maker of all coin-operated machines, and probably ALWAYS WILL BE!

INVESTIGATE International Mutoscope Reel Co., Inc. 518 West 34th St., New York.

GET HIRK'S GUESSER SCALE (PENNY BACK IF YOU ARE RIGHT) WITH THE watch your heart beat FEATURE ALL MECHANICAL OPERATION GREATEST LEGAL MONEY MAKER EVER BUILT C.R. HIRK & CO. 2016 W. WASHINGTON BLVD CHICAGO, ILL. 19012.

FOR SALE USED SEEBURG PHONOGRAPHS Regd. \$308.00 | Regd. \$180.00 Gem 285.00 | Res 125.00 1/3 Deposit, Balance C.O.D. AMERICAN COIN MACHINE CO. 557 Clinton Ave., N.Y. Rochester, N. Y.

narrow, and an endless movable ball retrieving means within said trough and common to the net and housing, the trough being for confining the said means to a narrow path and having lateral branches rearwardly extended therefrom at the foremost end of said trough.





# MUSIC MERCHANDISING



## Phono Union Pickets Stop

### Garay brings suit in N. Y. Supreme Court—pickets removed by agreement

NEW YORK, March 25.—International Brotherhood of Electrical Workers, Local 786, has agreed to remove its pickets from the automatic phonograph locations from the Garay Automatic Music Co. pending the outcome of the trial scheduled to be held before the City Supreme Court. Garay seeks a permanent injunction to halt union picketing.

The agreement to remove the pickets took place when Garay sought a temporary injunction, pending the trial, to restrain the union from picketing his locations. Garay contends that the union has no right to picket his locations as he employs no labor and services all his locations himself. The union, on the other hand, charges that Garay "by his own admission" does employ labor. The point will be threshed out in the Supreme Court in April.

Judge Costello made no ruling on the temporary injunction when the union agreed to cease picketing. However, he indicated that he would grant a semi-temporary injunction upon 24-hour notice if the union broke its promise.

About a month ago City Magistrate Brodsky ruled against the union picketing and issued an injunction against the union. In his citation he spoke against the sign carried by the pickets. Said Brodsky, "The sign of your men (the union pickets) was misleading in itself. In addition, this is a case in which there are no real strikes of any kind. The sign is an evidence. If you read the sign, 'electrical device' is in small letters. One reading and running, so to speak, would read it. Please do not mistake bar and grid. It is unfair to union labor. The words 'electrical phonograph' are in one-inch type and the other wording is in three and one-half to four-inch type. It is not right. There is no strike here. There is no boycott. In either event there is no strike. I will hold that it is unlawful picketing."

Councils Hanley and Maginn, for Garay, hailed it. "There can be no labor dispute where there are no employees and obviously any sign stating that an operator, who has no employees is unfair to union labor. It is a false sign and is unfair picketing which is disorderly conduct, according to the law."

The union countered that no picket was enjoined by the decision of the magistrate since the Magistrate's Court did not have the jurisdiction to try cases involving any labor disputes. They declared that the sole basis for decision was the sign. Because the judge ruled the sign was misleading, they said, it was therefore disorderly conduct and no labor issue was involved. The union, it is reported, then continued to picket the phonograph locations.

It was because of the disputed magistrate's decision that Garay filed suit before the Supreme Court for a permanent injunction.

## "Greased" Phono Discs From Japan

TOKYO, March 25.—A new-type phonograph record, termed a "greased" record, which permits the needle to run smoothly in the grooves and thereby eliminates needle noise, has been developed in Patent No. 2,150,409, which has been granted to Yachiichi Yasuhime, who in turn has assigned it to a Japanese corporation, Riken Argumaitobogyo Kabushiki Kaisha, of Tokyo.

The records are of aluminum, the surface of which has been made porous by an electro-chemical treatment. The pores in the surface are filled with a varnish-like preparation that contains flaked oil, China soap and a lead soap that adds to "grease" sound grooves cut in the record.

It also is pointed out that the porous surface of the record may also be readily dyed.

## Record Buying Guide

### An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

### GOING STRONG—KEEP THEM IN

**Deep Purple.** Inasmuch as this is rapidly coming to be considered another Stardust, its prolonged tenure on the top of the current Tin Pan Alley heap is far from surprising. You may as well get used to the idea of keeping it in for another two or three weeks at least. And it's still Larry Clinton or Jimmy Dorsey for the phono interpretation.

**Little Sir Echo.** More popular with Mr. Average Man than with band leaders bearing air-time, this likewise looks good for several more weeks in public favor. Guy Lombardo has the disc that has been most in demand, and how Dick Todd comes along with a vocal version that has possibilities for the machine.

**Penny Serenade.** Another blue-ribbon winner among this season's song output, this English number is still keeping good nicely with contemporary hits. Guy Lombardo, Horace Heidt and Sammy Kaye cover the situation completely.

**I Got Along Without You Very Well.** Reports from operators now bear out what this department has been anticipating ever since this grand Hoagy Carmichael song made its first appearance some weeks ago. And that is that it would turn into a particularly good phono item. Its reception in the machines, as well as its radio popularity and its strong sheet-music selling power, makes it imperative for every op. to have. Red Norvo is especially in favor because of his swell recording, and Jimmy Dorsey does his usual good job on an opposition label.

**The Masquerade Is Over.** This appealing ballad likewise joins the select circle of "Going Strong-ers" this week. It's an important number to have on tap, in either Jimmy Dorsey's, Larry Clinton's or Lawrence Welk's arrangement.

**Coffin Got Some Shuff'ly.** Of the sort of ditties in this category this is the only rhythm song, which would be almost enough to rate it a place under the needles. There's more to it than that, however, since it's been a No. 1 tune on the air and it's a pretty fair sheet-music seller. Op. write in to say that it's a profitable item for them and there's no doubt that it should be in every phono. Glen Gray and the Casa Lomanites have an excellent platter; ditto Kay Kyser.

### COMING UP—BETTER STOCK THEM

**Heaven Can Wait.** Eddie DeLange and Jimmy Van Teusen have already given you so *Happy Me* and *Deep in a Dream* this year, and it appears that they're out to make it three in a row. This looks highly promising and this corner strongly advises getting it on the turntables pronto. Kay Kyser and Glen Gray again; each does it up right.

**Undecided.** This Chick Webb-Ella Fitzgerald waxing of a great rhythm tune is taking a little longer to catch on than it should, but it's our guess that when it finally does it will be in no uncertain terms. It's worth while to have in right now, for that matter, because the Webb-Fitzgerald names on the identification slip are bound to attract them and once they hear this they're going to want it again and again.

**Don't Worry 'Bout Me.** This is one of four new numbers written by Rubie Bloom and Ted Koehler for the new World's Fair edition of New York's Cotton Club show. It makes its debut on *The Billboard's* Songs With Most Radio Plays list this week and it has all the earmarks of climbing to the top. Hal Kemp has a fine record of it.

**Cuckoo in the Clock.** A catchy tune and a clever lyric combine to make a more-than-suitable machine bot. It's doing pretty well on the air, altho the sheet sale hasn't started as yet; but regardless of the final outcome along those lines it's still an attractive entrant for the boxes. Kay Kyser has a dance disc, and the Merry Macs, fast-rising harmony quartet, deliver a beautiful job on their platter.

### OPERATORS' SPECIALS

Listed covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

**Easter Parade.** Naturally, this Irving Berlin standard makes an ideal item for the boxes around this time of the year. Put it in now and keep it there until the Easter season is over. Guy Lombardo has an excellent version of the tune.

**I Cried for You.** Still hanging onto its high position among the best phono numbers of the current weeks, thanks to that grand Casa Loma disc and Bing Crosby's expert warbling on a companion platter.

**Tain't What You Do.** The infectious rhythm of this bit of swing is catching on all over the country, with more air performances being credited to the song and sheet music sales rising proportionately. All in all it's a perfect machine number as played by either Jimmie Lunceford or Chick Webb, with Ella Fitzgerald, of course.

**When the Saints Go Marching By.** Operators in and around the Mississippi Valley write in to say they have found this Louis Armstrong record to be one of their best attractions at the moment, so were passing the tip along to ops throughout the rest of the country.

**Annabelle.** Technically, this is a new pop tune and therefore really oughtn't to be listed under "Operators' Specials." However, as recorded by the Hoosier Hot Shots with Skip Parrell, it turns into, just that, and it actually doesn't make much difference how it's listed as long as it proves to be a nickel-entree under the needles.

**The Girl From Iowa.** A great swing item that deserves a slot in the boxes because they'll hear it once and then keep on demanding encores. Charlie Barnet makes the music and it's a terrific three minutes.

**Hillbilly Records.** Makes No Difference Now, by Cliff Bruner's Texas Wanderers, also by Jimmy Davis; Nobody's Darling But Mine, Jimmy Davis; Please in the Windows, Roman Coos; Musical Clock, Roman Coos; You Can't Put That Monkey on My Back, Shilton Brothers.

(Double-meaning records are purposely omitted from this column)

## Modern Holds Open House

### Many coin men present acclaim success—new Wurlitzer feature shown

NEW YORK, March 25.—The open-house party at Modern Vending Co. held March 19 to 21, was hailed by the firm as one of the outstanding successes in its history. Operators from every part of the State, from out of town and from metropolitan New York congregated to do honor on the presentation of the key-board selector now optional on the Wurlitzer Model 600. The three days were one continuous round of entertainment.

A large bar was especially created for the office and for all those who attended the affair. Steam tables were arranged so that food of almost every sort was procurable.

Modern Vending Co.'s employees acted as both greeters and bows. Among employees prominent at gathering were Meyer C. Parkoff, general office manager; Regina Rappoport, receptionist; Gary Karp, from Miami branch office; Iris Smolen, Miss Kay, Lillian Schoenberger, Rose Broffman; Elmer Johnson, chief mechanic; Moe Zeichner, traffic manager, and as chief host, Nat Cohn.

Special entertainment was employed for the affair with some of the large record companies contributing to the celebration. Present was Jack Raderman, accordionist, who entertained with novelty versions of popular song hits. In addition, Virgie Scott, a septa-entertainer of unusually fine style, was presented.

From the Rudolph Wurlitzer Co. came J. A. Darwin, New York district special representative; J. A. McIlhenny, New England representative; Ernest H. Peterling, assistant sales manager, North Tonawanda office. These men all acclaimed the affair. A special visit to the affair was made by Morris Hankin, who is a Wurlitzer distributor in Atlanta, Ga.

Nat Cohn reported: "We want to thank all the music merchants who took advantage of our invitation and were present at our open-house party. We want them to know that every day in open house at Modern, and we want them to feel free to call on us at any time for whatever information they may need." Souvenirs were given by the firm.

Among those present the first two days of the open-house party were Mike Verna, Irving Snyder, Walter Stadler, Louis Pasquale, Isadore Faber, Fred Durr, Otto Freedman, R. Junowicz, Harold Kalin, Max Feinstein, William Behm, L. Meltzer, J. Kochansky, Harry Wasserman, Dave Stern, M. Simon, Bob Chacon, Andrew Muggins, E. W. Kalkstein, J. Greenberg, Herman Gross, Joe Kirsch, N. Heller, M. Kirsch, O. Emerson, Bob Edwards, Sam Cohen, S. Gendelman, M. Gross, Irving Sacks, Frank Verner, N. Feenoy, Joseph Green, Vincent Trella, Max Cohen, W. Kiek.

Theodore Sutter, Morris Marder, Max Klein, W. B. Conrad, T. J. Trues, William Sussems, Joseph Conroy, Charles Aronson, William Alberg, Frank Beaumont, Harry Pitar, Frank B. Kramer, Harry Kruse, Jack Kramer, Moe Grossman, Willie Levy, Samuel Tucker, Morris Hankin, of Atlanta; Charlie Bernoff, Joe Darwin, Erie Potwin, of Wurlitzer; Mr. McIlhenny, of Wurlitzer; Saul Levy, George Mayer, Louis Korostay, A. Peiligrini, Joseph Trella.

Philip Hanley, Abe Engelman, Otto Freedman, Lloyd Guncy, Jim Goldstein, Jack Rubin, Max Weiss, Herbert Salmon, Herbert Chacon, Anthony Pasquale, William Newman, Jack Epstein, Charles Hornemann, J. Lichtman, Benjamin Gottlieb, Walter Conrad, Phil Simon, Max Abeeshoo, Phil Shulman, Irving Snyder, I. Kochansky, H. Rosenberg, Herman Jacobs, Lou Blum, Saul Kalson, Bert Hartnett, Ted Buyer, Max Schmer, Al Schmer, Thomas Burke, Arthur Hagan, Jacob Kay, Harry Pearl, Mortimer K. Twilliger.

Michael Alfonso, Hyman Altman, Al Denver, Vic Ernst, D. Berlingert, Dave Margolin, Joe Eisen, N. Bernstein, Frank Biangaso, Abe Blazer, John Bardi, George E. Briggs, Harry Brodsky, James Bronson, W. Coetz, J. Cruz, J. Bronson, W. A. Brewer, Jack Budnick, Ernest



Garay, Frank Burdip, Steve Delewin, Fred Durr, Manny Ehrenfeld, Chester Morris, Lester Culver, Joe Hopfenberg, Milton Kaufman, Louis Fitzgerald, Lorenzo Gangi, Herman Gelsb, Ben Gotten, Morris Goldberg, James Gleason.

Lee Rubinow, Alfred Bloom, Willie Blatt, W. A. Brower, Barney Sachs, Harry Goldman, Charles Seideman, Walter Haenle, Jack Heller, J. Horowitz, Stephen Kalman, A. Miniack, Phil Kurtz, M. Fabricant, Leon Takson, Samuel Tucker, and Sidney Levin, attorney for the phonograph association.

Commented Cohn, "Music merchants present-considered this open-house party the perfect prelude to the coming Bermuda trip being sponsored by the Rudolph Wurlitzer Co. Many contracted for a sufficient number of Wurlitzers to insure their presence on the cruise on the S. S. Ile de France, sailing September 30 from New York."

# 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.

Address communications to  
**WHAT THE RECORDS ARE DOING FOR ME,**  
THE BILLBOARD PUBLISHING COMPANY,  
1564 Broadway, New York City,

Natchez, Miss.

March 23, 1939.

To the Editor:

Leading the lists of popular tunes in Southwest Mississippi at this time is Louis Armstrong's *When the Saints Go Marching In*, a fine-selling fox trot with the well-known "Satchmo" Armstrong doing the solo work.

Some of our best nickel nabbers are *Little Sir Echo* by Horace Heidt; *Day After Day* by Artie Shaw; Kay Kyser's *I Can't Get You Out of My Mind*; *How Strange*, Horace Heidt; *I Get Along Without You*, Dick Todd; *Maquerade Is Over*, Horace Heidt; and all of Bing Crosby's new and old tunes, which are also good for the five-cent pieces in this locality.

In our colored spots as well as in the white locations the present best number to get the nickels from the cash customers is *When the Saints Go Marching In*; Pats Waller's tune, *Patty Cake, Patty Cake*, and the new tune written by Bernie Hanighen and Johnny Mercer, *As Long as You Live You'll Be Dead If You Die*. The first-named number is really "going to town." Another number which made a record for us was Cliff Bruner's *It Makes No Difference Now*. However, this tune is "playing out" and I look for it to hit the skids from now on, with other hillbilly novelties and popular tunes getting the play.

In the better locations, where we get the major part of our business, all of Kay Kyser's tunes are getting the cash for our tills. His *I Promise You* and *Day After Day* are tops at present. Others worth writing about include *Penny Serenade*, *Deep Purple* and *Little Sir Echo* by Bing Crosby and also a platter of the same by Horace Heidt. His other new numbers are popular in these parts because of the fact that Heidt is well known personally to many of the customers, as is Kay Kyser.

So that's about the status of "What the Records Are Doing" for Sam and me. We can't complain. Business is lots better with the coming of the annual Garden Pilgrimages to this city and with industries coming into the State.  
SAM McCABE,  
Seramac Novelty Co.,  
Natchez, Miss.

Spokane, Wash.

March 16, 1939.

To the Editor:

Bing Crosby's platters average 100 per cent more wear on my machines than any others. They're always a safe bet to stock. Whether in hillbilly or class spots, customers will put in their nickels to hear Bing even if they don't know what the piece is.

There's a reason, of course, for this overwhelming favoritism—this is Bing's old home town. Artie Shaw's Band is favored at my locations, with Benny Goodman and Sammy Kaye not far behind. Benny has come along since I replaced the cigartee signs that used to decorate the top of my phones with record posters bearing his name.  
Dorothy Lamour and Ella Fitzgerald

are femme warblers who get a good play. Pats Waller has it in Negro spots.

Could be, as waxed by Johnny Mercer, was in No. 1 position this week. Annabelle by anybody was next. Other top-notchers were *Umbrella Man*, *Kinda Lonesome*, *You're a Sweet Little Headache*, *The Funny Old Hills*, *I've Got a Pocketful of Dreams* and (don't laugh) *Newfoul Rose*.

It's funny about these last two numbers. I've had them on for the last three months and can't let them go. Both are Crosby recordings. Nearly all of that time *Newfoul Rose* has been my leading money-maker. In fact, I've done more business on this disc than any since *Josephine*.

Business is quiet here, this being the off season.

BILL PARADISE,  
Spokane, Wash.

## Wisconsin

The regular meetings of the Wisconsin Automatic Phonograph Association are held at the Medford Hotel, Milwaukee, the first Thursday of each month at 8 p.m. and the "Visitors Welcome" sign is hung out.

Michael Klein, 181 West Wisconsin Avenue, Milwaukee, is the business manager.

## OFF THE RECORDS

(Continued from page 11)

Glen Gray and the Casa Lomanites seem to have found themselves again, getting in a righteous groove for the glory of Decca. Their *Could Be* is rich in tonal colorations, especially the last chorus—a broken-chord effect on the off-beat. Add there's smart backing with the smoother tempered of *Won't Believe It*. Their brass-chole effect, which made their *I Cried for You* outstanding classic, is utilized to good effect for *Last Night a Miracle Happened*, doubled with a beat-out Hoboken Bucket, the now standard Casa Loma arrangement of *The Old Oaken Bucket*.

Ora.

## 2 BIG MUSIC! SPECIALS!

COMING SOON ON ALL RECORDS

The Successor to "Hold Tight!"

## CHEW-CHEW-CHEW YOUR BUBBLE GUM

By Buck Ram, Chick Webb and Ella Fitzgerald

An Unusual Scaled Ideal

## HAVE MERCY

By Buck Ram and Chick Webb

Reserve Record Copies From Your Dealer Today!

EXCLUSIVE PUBLICATIONS, Inc.  
1619 Broadway - New York City.

## MR. PHONO OPERATOR SEZ:



## I'M CONVINCED

"CALCUTTONE" is the finest Automatic Phonograph made in America since I made the Pin and Fountain Pee Teal! If you haven't made this test yet—write JOE CALCUTT for a Free Test Chart NOW! And while writing order your supply of "CALCUTTONE" at these astonishingly low prices! Over 2,500 plays each!

Sample...35c  
10 Lots...31c  
25 Lots...23c  
100 Lots...25c  
Cash with Order

THE VENDING MACHINE CO.,  
295-15 Franklin St., Fayetteville, N. C.

## WANTED

15,000 USED RECORDS

(Released Part 6 Months Only)

Ship us 1,200 Records, properly packed, prepaid, and we will ship either a Searburg Model A Symphonola or Rock-Ola No. 2 Muffet-Selector in perfect condition. This offer good for a limited time only.

## E. O. LIKENS

924 Fifth St., N. W., Washington, D. C.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 3.50

See Your Distributor or Write



## ADJUSTO PHONOGRAPH COVER

AN ADJUSTABLE SLIP-ON TYPE COVER — FULLY WATER-PROOFED — QUILTED AND HEAVILY PADDED

\$8.75 Each

CENTRAL DISTRIBUTING CO.  
101-105 W. Linwood Blvd., KANSAS CITY, MO.

This is an actual photograph of the same cover, on the largest and the smallest Co. sole Type Phonographs manufactured.



## LOWEST PRICES! EVER OFFERED!

ON ALL RECONDITIONED PHONOGRAPHS  
★ WURLITZER — ROCK-OLA ★  
MILLS EVERY MODEL  
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES.

BOWLETTES  
25 — Practically Brand New, Lots of 10 Each  
Single \$25.00  
Single \$25.00

WIRE OR WRITE  
BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1947) 250 W. 54th St., N. Y. C.

## A-1 USED PHONOGRAPHS

Mills Decca Matinee...\$17.50 Ea.  
Wurlitzer P-12...\$19.50 Ea.  
Rock-Ola Regular, 12-Record...\$19.50 Ea.  
Wurlitzer 412...\$52.50 Ea.  
Mills Late Model Zephyr...\$19.50 Ea.  
Rock-Ola 20-Record Imperial...\$19.50 Ea.

## SOUTHERN AUTOMATIC MUSIC CO.

342 2ND ST., LOUISVILLE, KY.



**TOPPER!**



Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

**\$6.75**

Special Introductory Offer!  
1 Topper  
10 lb. Candy  
1 gr. Toys  
All for \$5.75.

**WANTED**

**500 USED COUNTER MACHINES AT ONCE!**

Liberal Allowance on Each. Write for Details.

**REBUILT CIGARETTE MACHINES**  
Stainless Steel Finish—Stapd Free.  
8 Column — 144 Cps.

**\$20.00 each**

**STICK GUM VENDORS**

Vends all Standard Makes, Wrigley — Wacchut — or Yox. Cap. 125 Sticks.

**\$2.85 each**

TODAY'S BEST BUY  
**HAMMERLOID**

Only Available on the Industry's Style Leader

**SILVER KING**

At No Increase in Price. The sparkling—smooth—new finish that will not chip, crack or peel. More beautiful than porcelain. Many times more beautiful. Obsolete of 4 new two-tone colors.

**SAMPLE \$15.00**  
Vends Charms, Nuts, Candy, Ball Gun, White or Gray. Sticks and game operators place a "Silver King" on every stop for extra profit.

1/2 Deposit With Order, Balance C. O. D. Send for literature and easy terms. Order Now. Factory Distributor.

**TORR 2047A-SO. 68 PHILA., PA.**

**WRITE FOR LOW PRICES**

On Peppercorn, Ball Gun and Package Vendors. Also Table-Top Vendors. Supplies for All Machines. **NEB Peppercorn Vendors at a Low Price.**

**Self-Serv Mfg. Co.**

5 Broad and Wickman St. Paterson, N. J.



**CHARMS** 9 Gross \$80c  
100 Gross \$3.75

**IDEAL SALES, Inc.** 1510 Market St. St. Louis, Mo.

**CHALLENGER**

Meets the Challenge for a Bulk Merchandise Vending Machine that provides POSITIVE FULL-TIME operation. Write at once for complete details and low prices. Distributor.

**THE ATLAS SALES COMPANY**  
812 1/2 Lehigh Ave. Cleveland, O.



**Pan Lists Ten Best Bulk Candies**

CHICAGO, March 25.—Tabulation of sales records by the Pan Confection Factory in order to determine which bulk vender candies were the most popular during the month of February was announced recently by Willard Seefeldt, in charge of the vending machine division of the firm.

Topped the Big 10 selections of bulk vending operators from Coast to Coast, Pan showed the following to be the most popular: 1. Pee Wee Boston Baked Beans, hard shell; 2. Boston Baked Beans, hard shell; 3. Toy Jelly Beans; 4. Pee Wee Smooth Burnt Peanuts; 5. Assorted Licorice Lozenges, hard shell; 6. Black and White Licorice Dibs, hard shell; 7. Red Burnt Peanuts; 8. Chocolate Spanish Peanuts, pee wee; 9. Chocolate Raisins; and 10. Fruit Dibs, hard shell.

**Indiana Approves Food and Drug Act**

INDIANAPOLIS, March 25.—The State of Indiana has approved the federal food and drug bill by passing a bill similar to, and dependent upon, the federal act. Hailed by candy men and candy users, the bill does not present any difficulties outside those entailed in the federal legislation. Candy men in this State had feared individual decrees by States requiring certain things not covered in the federal act and thereby disrupting the distribution of the product through the United States.

Indiana will retain the right to revoke licenses to confectionery manufacturers whose quarters are found to be insanitary after warning. Continued disobedience to warnings will result in permanent revocation. The State also requires that all confectionery employees be of sound body and free of disease, and requires that physical examinations shall be made at intervals of six months. The maximum charge for examination shall be \$2.

Every confectioner is also compelled to file a statement under oath, and in duplicate of each trade-mark and trade name before the confection "to which the same is applicable is sold, distributed or handled within this State."

**Battle Coin-Operated Wash Machine Thieves**

CHICAGO, March 25.—According to a neighborhood newspaper, Chicago's south side has been suffering from a group of petty thieves who have been preying on coin-operated washing machines. But aroused by the pilfering, tenants, landlords and operators have enlisted the aid of available agencies in capturing the thieves.

Police believe the culprits operate in the afternoons after the tenants finish their washing and are either out of the building shopping or visiting. The machines netted the thieves from 25 cents to \$1. Damages to premises in selecting sometimes exceeded this amount.

Tenants are now quietly on the lookout, and, according to the newspaper, the aid of the United States postal service has been enlisted to "round out the posse" which they eventually expect to catch the thieves.

**cigarette merchandisers' association**

With a decided tang of spring in the air it's rather difficult to keep our mind on business these days. Somehow or other our thoughts refuse to be confined. Whenever concentration lapses for an instant we wake up and find ourselves speculating on how our putter will behave this year, whether we'll land that five-pouncer that haunts the big pool at our favorite fishing grounds, whether the Yankee will repeat or something similar. Maybe that's why there's so little doing in the CMA circles these days. Just a case of spring fever all around. It's got us bad. Pardon us while we stretch!

Tuesday, March 28, will be the next meeting night of the CMA of New Jersey. Manager LeRoy Steinh reports it will be a mighty active one, too, with many important matters to be brought before the assembly. Three new members are scheduled to be inducted. They are Donald Petrin, Irvington, N. J.; J. Rodigan, Montclair, N. J.; and B-E Service, represented by Samuel Ruoff, of Hillside, N. J.

From San Francisco comes a report that the cigarette merchandising technicians on location at the Golden Gate Exposition on Treasure Island are getting a big play from fairgoers. Competition for the big concession must have been mighty keen, but Oakland Cigarette Service, Inc., Oakland, Calif., was awarded the contract. All the machines scattered thru Treasure Island are brand-new Rowe Royals, we hear.

Undoubtedly the millions who will attend both the World's Fair in New York as well as the Golden Gate Expo are bound to be made more conscious of the many advantages of buying their cigs the "vending machine way."

Oh, the stuff! Well, I got a brand-new Stetson that Bill Peck will be the first of the CMA boys to play in this season—if he already hasn't played them. Matthew Peppercorn seems to have no time to enjoy the delights of spring fever. He really gives that Chevy of his a workout dashing about town. Has he ever told you of the affinity his car has for "tag"? Seems he had a regular charge account at City Hall. . . . Murray Weiner, secretary of U-Need-A-Pak Products Corp., is off on a trip to Washington and Baltimore. He is very optimistic over prospects for 1939, he says. . . . Wonder where the CMA of New Jersey will hold its spring get-together this year. Many of the boys have told us they hope it's at a spot where they can buy cigs. It was a bit hard on some of the boys last year to go a whole day without their favorite brand—all because cigs weren't sold on the grounds of Camp Stutta.

What is the purpose and objectives of the CMA? Perhaps the best way to answer this oft-asked query is to quote from the by-laws of the CMA of New York. "The objects and purposes of this organization shall be: to foster trade and commerce in the automatic cigarette vending machine business; to reform abuses relating thereto; to diffuse accurate information in regard to the standing of customers and other matters; to procure uniformity and certainty in the customs and usages of trade; to settle equitably and justly differences among its members, and to promote a more enlarged and friendly intercourse among automatic



Manufactured by  
**VICTOR VENDING CORP.**  
4203 Fullerton Ave., Chicago, Ill.

**FOR SALE**  
Lot of 25 Brand New SMOK-A-TAINR 5-Cent Cigarette Machines. Will sell as group only at bargain price of \$4 each. For full particulars write  
**BRIDGE'S**  
195 E. MAIN ST., ARDMORE, OKLA.

**Bargain! BRAND NEW**  
STEWART & MCGUINE  
COMBINATION 4-5c  
BULK VENDORS  
24 Machines ..... \$745  
12 Machines ..... \$375  
\$7.95 Each.  
Bargain, 50-Cc.  
**USED MACHINES**  
Columbus Co Peppercorn ..... \$3.00 Ea.  
Wendover 4-Cc Pe ..... \$3.00 Ea.  
HEASTER 4-Cc Pe ..... \$3.00 Ea.  
77 Vendors ..... \$3.50 Ea.  
EVER-READY 4 Cc ..... \$3.50 Ea.  
58 Vendors ..... \$3.50 Ea.

**D. ROBBINS & CO.** 114-B DEK AVE. BROOKLYN, N.Y.

cigarette vendors; to hold meetings and social gatherings for the better realization of these purposes, and to promote a better understanding and relationship of its members towards each other; to create a code of fair competition in the operation of cigarette vending machines; to exchange such information as will improve the conditions of its members.

The cigarette industry received some handsome plugs from Westbrook Pegler, the syndicated columnist, a short time ago. Disagreeing sharply with something Secretary of Interior Yackel said about cigarette advertising meeting pressure on newspaper editorial policy, Pegler pointed out what a terrific boon the industry was to the government in taxes alone.

If the cigarette and tobacco business should be abolished, "The treasury would lose \$568,181,000 a year, most areas of tobacco land in many States would become a fresh problem to poor Henry Wallace, thousands of tobacco field hands and factory workers employed not in tobacco manufacture but in dependent operations would be thrown onto relief or WPA. . . . Tobacco stores pay real estate taxes, consume heat and light, employ thousands of clerks. . . . the cancellation of all cigarette and tobacco advertising would break many papers and magazines. . . ."

**Wash. Candy Bill Bans Consignment**

SEATTLE March 25.—A bill banning consignment selling of confectionery in the State of Washington has been introduced. The bill, identified as Senate Bill 409, Section 21, proposes: "It shall be unlawful for any confectioner to sell confectionery products upon consignment within this State, or



to leave or place any confectionery products with any person, firm or corporation within this State pursuant to an agreement or understanding, either express or implied, that any such confectionery, or any part thereof, not sold by the person with whom it is left or placed will be taken back, or that the price for other consideration therefor will be returned in whole or in part or that any allowance, credit, commission, rebate or other thing of value will be given therefor."

### FTC Cites Candy Vending Monopoly

WASHINGTON, March 25.—Two leading chocolate manufacturers were cited here by the Federal Trade Commission for entering into an agreement with several vending machine companies to monopolize vending machine sales of chocolate bars made by the candy manufacturers.

Hershey Chocolate Corp. and the Peter Cailler Kohler Swiss Chocolates Co. were the manufacturers named in the order which bars restraint of trade agreements between these companies and three vending machine companies. The latter are Sanitary Automatic Candy Corp., New York; Berlo Vending Co., Philadelphia, and Confection Cabinet Co., Newark. Lamont, Corliss & Co., New York, selling agent for Kohler, was also named.

Commission findings are that the Hershey and Kohler corporations entered into exclusive distributor arrangements with the three vending machine corporations for the sale of Hershey and Nestle candy bars manufactured especially for use in theater vending machines, and that this resulted in closing the sources of supply of those products to the vending machine trade other than the Sanitary, Berlo and Cabinet companies.

The order directed the three vending machine operating companies to cease and desist from entering into and executing any agreement or understanding among themselves or with others to influence, persuade, or coerce either of the respondent chocolate manufacturers or Lamont, Corliss & Co., sales corporation, to refuse to sell their products to any other member of the vending machine trade, or to refuse to sell to other members on terms and conditions as favorable as those granted the three vending machine operators.

The three vending machine companies also were ordered to cease entering into or executing agreements or understandings to prevent or hinder purchase of candy bars by other vending machine operators from any manufacturer or seller, or to prevent or hinder such purchases upon terms and conditions as favorable as those received by themselves.

### Coin-Operated Hen Lays Boiled Eggs

CHICAGO, March 25.—"Western" Jimmy Johnson, of Western Products here, tells of one of the most unique vending machines ever developed in the industry. It was developed from a lifelike hen used for window displays.

Believe it or not, here is the tale of an egg vending machine. A taxidermist prepared the body of a large Barred Plymouth Rock hen to appear as much like a living hen as possible. Then the delivery mechanism was built into a wooden box resembling boxes used for nests down on the farm. On this box a real nest of straw was made and then the stuffed hen was placed realistically on this.

In a tavern where one of the machines was placed on top of the hen was loaded with boiled eggs. Upon depositing a nickel in the coin chute the hen would turn her head from side to side and then pop! and the hen would "lay" a boiled egg for the customer in realistic style. This display of realism by a coin-operated hen would provoke such laughter that customers thronged around to see how it was done. A test was also made of using a few colored eggs upon which an award would be paid.

The supply of boiled eggs and the mechanism are placed in the wooden box and the hen simply does the "laying" in full view of the customers. As a laugh-provoking machine it probably ranks first among all the coin-operated machines ever developed.

## Vending Notes...

FT. WORTH, Tex.—F. C. Ewing Co. says its place has been swamped with out-of-town visitors the past week. Many operators of merchandises venders visited the big Rodeo and Stock Show held here recently and paid the Ewing headquarters a visit while in the city.

DETROIT.—A new automatic pop-corn vender is being developed for the market by Daseo Products Co., of East Detroit, Mich.

DETROIT.—Atlas Automatic Music Co. is now representing Stewart-McGuire & Co. in this area. All of the New York firm's products may be obtained thru Atlas.

DETROIT.—New coin machine company was organized here this week by Henry J. Roesch as the Mechanical Candy Sales Co. of Michigan.

### London

LONDON, March 25.—After lengthy period of comparative peace, a campaign unfavorable to amusement machines has broken out in the national press. This arises out of condemnation of such machines and sportslands by London magistrates after trying case in which several boys, who were accused of stealing, put up excuse that they took money to play on a table in a cafe. Anti-gambling societies and juvenile probationary officers added their fuel to the fire which leading dailies have fanned most vigorously. Legislation has been strongly urged for suppression of machines but there is little likelihood of this coming about. Permitting of play by juveniles is against ethics of the two organizations concerned, Amusement Caterers' Association and British Automatic Operators' Society.

That urgings for unity put forward by friendly M. P.'s and others have not fallen on stony ground is proved by combined opposition of Showmen's Guild, A. C. A. and Bamos to move by local authority at Torquay, seaside resort in Devon, for Sunday closing of sportslands.

Chairman-elect for April assembly of the Slot Club is P. Gordon Lyle, proxy of Brisson (Kingston), Ltd., manufacturer of salesboards and dealers in coin-operated equipment. Lyle will be making a business trip to New York and Chicago towards end of the spring.

Phone sales are on the increase here, but those concerned with handling of entirely new models find progress handicapped by influx of used machines.

It is practically certain that 1940 Amusement Trades Exposition will again be held at Seymour Hall, West London, and at the same time, the third week in February. When 1939 show closed exhibitors were called together to air their views to the Joint Board. Some favored longer period but majority expressed preference for four days as hitherto. An extension would add considerably to hall rental and necessitate a disproportionate increase in booth-letting charges. All favor holding of Bamos banquet on last night of show, exhibitors saying they don't feel like work this day after.

### Fort Worth

PORT WORTH, Tex., March 25.—Warm spring weather in this section may mean an early opening of many outdoor coin machine spots. The huge Show Boat, an outdoor resort club located on Lake Worth, which affords a location for several pieces of coin-operated equipment, will open shortly. Many other outdoor spots are getting ready for an early opening. Most of these spots afford placements for various types of automatic machines.

During the Paul Whiteman engagement at the Southwest Rodeo and Fat Stock Show the brand of cigars sold by the maestro's sponsor jumped 30

# Bally NICKEL-A-CUP BEVERAGE VENDER



LOCATION TESTED FOR 90 DAYS

GUARANTEED MECHANICALLY PERFECT

EARNING POWER PROVED BY LOCATION TESTS FROM COAST TO COAST

ACT NOW TO CASH IN ON SUMMER THIRST

WRITE TODAY FOR AMAZINGLY LOW PRICE AND TIME-PAYMENT PLAN

BALLY MFG. COMPANY 2549 BELMONT AVENUE CHICAGO, ILLINOIS



## WANTED!

SEE NEXT ISSUE OF THE BILLBOARD

PAN CONFECTIONS 345 W. ERIE ST. -- CHICAGO "ORIGINATORS OF HARD-SHELL CANDIES"

### New 1939 Model "E" SELMOR \$6.25 SAMPLE

Vends all CANDIES TOYS, BALL, GUM, brings BIGGER PROFITS! New stylized design, chromium and baked enamel.



ASK US ABOUT EXTRA PORTION DEAL! GREAT STATES MFG. CO. Dept. E, 1801-09 E. 29th St., Kansas City, Mo.

first place in vending machine sales in at least three of the city's busiest play spots. It formerly ranked third. Whiteman and his band have returned to New York.

Deep Purple, that late hit tune, continues to lead in all phone spots. It is gathering in the nickels faster than the location owner can make change.

The demand for used amusement games is more in evidence than it has been for some time. Distributors are having calls for used games, even marble tables and bumper games. Counter games demand a top price on the used machine market.

F. C. Ewing Co. says its place has been swamped with out-of-town visitors the past week. Many operators of merchandises venders visited the big rodeo and stock show and also paid the Ewing headquarters a visit while in the city.

Frank Ball, well-known op. of this city, is back in the game again with counter games and salesboards. Ball also operates a night spot out on the Weatherford Road which is frequented by Fort Worth and Dallas people.

Operators are scarce around the row after 8 p.m. They dash off to the Will

Rogers Memorial Coliseum every evening to attend the roller derby which is under way at that place for a 35-day run. The derby always attracts in many out-of-town visitors.





## SPUDS Now \$6<sup>25</sup> PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. Cork or Plain.

The Action-Fisher Tobacco Company  
Louisville, Ky.



## New Orleans

NEW ORLEANS, March 25.—The Lenten season has without doubt depressed activity in the coin machine industry of this area. Distribution of music machines and pin tables has slowed up following the two record-breaking months of January and February. General feeling among distributors and operators alike is that the let-down is as expected; in fact, less than many had anticipated and will be more than made up, with continuation of fine springlike weather such as now being enjoyed.

Out-of-town operators reveal that the growing oil boom has helped to stimulate increasing demand for pin games, slots and coin phonographs over wide areas of the State, East Texas and in Southern Arkansas. Discovery of new fields tends to keep many of the larger interior cities agog with excitement, and leasing of thousand-acre blocks has helped to circulate more money than many places have seen in years. Such conditions tend to increase play with all kinds of coin machines despite time of the year.

Ed Wurgler, assistant credit manager of the Wurlitzer Co., was a visitor in New Orleans last week and was given a rousing party by representatives of the company in this area. The affair, attended by several Wurlitzer operators of this section, was given at the beautiful Vendome place home of Al M. Mendez, district sales manager for Wurlitzer, with Jules Peres, New Orleans agent, as master of ceremonies.

Duster Glass, of the Great Southern Novelty Co., has bought a new line of Seeburg phonographs and reports fine early results. Glass, one of the biggest

operators in these parts, reports business better than a year ago and believes a big spring and summer business is ahead. He looks forward to getting a try at the new Seeburg remote-control equipment. The firm is doing a "peak business in sales of recordings, with Decca discs leading the way. Glass says.

The Jules Peres Novelty Co., local Wurlitzer distributor, reports receipt of its 14th car of new Wurlitzers since early fall; this last shipment being a solid carload. Among out-of-town buyers of this past week were Dick Strong, of Vicksburg, and W. H. Henderson, of Homer, La.

Another operator reporting no good business, despite the Lenten season and passing of the Mardi Gras, is Dom Pazzo, head of Pazzo Bros. The Pazzos are pioneer operators of pin games and phonographs in this section.

Among new samples received by the Dixie Coin Machine Co., big local distributing house, was Western Baseball, made by Western Products, and the 1939 Longchamp, of the Exhibit Supply Co. Julius Pace, operators' association proxy, has now fully recovered from recent attack of the flu. As a sample of his quick return to normalcy, the Kingfish of the ops has been seen out with Uncle Joe Pipitone and Uncle Joe makes them step when he brings them along.

Seen in a local distributor's office this week taking on new equipment in preparation for a big spring and summer season on the adjoining Mississippi gulf coast was O. M. Villers, the popular Waveland (Miss.) op. Villers predicts that business on the coast this summer will set a new top.

One of the biggest music and pin-game operators in this city has ordered out a large line of Du Grenier cigaret merchandisers for near future operations. He requests that his name be withheld until the deal has been completed.

Eli Rodriguez, known to his friends as the Mexican ambassador, is again scouting for material for the 1939 football eleven of the Loyola University of the South. This time, Rodriguez avers, the Wolves are going to get places.

A fine job in distributing Rock-Ola phonographs in the Ark-La-Texas area is being done by John Bryant at Shreveport. The music operators in this big oil area are benefitting from the growing boom on "black gold" and are ordering out many new Rock-Olas in preparation for a good spring and summer season.

Tyson M. Searcy, owner of The Groove, Houston's record store, promises to give the big Texas city its biggest and best disc distribution. Six sound-proof booths have been equipped with phonographs for benefit of patrons.

Joe Lucida, of the Capital City Novelty Co., Baton Rouge, has bought 10 new standard model Rock-Ola phonographs



W. G. FORTNER, prominent Dights, Ill., operator, visits Western Products showrooms, where, it is said, he was highly impressed with Western's offerings and placed substantial orders.

from the Louisiana Amusement Co., Louisiana Rock-Ola distributor. Melvin Mallory, manager of the Louisiana company, reports receipt of numerous letters from country operators praising the fine qualities and appearance of the new Rock-Olas. Particularly being praised in these reports is the extra coin-box feature that allows the location owner to share in the operation of the machines. The box is also very handy when the location owner is in need of ready cash. The local firm has already sold its second full car lot this year.

H. N. McCormick, Southern Sales manager for Decca Distributing Corp., reports that Henry King's first appearance in the Deep South at the Roosevelt here has proved a boon for this maestro's rumbos discs.

Glen M. Surprise, of the Square Deal Co., Chicago, was in town this week making arrangements here and at other Southern centers for distribution of that firm's new Square Deal dice trap and pad.

Norman Hidalgo, operator of the Tavern at Donaldsonville, La., this week bought a dozen Dixie Belles, made for the Bell Distributing Co. by O. D. Jennings. Hidalgo reports a good play in the Sugar Bowl area and along the banks of dreamy Bayou Lafourche.

We hear that Joe Isaacson, of the New Orleans Novelty Co., has so definitely fixed that middle-aisle march for middle of April that a home has been leased on Coolidge avenue up in Jefferson Parish.

Ben Neubauer, well-known music operator of Thibodaux and Bayou Lafourche area, has just bought a line of new Rock-Ola phonographs from the Louisiana Amusement Co. "The new Rock-Olas are the best looking phonographs I have ever seen," Neubauer wrote Melvin Mallory, manager of the Louisiana Amusement Co., Rock-Ola distributor. Other out-of-town buyers this past week were George Bozal, Hammond, and Joe Ragusa, Baton Rouge.

Nick Peora, George Rossi, Francis Drury, Joe Tallo and several other coin machine or phonograph operators of Southeast Louisiana report on visits here this week that the 1939 Louisiana strawberry crop is off to a good start. Success in marketing of these luscious berries means a whole lot not only to these operators of the best fruit but to the State in general. It is a \$7,000,000 crop in normal years, but that isn't any too little cash to circulate around.

The Dixie Coin Machine Co. has received shipment of several new novelty pin games this week. Included in the new displays are Bally's Pace Maker, Exhibit Supply's Speedy and Genco's Griffin. Julius Pace, head of the firm, reports a good demand for Bally's Spottem and for Mills' drill-proof slots, especially hand load. The firm, as usual, is the gathering place of numerous out-of-town operators, including Ben Neubauer, Thibodaux; Joe Palcoza, Plaquemine; Harry Dugas, Donaldsonville, and others.

Among local operators who report a very good play for early spring is Sterling Comeaux, a young vet of the industry. Comeaux is particularly pleased with recent results with games made by Bally and J. H. Keeney.

Continued good sales of Wurlitzer counter model phonographs are reported by the Jules Peres Novelty Co. this agent. Frank De Barros, sales manager of the firm, particularly reports a good turnover. "This beautiful compact little music-maker is one of the finest money values Wurlitzer has ever turned out, and we can hardly get shipments in quick enough to satisfy the recent demands," De Barros reports.

Edward Danos, operator of one of the biggest night clubs on the famous Bayou Lafourche "longest village in the world" came in this week and bought another lot of new Dixie Belles from the Bell Distributing Co. Danos reports fair business along the bayou.

F. W. King, head of the E. J. N. Sales Co., has just returned from a business trip thru Southern Mississippi, where he found a good demand for seconds but a lacking interest being shown in new machines due to the unsettled condition of the cotton market upon which that

## Operators Buy HAMILTON SCALES



Enlarged View of Scale Top

To Cover More Spots with Less Money

Your cost is less, and your earnings more... because the more HAMILTON PERSON-WEIGHING SCALES you spot, the bigger your income.

HAMILTONS are unsurpassed for high, steady income. They are—

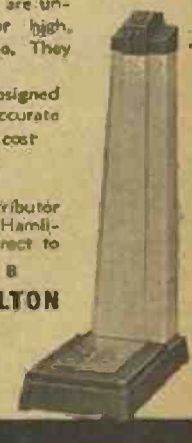
Beautifully designed  
Remarkably accurate  
Low in net cost  
Non-clogging  
Long-lived

If your distributor can't supply Hamiltons write direct to

DEPT. B  
The HAMILTON  
SCALE CO.

1910 Vermont  
Ave., Toledo, O.

Meet the Standard Hamilton Scale



section so much relies. King believes that release of government-held cotton so as to make room for an open industry rather than government control in the future would help to remedy the situation. The government today holds so many bales of cotton that there is a shortage of supplies in hands of planters who had earlier released cotton to the government on loans.

Seen scurrying about Poydras street this past week shopping for new machines were John McDonald, Slidell op; O. Blanchard, Thibodaux, and A. Basmussen, New Iberia.

Mark Boasberg, manager of the Sport Center, big downtown coin machine sportland, loudly praises the fine mechanism of machines made by the Stoner Co., of Aurora, Ill. "Anything Stoner makes is okay. These people's machines need no service calls, and those I have used and am using at the Sport Center go on day after day without the least bit of attention. The new Chubbie is the heaviest played machine on location in our place at the present time. It is Stoner's best." Boasberg also gives credit to Genco's Bubbles and Gottlieb's Lot-a-Fun.

## Remote Control Console Model

CHICAGO, March 25.—"Successful manufacturing of coin games today is not based on building a game and then trying to find a market for it; but in analyzing the market and then turning out a game to serve the operator's needs in each territory," states Ray Becker, Keeney sales manager.

"That is what we have done with our remote-control models of our various console games, Pastime, Triple Entry and Track Time. We have accommodated these popular games to the requirements of territories where a game of this type is needed, and the result is that we are selling a large number of console games in areas heretofore classed as non-console markets," said the sales manager of J. H. Keeney & Co.



# Indiana Operators' Group Calls Meeting for Sunday, April 16

On February 16, 1939, the Indiana operators of cigaret machines, phonographs and merchandise vending machines of all types were called to Indianapolis to meet at the Claypool Hotel to discuss certain bills before the Legislature, which was in session at that time.

Among the adverse laws being promoted by unknown individuals was House Bill 231. This bill would have demoralized both the phonograph and cigaret machines; in fact, the entire legal vending business, many said. Therefore the meeting chose as permanent chairman Charles W. Hughes, of Ladoga, Ind., and gave him authority to appoint a State committee. He named from those present A. C. Brana, cigaret operator, of South Bend; Sam Oelb, cigaret operator, of Vincennes; Otto Jensen, of Jensen & Jensen, music operators, of Logansport; Fred Johnstone, music operator, of Anderson; A. B. Borgeson, cigaret operator, of Muncie; Harry Dwyer, of Dwyer Novelty Co., cigaret operator, Marion; H. J. Windt, music operator; Abe Field, music and cigaret operator; Sam Weinberger, State representative of

Southern Automobile Music Co.; Paul Jock, of the Guarantee Distributing Co., Writitzer distributor, all of Indianapolis, Ind.

It was agreed by a majority vote of the operators present that a permanent State organization should be formed and the members of the State committee were given the power to form such organization. The committee in executive session elected Charles W. Hughes, of Ladoga, Ind., president; A. C. Brana, of South Bend, Ind., vice-president; and H. J. Windt, of Indianapolis, Ind., secretary and treasurer. It was also agreed that a general meeting of all operators of the State would be called after the legislative session to report to the operators. The meeting has been called as of Sunday, April 16, 1939, at 1:30 o'clock, Claypool Hotel, Indianapolis, Ind., at which time the future of the business will be discussed by Walter W. Hurd, coin machine editor of *The Billboard*. A number of prominent manufacturers have accepted invitations to attend as they are vitally interested in a State organization being formed to protect the industry.

President Hughes requests all the operators, especially the operators who have their "all" in this business, to attend the meeting and help formulate plans for the protection of this business from encroachment by legislation, either local or State.

Mr. Hughes has been an operator for 11 years and has made a deep study of organization. He was a member of the board of directors of the State organization formed in 1935, which disbanded after the legislative session of that year. At the Sherman Hotel, in Chicago, 1935, he was chosen from 3,000 operators as a member of the national committee of three to form a national organization. Mr. Hughes was elected vice-chairman and vice-president of this committee but was unable to leave his business and devote all his time in forming State organizations.

Mr. Hughes has attended all the coin machine shows at Chicago and has seen the industry grow from the "small acorn to the mighty oak." He asks you to be there, for it may make you money.

## Continuous Test Proves Mechanism

CHICAGO, March 25.—Operators have now given the Contacts game long and ample tests in operating routes," said Leo Kelly, of Exhibit Supply Co., "and in addition to having a long run with operators we have had a complete mechanism under continuous running

test here in the factory. It has been kept going over a long period of time in order to discover any possible weakness in the mechanism.

This continuous operation had now about reached the 3,000,000 point, Kelly said, "and up to this time there has not appeared a sign of any defects. We think the number of Contacts that have been in operation on routes for months are the best test of all, but we just wanted to be sure to see if we could locate any weakness in factory tests. For that reason we have kept a mechanism under continuous operation."

Kelly also stated that the big secret of the steady demand for the game seemed to be that it gives the player a big amusement value. It offers a real game, he said, in the fact that balls appear again on the board.

## Sphinx Cohen Introduces Game

CHICAGO, March 25.—Bill (Sphinx) Cohen, who operates the Silent Sales Co., Minneapolis, today tagged the new Pace Saratoga Square Bell a winner. Said Cohen: "As operator of the 'House of Winners,' it is my firm policy never to take on a game that hasn't received my personal okeh. It must go thru the tests which I devise for it.

"Pace's Saratoga Square Bell, with slug rejector, has proved a thorough performer after extensive tests, and I'm recommending it.

Belying his nickname of "Sphinx," Cohen was enthusiastic in his praise of the new Pace release. "Saratoga has a foolproof mechanism, slug rejector, plenty of player appeal. Its mechanism is easily reached for minor adjustments thru the lift-type top. The cabinet is dignified and impressive. With these features, plus the skill control angle, Saratoga is a natural for all territories. The operator who mounts this winner is in for a good ride thru 1939."

## Up Production of Little Poker Face

CHICAGO, March 25.—"They have cleaned us out of current production runs on Little Poker Face," states J. M. Sanders, head of the company of the same name. "We find it necessary to revise our production schedule to properly take care of the ever-increasing volume of orders reaching us daily from all parts of the country.

"Little Poker Face plays poker the modern way," declares Sanders. "The players like the device's wild feature. The locations like the quiet smooth action of the machine. The operators—oh, boy! They say it's tops in holding the play."



**\$49.50**

MAKE YOUR OUT-OF-DATE COUNTER MACHINES LOOK LIKE A \$125.00 CONSOLE FOR \$49.50.

"HOW?" Ship to us your old Rot-A-Top Counter Machine and we will rebuild it into our famous Console Cabinet as shown above for \$49.50 each.

Do it now and get lined up for this spring and summer grind with new equipment.

Made Only by

**WATLING MANUFACTURING CO.**

4640-4660 W. Fulton St., Chicago, Ill.  
Est. 1889. Tel., Columbus 2770.  
Cable address, "Watlingite," Chicago

**FOR SALE**

16 With Counter Big Drop Package Machine with 25¢ Top, Garnish or Pasta, 10" Top Size Ball, 6" or 8" Picture Machine, 6" or 8" Floor Big Post Card Machine, 4 Electric Phone Tables. All of these machines are in first-class condition.

WATLING AMUSEMENTS CORP.  
230 West 125th Street, New York City.

Send your correspondence to advertisers by clipping *The Billboard*.

IT'S EASY to pick those HOT \$\$\$\$

**BASEBALL BALLY CARDS**

Any Size--Any Kind From the largest and most complete stock.

SERIES

Daily and Weekly large tickets, machine folded and sewed with your own label imprint.

Write for Sampler and Prices.

**Wheeling Novelty Co.**  
Incorporated  
57 14th St. Wheeling, W. Va.

**SUPER VALUES**

PHONOGRAPHS

2 Wurlitzer P-12	\$70.50
20 Wurlitzer 313 or 314	60.50
10 Wurlitzer 316	60.50
3 Wurlitzer 310 A	110.50
1 Wurlitzer 24 A	180.50
1 Seaburg Salsotophone De Luxe	34.50
1 Seaburg Symphonola A, 32	61.50

AUTOMATONS

Food Bag	\$32.50	Quinine	\$32.50
Key Day	47.50	Miles Post	37.50
Phonograph	42.50	Trap Lite	47.50
Pinber	18.50	Star	28.50
Derby Day	18.50	Lodona	17.50
Photo Finish	27.50	Caron	17.50
Stables	37.50	Arleston	27.50

**SPECIAL**

3 Galloping Dominoes \$62.50  
Black Cabinet

COUNTER GAMES

Deer's Wild	\$11.50	Red Racer	\$4.00
Joker	7.50	Royal Flush	21.50
Sparks	17.50	Hit Me 21	6.00
Smoke Ring	11.50	Tickets	3.50
Red Book	6.50	Red Book	3.50
Red Punch	12.50	Red 21	6.50
Pop-a-Book	4.50		

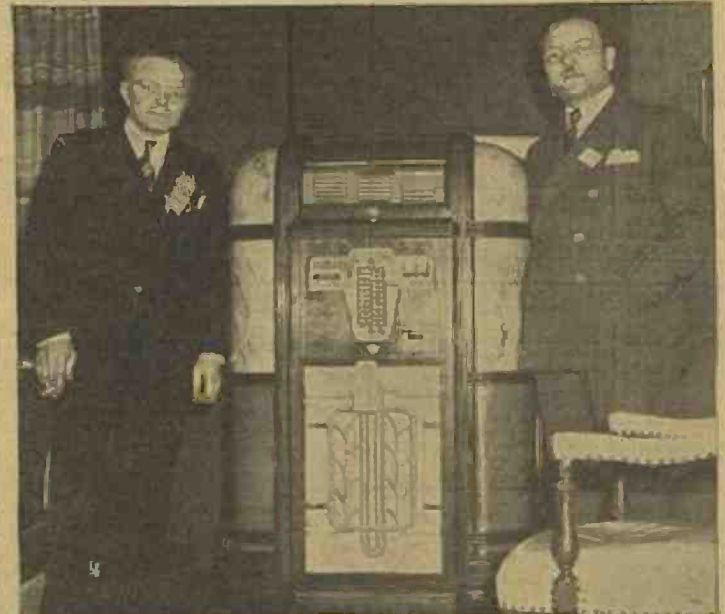
SLOTS

Mills Blue Front	B-10-35cc	\$48.00
Jennings Chief	B-10-35cc	27.50
Pace Console	B-10-35cc	37.50
Collie Combsider	B-10-28cc	32.50
Jennings Century	B-10-25cc	27.50
Mills War Eagle	B-10-35cc	27.50
Mills Goldie Girl	Y-8-10cc	28.50
Mills Wolf Head	B	27.50
Mills F. O. K. Vendor	B-25cc	17.50
Walling Three Jacks	B	27.50
From Two Queens	B-25cc	22.50

All Machines Thoroughly Reconditioned and Retouched Like New.

Terms 1/3 certified deposit, Bal. C.O.D.

**AUTOMATIC AMUSEMENT CO.**  
1000 Pennsylvania St., Evansville, Ind.



M. J. POSE, OF APPLETON, WIS., (left), Rock-Ola distributor in Wisconsin, and A. J. LeBeou, of LaBeou Novelty Sales Co., St. Paul, Minn., distributor, "cover" the Luxur Light Phonograph machine in the Northern States. They say it's keeping them busy.



# CHINA BOY

"Oriental Payout"

A BRAND NEW IDEA

Here's a thrilling new kind of console that gets amazing repeat play! Simplicity itself in operation. Dancing, flashing lights with all the intriguing mysticism of the Orient. Odds from 2-1 to 100-1.

Handsome Oriental style console cabinet, finished in Chinese red and mandarin yellow. Brilliant 6-color playing glass in celestial design. Highly simplified mechanism. Evans famous payout unit, visible slot, cheat-proof selector and many other features. Trouble-free operation absolutely assured.



We have selected H. C. Evans & Co. to manufacture this game solely for us, because every operator knows he has made big money with Evans Consoles.

CONVENIENT SIZE: 41" High, 14" Deep, 17 1/2" Wide. Weighs Only 55 Lbs.

**PRICE ON REQUEST**

Rush Your Order Today!  
IMMEDIATE DELIVERY

**AMERICAN SALES CORPORATION**  
950 WRIGHTWOOD AVE., CHICAGO

YOU'RE AHEAD with this YEAR'S AHEAD COUNTER GAME SENSATION!

## REEL POKER, \$17.50

5-REEL POKER HAND WITH DEUCE WILD. 1c. 2c. 10c. 25c. PLAY.  
Smart New Styling—New Operating Mechanism.  
SEE YOUR JOURNER TODAY.

**WESTERN PRODUCTS, Inc.,** 215 W. North Ave., CHICAGO, ILL.

**EXCEPTIONAL VALUES IN USED MACHINES OF ALL TYPES**

<b>CONSOLES</b>	1 Jennings Multiple Race, Used 1 Week... \$125.00	2 Gullible Console Derby, Each... 80.00	1 Jennings Derby Day... 30.00	1 Evans Game... 45.50	4 Prize Tracks, Each... 69.50	1 Pando Bally... 30.00	1 Bally Bon... 50.00	1 West. Pac. Truck... 30.00		
<b>AUTOMATIC PAYOUT GAMES</b>	Bally Entry... \$25.00	Bally Challenger... 7.50	Bally Game... 7.50	Western Pacific (1938) Bally... 17.50	Jennings Fisher... 3.50	Millie Fisher... 35.00	Smiling Baseball... 7.50	Kenny Sep & Oth... 7.50	Jennings Daily Limit... 7.50	Jennings Sportman... 7.50
<b>MISCELLANEOUS</b>	1 Ton Ball Radio Pkty... \$100.00	2 Superior Racers and Brands, Each... 35.00	10 Mills Downy, 5c Play... 75.00	10 Mills Downy, 25c Play... 75.00	1 25c. 10c. 25c. Play... 45.00	1 Mills Base Floor, 5c... 35.00	1 25c. 10c. 25c. Play... 30.00	1 Walling Treasury, 5c Play, New and in Original Order, Each... 45.00	4 Superior Cigarette Vendors (Similar to Oga Rm), Each... 75.00	
<b>COUNTER GAMES</b>	1 Track Reels... 7.50	3 Snoddy Races Jr. Emb... 7.50	1 Pocket Pool... 6.50	4 Tally Number Reels, Each... 10.00	4 Octopus 5-Way Grip Scales, Each... 9.00	1 Electric Model F. A. T. Target, Each... 15.00	1 Bones... 25.00	2 Superior Cigarette 1c (New), Each... 10.00	1 Field A Draw... 0.00	
<b>PHONOGRAPHS</b>	1038 Rock-Ola Mon... \$125.00	Rock-Ola Rhythm King... 50.00								
<b>NOVELTY GAMES</b>	Exhibit Playball... \$15.00	Bally Reserve... 17.50	Wardens... 35.00	Bally Arcade... 35.00	Klick... 40.00	Grand Slam... 25.00	Bally Expert... 45.00	Five Ropes... 30.00	Excitation... 30.00	Globe Trotter... 10.00

Quoted in C. H. Washburn and Subject to Prior Sale. One-Third Deposit Required.  
302-314 BROADWAY, NASHVILLE, TENN.

**WE BUY, SELL AND EXCHANGE**

<b>CONSOLES</b>	1938 Bally Team... \$100.00	1938 Kentucky Derby... 80.50	1937 Red Head Truck... 80.50	1937 Grey Head Truck... 80.50	Times... 45.50	King Field... 25.50	Tanfield... 35.00	Jennings Derby Day... 25.00	Louphange... 50.50
<b>PAYOUT TABLES</b>	Millie 1-2-3, Reball... \$ 40.00	Millie 1-2-3, Bally Pay-out... 22.50	Sport Page... 22.50	Goodlands... 110.00	Smackout... 110.00	Fairgrounds... 25.00	Flintwood... 25.00	Providence... 16.50	
<b>Rowe</b>	Arlington... \$18.50	Derby Day... 22.50	Across the Board... 25.00	Kenny Oil Ten... \$28.50	Kenny My Number... 30.50	Five Ropes... 30.00	Shell Free Races... 35.00	Recesses, Free Play... 14.50	

**CLEVELAND-CHICAGO AMUSEMENT SALES CO.**  
2725 PROSPECT AVENUE, CLEVELAND, OHIO.

**PAYOUTS**

600 Kenny Stepper Under, Like Times, Cost \$500.00. Selling for \$750.00.  
One Bally Keno, Like Times, \$40.00.  
Pub. F. C. H. Portland  
1/3 Deposit, Balance C. O. D.  
**WALTER R. HOUCK**  
250 N. Evans St., Portland, Pa.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION  
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

**ATLAS VALUE PARADE**

A FEW LEFT!!  
**ROCK-OLA WINDSOR \$149.50**  
1938 Model—20 Records

WURLITZER 410... 79.50	WURLITZER 318... 64.50	WURLITZER PIS... 49.50	SEEBURG MODEL A... 47.50	SEEBURG MODEL B... 32.50	SEEBURG MODEL C... 32.50	SEEBURG MODEL H (Selective)... 46.50	SEEBURG REX (20 Records)... 44.50	MILLS SWING KING... 159.50	
Other Phonographs... 97.50	WURLITZER 410... 79.50	WURLITZER 318... 64.50	WURLITZER PIS... 49.50	SEEBURG MODEL A... 47.50	SEEBURG MODEL B... 32.50	SEEBURG MODEL C... 32.50	SEEBURG MODEL H (Selective)... 46.50	SEEBURG REX (20 Records)... 44.50	MILLS SWING KING... 159.50

TERMS: 1/3 Deposit  
A Complete Line of Reconditioned Novelty Games, Paytables, Consoles, Slots, Counter Games and Photographs Listed in Our New Price Bulletin. Write for Your Copy. Cable Address "ATROVCO."

**ATLAS NOVELTY CO.**  
3200 N. Western Ave., CHICAGO, ILL. (General Office)  
1901 7th Ave., PITTSBURGH.  
Associate Office: Atlas Amusement Music Co., 2151 Grand River Ave., Detroit, Mich.

**AMERICA'S LARGEST DISTRIBUTORS**

**Dallas**

DALLAS, March 26.—Local coin machine distributors report an increasing demand for phonographs thruout Texas, Oklahoma and Louisiana. Other fields of operation that are showing a very nice activity are salesboards, cigaret vendors and merchandise vendors.

A. E. Stokes, veteran operator of Tyler, Tex., visited with the boys on coin machine row the past week. A. E. says business is good in the East Texas city of roses and oil.

Arthur Flako and Harry Turner, those two gray-haired youngsters of the coin machine business, are really going to town with their new Texas distribution of Superior Products Co.'s line of salesboards. Their Dallas office is becoming the headquarters for boys who want to keep up with the new items in salesboards. Out-of-town ops calling on them lately include W. D. Roundtree and W. C. Wylie, of Roundtree, Tex.; Jack Mahoney, Ft. Worth, and A. E. Stokes, of Tyler.

W. H. (Pop) Newell, that energetic operator and music man of Wichita Falls, was calling on friends here this week.

Joe Williams and Mike Ackman made a flying trip to Oklahoma City Tuesday in the interest of the Buckley Music Box, which is now being distributed by the Wallox Sales Co. Joe reports the Sooner City alive and bustling and rigid operators were doing a good business.

Arthur Flako Distributing Co. is developing a new popular-priced cigaret vending machine which is to be ready for market distribution in about two weeks. The new vendor is to be done in striking colors, will be a penny pack and produced to sell at a minimum in price, according to Arthur Flako, head of the company.

A commissioner's court order may be required to settle a dispute which started last week-end over the installation of two automatic soft-drink vending machines in the office of Ed Cobb, Dallas County tax assessor and collector. An embassy from the court naked Cobb to remove the vending machines and Cobb replied that he will maintain the machines for the convenience of his 50 or more employees, the profits from the operation to go into a mutual fund for the office employees. The controversy has brought about much newspaper publicity, and the automatic drink vendors are doing a rushing business.

J. A. Wellborn, a former member of the firm of Kidd Sales Co. and an official of the Beckham Candy Co., is a candidate for one of the posts of city councilman in the coming April election.

Edon Savage, of Automatic Amusement Co., says that Texas operators are highly pleased with the 1938 line of Bally Mfg. Co. The company's wide variety of new machines and the striking appearance of the Bally products are making a real hit with Texas ops.

Doc Glaney, of Houston, has recently

**K C LEADS AGAIN**  
BALLY DISTRIBUTORS.  
GET OUR LOW PRICES ON NEW GAMES.

Kenny Wild Free Races... \$47.50	Kenny Free	Bally Bantals... \$34.50	Bally Bonus... \$35.50	Bally H-Ball... \$9.50	Establish Shoot A	Life... 25.00	Bally Fairground, Factory Reconditioned... 40.00	Bally Sport	Bally Factory Reconditioned... \$9.50	Progress, 1	Ball Ticket	Comb... 22.50	Gumbo Hoop	Roll... 49.50
----------------------------------	------------	--------------------------	------------------------	------------------------	-------------------	---------------	--	-------------	---------------------------------------	-------------	-------------	---------------	------------	---------------

**K C Vending Co., 415 Market St., PHA.**

**ATTENTION RESORT OPERATORS BUY NOW SAVE MONEY**

WHILE THEY LAST.

1938 Kenny Wild Free Races... \$47.50	1938 Kenny Track Times (Like Model)... 39.50	1938 Kenny Kentucky Club Bill (Like Model)... 39.50	1938 Kenny Derby Game... 39.50	Kenny Red Head Truck Times... 45.50	Kenny Grey Head Truck Times... 39.50	Derby Day or Liberty Bell Console... 24.50	Yankee... 19.50	Across the Board... 34.50	Will Consider 20' or 25' Records Phonograph in Trade... \$41.50	1/3 Deposit, Balance C. O. D. \$41.50	1/3 Deposit, Balance C. O. D. \$41.50
---------------------------------------	--	---	--------------------------------	-------------------------------------	--------------------------------------	--	-----------------	---------------------------	---	---------------------------------------	---------------------------------------

**J. C. Novelty & Music Co.,** Cleveland, O.  
Phone: Henderson 8000.

Jack Masters and W. W. Whichard are now members of the sales staff of the Kidd Sales Co. They joined the local firm's forces this week.

Bob Ritter, Southern sales representative for Gardner & Co., Chicago, was talking to Dallas ops and jobbers the past week about Gardner & Co.'s salesboards. After spending several days in the Dallas area, Bob left for Corpus Christi and other South Texas points.

Marvin McLarty, an extensive music operator of Lubbock and other West Texas cities, was a recent visitor to Dallas. Marvin reported business good in the West Texas section.

The Flako Distributing Co. is now manufacturing its new counter cigaret vendor in quantities. The new penny vendor, called Baby Bones, is operated with a dice-rolling equipment, and Arthur Flako, of the firm, says that they are receiving orders faster than they can be produced at the present time. The new machine is a small, compact counter vendor of nice appearance, and is made in a variety of colors.

The Wallox Sales Co., Texas, Oklahoma, Louisiana and New Mexico distributor for Buckley Mfg. Co.'s wall boxes, has opened a branch office in Oklahoma City to take care of their wholesale end of the Buckley product in Oklahoma. M. A. Park, of Oklahoma City, is in charge of the new office, which is located at 625 N. W. Second street.



# EASTERN FLASHES

## Around the Town

**NEW YORK, March 25.**—Marty Roth, member of the board of directors of Amalgamated, is now being called "the hit and run kid." This is due to the fact that Marty likes to sit in on a good poker game, hit for a 10 spot and then run. Marty gets a laugh about telling about it. . . . Crowds of phono ops sure flocked to Nat Cohen's open house this past week. Consensus of opinion is that members of the Modern staff are experts at doing things right. . . . And the boys are still talking about George Foner's swell dinner at the Hotel New Yorker in Al Douglas' honor when Al brought that new Deval hit game to town.

## Wedding Bells

Oil Parla, well-known New York op, will be married in August. Planning a trip to Europe for a honeymoon. Girl's better half-to-be is Rose Di Silvio. . . . Murray Lichtman (son of Charley) recently tied the nuptial knot with Jane Miller at the Hotel Chalfonte. Reports state that the reception was really something. Murray has a swell route going and is doing great. . . . Just a few Sundays back when the snow and sleet covered the town Harry Steinberg, brother of Dick Steinberg, Newark, had a gay engagement party at Goldman's, Pleasant Dale, N. J.

## Random Shots

Bernard Fabricant, son of Harry Fabricant, S & F Vending Co., Brooklyn, will make his "Today I yama man" speech September 2. . . . Frank Hart (Eastern, Newark) explains why the Tid Bit penny counter game vender went over so big by saying, "We held down getting too many of these out at one time and the men who have the machines report they are making real money." . . . Bill Alberg, of Brooklyn Amusement Machine Co., will be driving west soon for a rest on his brother's farm in Michigan. . . . Harry Cooper (Max, Brooklyn) recalls the old days to come of the boys with some stories of when operating was operating. Henry has been in the big in all the States and knows the ropes.

## A Deed Well Done

Biggest surprise of the week was the ad in *The Newark Evening News* placed by the Amusement Board of Trade of New Jersey. Copy suggested to the public "Enjoy Yourself Today." Value of ad wasn't realized until a few hours after it had appeared. It caused a real stir amongst all amusement industries in the State and the association has decided to continue it in all papers in a regular rotating schedule thruout the year. It is hoped by the members that all ops will now join the organization to help foster the fine move.

## Men and Machines

Bert Lane reports that "Natural to proving a natural with every op on location." All, Bert says, that the ops need to do to prove this baby a honey is to get it out on one of their locations. "The cash box talks for itself." Bert reports. . . . Joe Calcutt (The Vending Machine Co., Fayetteville, N. C.) pens that the new chart he has devised clearly demonstrates the superiority of his Calcuttone phone needle. "Chart is being sent free to all phono ops who want to learn something about needles," he says. . . . Sid Mittelman, Newark op, reports, "It's ciggy machines for me from now on." Sid claims he likes this part of the business best of all. . . . Jerry Morris, Plainfield, N. J., op, is a great fan of those counter model phones and says his is going along fine. . . . Al S. Douglas, Deval Mfg. Co. proxy, left his grass grow beneath his feet on this trip east to show his firm's new Trio game. Spending one day in New York, he journeyed to Philly, Baltimore and Washington; hopped back to New York, and thence to Syracuse and Buffalo before bi-balling for Chicago and a breather, from where he continues on another fast tour showing this new fireball hit.

## Along Coin Row

Louis Goldberg, who has many friends in the coin biz, is said to be doing a swell job for the Leon Takacs Co., with which he has been working for some months now. . . . Art Friedman, light bulb expert, is saving money for many

of the ops on these small lights for pin games. Art is with a well-known firm of long standing in the bulb manufacturing field. . . . Joe Ash still can't get over the swell time the boys had at "Benny the Bum's" cabaret in Philly when the Philadelphia Operators' Association got together for its annual banquet and dance. . . . Irv Orenstein, of Hercules, reports his firm has installed wood-turning equipment to help make front doors for the pin games. "Just another part of the service we render," he says. . . . Dave Robbins is featuring a nationally advertised brand of gum in his vender-scale combo. Gum can be switched for those interested in the usual vender scale job. Ops who have seen Dave's latest brainchild report it is one of the most attractive machines on the market.

## Proud Poppas

Freddie Law, of Hercules, Newark, is probably among the proudest daddies in the State. His brand-new daughter has him all excited. Harry and Sam Wlchansky, of Elizabeth, report, however, that Freddie's enthusiasm is nothing compared to Billy Ehrenfeld (Newark op), who is firmly convinced that he has the most gorgeous little daughter ever created.

## Coinshots

Harry Pearl and Jack Kay (Acc, Newark) are two of the most zealous organization workers in the State. They are complimented by leading New York ops, it is reported, for their fine work in the org's behalf. . . . Mike Munve is probably rolling up one of the biggest telephone bills in town with the way phono boxes between his four offices every day. It seems all this frantic telephoning in an effort to fill orders in a hurry is what's causing that swell bill Mike brought back from Florida to date. . . . Seems the boys in Fitzgibbon's office are kept hopping on the double-quick all day long of late with so many Bally games clicking big with ops.

## Music Machine Notes

Dorothy Kilgallen, New York Journal and American columnist, reports that Benny Goodman's brothers have only an automatic phone in their famous eatery, the Pickarib. Spot is a favorite hangout for musicians; who are reported to be always popping nickels into the machine to hear each other's discs. Most popular number is Artie Shaw's *Begin the Beguine*. . . . Leo Fox (Hub Automatic Sales Co., Boston), who introduced that swell console stand for the Counter Model 61 here last week, wires "Reaction has been great. All ops who have received samples are re-ordering. Believe we have a real hit because we are giving the boys real merchandise."

## Back in Town

E. P. Chester (remember Chester-Pollard?) is back in the Big Town after a six year sojourn on the Coast. Chester reports he will have something of special interest for the industry soon. . . . Sam Wlchansky brought back some artistic candid camera shots from Florida. Sam is one of the best amateur photographers in the coin biz. So excellent are his Florida shots that he has been forced to make up portrait-size prints for all who went to Florida with him. . . . Hymie Rosenberg (Seaboard Sales)

A NEW PACE-MAKER

\$134.50

SLUG REJECTOR  
\$10.00 EXTRA



Saratoga

SQUARE TYPE BELL  
5c-10c-25c PLAY

SILENT SALES COMPANY

The House of Winners

Silent Sales Building, Minneapolis, Minn.

It's got my tested O.K. A REAL WINNER Bill Cohen

on your old equipment lift-trade on new Saratoga Square Bells.

DROP SHIPMENTS will be made from factory to reduce transportation cost outside North Central area. Send drop shipment orders direct to Paco factory, 2909 Indiana Ave., Chicago.

LIBERAL ALLOWANCES will be made

should be on the State of Florida's pay roll. He's spent so much time there that any of the Big Town ops going there for a first-time visit call him for info before pushing off.

## On the N. J. Front

Vandalism has broken loose in Newark area. Professional crew seems to be at work, according to ops, that has developed some sort of master key which it uses to break in coin boxes. Key tumblers are ruined in process. Crew is said to be composed of three members.

All ops are warned to be on the lookout for them. . . . Julius and Dave Braun, of Linden, N. J., are manufacturing a fine shuffle board. Taverns are now demanding this Nu Art job and the boys glow with pride over the success they are enjoying. They are now seeking districts in surrounding States for new portable-job.

## Hankin To Open Arcades

Morris Hankin, of Hankin Music and Cigarette Service Co., Atlanta and Columbia, S. C., reports he will open two more Photomat's arcades along the lines of the new Mutoscope World's Fair arcades. Hankin gave out this info while here on a visit with Mrs. Hankin. While here they took in the World's Fair, where they inspected International Mutoscope's modernistic arcade, as well as the Photomatic studios of the firm. "The Photomatics we have in Atlanta are going over in a big way. Our present arcade in Atlanta is doing the best biz in its history. Take it from me, the arcade biz is coming back strong. The two new arcades we plan will not only have Photomat's but will also contain all the latest Mutoscope arcade equipment."

## Indiana Ops

A meeting of the Indiana State Operators' Association has been called to meet at the Claypool Hotel, Indianapolis, Sunday, April 16 at 1:30 p.m. This is a change from the former announcement of April 2 as the date of the meeting. Many important reports of recent work will be made to the meeting by officials of the group. Plans for the future will also be discussed and passed upon. Charles W. Hughes, Ladoga, Ind., is president, and H. J. Windt, Indianapolis, is secretary.



HERE'S PART OF THE GROUP OF OPERATORS who attended the party at the offices of the Modern Vending Co., New York, which ran from March 30 to March 25. Occasion was the introduction of the Wurlitzer Model 600 with the piano keyboard.



# DISTRIBUTORS - JOBBERS OPERATORS HOLD EVERYTHING!

The FIRST and ONLY coin machine devised that makes 'em LAUGH! It's the beginning of a new coin machine era!

# 'TAPS'

A sensational, radically different 5-Ball Novelty, built on entirely new principles... that convulses the crowds with laughter! Hilarious! Side-splitting!

Designed and built by the best known and ablest engineers in the coin machine business, this new departure is a masterpiece of ingenuity! It's an incomparable HIT! TWO MODELS, REGULAR and FREE PLAY! Popular Priced!

Rush Your Order Immediately!



THE MARK OF  
MECHANICAL  
PERFECTION

## THE HARRY HOPPE CORP.

MANUFACTURERS,  
2738-40 N. Paulina St., Chicago  
CABLE ADDRESS: HOPPECO.

<b>PAY TABLES.</b>	10 Bally Scales... \$30.00	10 Derby Day Short Top... \$20.00
4 Bally Klondike... \$47.00	5 Center Game... 9.00	10 Derby Day Flat Top... 32.00
5 Bally Entry... 32.00	12 Bally Dippers... 90.00	10 Derby Day Console (Double)... 32.00
1 Bally Queen... 37.00	5 Astorian... 35.00	10 Derby Day Console (Single)... 28.00
8 1-2-3 (New)... 00.00	<b>CONSOLES</b>	10 Derby Day Console (Double)... 32.00
7 1-2-3 (Old Model) 75.00	1022 Kentucky Club... \$ 78.00	10 Derby Day Console (Single)... 28.00
3 1-2-3 (Old Model) 55.00	1023 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
5 Floozies... 37.00	1024 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
7 Fishers... 37.00	1025 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
4 1-2-3 (New)... 12.00	1026 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
10 Bally Cigarette Novelty (New)...	1027 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
2 Bally Original Cigarette... 22.00	1028 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
6 Bally Bally Harrier (New)...	1029 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1030 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1031 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1032 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1033 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1034 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1035 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1036 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1037 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1038 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1039 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00
	1040 Red Head Truck... 108.00	10 Derby Day Console (Single)... 28.00

MODERN AUTOMATIC EXCHANGE, INC.  
2028 CARNegie AVENUE, CLEVELAND, OHIO

## BREAD & BUTTER EQUIPMENT for Operators

The life blood of the coin machine business. Local machines that can be operated in all territories without interference. Write us for complete details.

### GRAND NATIONAL SALES CO.

2300 W. ARMITAGE CHICAGO, ILLINOIS

## ENTERPRISES

WE GUARANTEE THESE MACHINES TO BE THE GREATEST BARGAINS IN THE INDUSTRY. EVERY ONE IN ABSOLUTELY PERFECT WORKING CONDITION READY FOR OPERATION.

5 Exp. Wood... \$47.00	9 With... \$38.00
5 Bally... \$47.00	4 Octa... \$38.00
8 Bally... \$47.00	3 With Big... \$38.00
11 Warbler... \$47.00	3 West. Pea... \$38.00
20 Warbler... \$47.00	5 Bally Roll... \$38.00
30 With Metal... \$47.00	4 Genoa... \$38.00
22 With Metal... \$47.00	1 Roll 14 Ft... \$38.00
400,000 &... \$47.00	22 Exp. Ma... \$38.00
400,000 &... \$47.00	27 Bally Fair... \$38.00
400,000 &... \$47.00	5 Bally... \$38.00
10 Bally... \$47.00	

1/3 DEPOSIT WITH ORDER, BALANCE SHIPPED C. O. D.

43 SO. LIBERTY ST. BALTIMORE, MD.

## Atlas Staff a Well-Known Group

CHICAGO, March 23.—The office staff of the Atlas Novelty Co. is probably one of the most widely known groups in the coin machine industry, commented a visiting operator recently. Atlas officials explained that almost every girl in the office has been with the company for several years or more and that all are acquainted with operators and jobbers from all over the country.

"Adele Ginsburg, executive secretary; Sylvia Freeman and Rochelle Verikon comprise the stenographic staff. The former Eve Ginsburg, now Mrs. George Finger, is the capable and efficient office manager," declared Irving Ortiz, Atlas official.

He continued, "All the girls are so thoroughly familiar with the details concerning the business that out-of-town customers calling on long-distance telephone may transact their business with full confidence that these efficient girls are in a position to give them intelligent service."

## Indiana Okeh On Pinball

Judge rules novelty game not a gambling device — dismisses cases

PORT WAYNE, Ind., March 27.—Of far-reaching effect to the trade in Indiana is a ruling just made in city court here by Judge William T. Schannon to the effect that the pinball machine in itself is not a gambling device.

K. F. Moore, operator of a filling station, had been charged with keeping a gaming device. The court sustained a defense motion to find him not guilty. The prosecutor immediately moved to dismiss similar cases against two other defendants. The three arrests recently were made by the Indiana State police in a drive against pinball machines.

The prosecutor pointed out that the State objected to the machines on the ground that operators habitually offer premiums to players who achieve certain predetermined scores.

"Because some operators offer such premiums, and I do not doubt that they do," Judge Schannon said, "It does not follow that Moore did. The pinball machine in itself is not a gambling device unless it pays the player in some way or can be adapted in some way to pay the player. The machines the police seized do not pay in themselves, and the police have offered no proof that the operator offered to pay any premium. At any time that it can be proved that an operator is paying money or something else of value on the side to players making a certain score I shall be only too willing to assess a fine against such operator."

Counsel for Moore made a lengthy argument. He quoted from a newspaper account of licensing of pinball machines in Waukegan, Ill., by the city council. He read a Logansport city ordinance which licenses pinball machines. He pointed out that sporting events are not gambling devices, but that persons frequently place wagers on them. A deck of cards in itself is not a gambling device, he said, and yet persons use cards to induce in games of chance. Likewise a pinball machine is no gambling device if it pays nothing, even the players operating it may wager among themselves to see who can make the highest score.



IF ONE-HALF OF EVERY CENT YOU TAKE IN IS GOING FOR NEW EQUIPMENT YOU CERTAINLY WANT THE BEST EQUIPMENT! THE MACHINES THAT STAY OUT LONGER, THAT MORE QUICKLY PAY FOR THEMSELVES AND THAT WILL DOUBLE YOUR PROFITS! THAT'S THE KIND OF EQUIPMENT WE FEATURE! WRITE OR CALL TODAY TO SEE THESE BRAND-NEW MACHINES WE'VE JUST RECEIVED!

## GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY  
11-15 East Runyon St., NEWARK, N. J.  
1435 Bedford Ave., BROOKLYN, N. Y.  
900 North Franklin, PHILADELPHIA, PA.

## 5-STAR FINAL



COLONIAL MFG. & SALES CO.  
Dept. B, 3607 E. 39th St., Kansas City, Mo.

## Fort Worth

PORT WORTH, Tex., March 25.—Word has reached coin machine row from Houston for the effect that a manufacturer and 14 others had been indicted by the federal grand jury in Houston a few days ago on charges of mail fraud in connection with the distribution of coin-operated vending machines. Assistant United States Attorney George John, prosecutor in the case, said it would take at least three to six weeks for the trial. More than 350 witnesses will be called by the government, he said. The indictments said purchasers of the vending machines were guaranteed 120 per cent profit or money back and that the defendants failed to carry out the guarantee. Prospecting buyers of the vending machines, it was stated, were usually contacted thru newspaper advertising and personal contact.

Huge crowds that jammed the North Side Stock Show and Wild West Rodeo played plenty of coins into coin-operated machines while in the city. Every type of merchandise vender was left empty of merchandise, and amusement games featured merry play. Automatic phonographs played night and day in cafes and taverns while cowboys clanked their silver spurs together and danced to their heart's content. It was 10 grand days for Fort Worth operators.

Charles Kidd, head of Kidd Sales Co., Dallas, was a Ft. Worth visitor a few days ago. Kidd was calling upon ops along the row and reported some nice sales on his super "book back cover" boards. Kidd has a factory humming in Dallas turning out boards by the hundreds every day.

Bob Martin, of the Martin Novelty Co.,

was in Dallas on business last week. He is now adding new equipment to his route.

Groetschen's Mercury counter game, is taking hold in the Fort Worth territory in a big way. Operators report swell earnings on this new Groetschen-counter unit.

H. E. Downs, formerly of Wichita Falls, has moved his operating interests to Fort Worth and now has headquarters at 110 South Jennings avenue.

From present indications Fort Worth ops will do well to look forward to a bumper summer operating business. Never have prospects been so good for big crops of wheat, oats, corn, barley, cotton, and other farm products. Pasture land is the best to be expected and cattle and other live stock will eat as they graze along the hillsides. All this means that the ops have a reason to smile.

Fort Worth phonograph operators have not jacked up with the phonograph operators' union. There is little possibility that they will soon. They are doing nicely at the present and they believe it a good policy to let well enough alone, for a while at least.

Selective music wall boxes are a current topic of discussion among the music merchants along the row. Pro and con go the opinions, and in the meantime some installations are going in. Most of the operators, however, admit that the selective-type wall box is going to be around for some time, and that its popularity will grow as not being sneered at.



# French Ops Heavy Losers On Game Machines Tie-Up

PARIS, March 25.—What may well be considered the most severe blow ever dealt and industry in any country by studied newspaper propaganda, and the studied situation by a political cabinet whose duration of activity was just long enough to enact and pass the law, was the blow given the automatic industry in France.

Without the chance of defending either their reputation (both manufacturers and dealers were treated as gangsters by several papers) or their capital, the law was passed and became effective on the minute. In France, excepting in the most serious emergencies, a bill does not become effective until after its passing has appeared in *The Journal Official* 48 hours following its enactment. However, as soon as the law was passed police went from place to place where 30,000 bell and fruit machines were located and placed the official seal to insure no attempt would be made to operate them. All this occurred in 1934. Study of official papers to learn the financial loss sustained by the industry and government between sunrise and sunset of the day the law was passed in secret meeting behind closed doors disclosed astounding figures:

These figures are official and can well be read and studied. France is a small country, comparatively speaking, but such a loss to such a nation is felt by every inhabitant. The day before the law was passed, there were in operation:

Number	Value	Total
20,000 Cranes	\$200 each	\$4,000,000
20,000 Wall Machines (of French make, 150 each)		3,000,000
40,000 Miscellaneous Machines	75 each	3,000,000
Merchandise in machines		2,000,000

Thru the "automatics" a daily average of the value of merchandise distributed was \$100,000; on this the government lost the 9 per cent tax. During the last three years in which cranes were legal a daily distribution of briquets (cigaret lighters) made in France averaged over 2,000 pieces, at an average cost of \$1.50. There are records of other prizes offered; estimated as a whole, they would reach a stupendous sum.

Twenty thousand employees of the manufacturers, dealers and operators, thrown out of work, went on the government dole and most of them are still on it. Fifty thousand persons suffered indirectly, on which it is impossible to estimate loss and damage sustained.

In the passing of this law the closest estimate of the national loss is about 1,000,000,000 francs (\$40,000,000). From day to day this does grows thru the capital tied up.

But the losses have not been entirely told. Here are a few more. Take now

the direct loss by the government and thereby all inhabitants of France. These figures are for the last year in which bell machines were legal in France:

Revenue Source	Loss
Customs duty on imported machines	\$1,000,000
Taxes levied on the "take" of the machines	4,000,000
Taxes on briquets (10-franc stamp, 50c)	400,000
Taxes on each bell machine, \$4 each	\$20,000

Add to these the losses suffered by individuals and companies supplying parts, material, etc., and you have amounts impossible to estimate, in which both the individual and the government are the losers.

Statistics on bell and fruit machines cannot be given; coming under the general head of gambling, figures are not available to the public. However, it would be safe to say the loss sustained by dealers, operators and the government would be more than double that of all the other machines combined.

## Hoppe Announces New Novelty Game

CHICAGO, March 25.—"If you ever thrilled to the taps of Bill Robinson or Fred Astaire," declares Harry Hoppe, "then you will understand why Tape, a sensationally new game, can make 'em double up with laughter. This new free play and novelty game, built along radically new principles, combines thrills with the funniest antics imaginable, in such a way that it's more laugh provoking than a careful of monkeys at their best. And folks will walk miles and pay well for a laugh."

Harry Hoppe is head of the newly formed corporation bearing his name, which this week introduced Tape to the industry. This veteran of the coin machine business, who is personally known to the trade throughout the world, in South America, Europe and other remote parts of the globe, as well as throughout this country, is now prepared to give the industry the benefit of his years of experience.

"Associated with me," Hoppe continued, "are some of the best and ablest engineers in the business, and together we have built into Tape the sum total of our wide and varied experience. Tape is unlike anything you have ever seen. Besides furnishing the best in thrills and excitement, it gives players more than their money's worth in laughs as an extra bonus . . . and that's what keeps them coming back for more and more. Tape has amazed even oldtimers with the way it can bring dead spots to life



**200 MILLS VEST POCKET BELLS**  
Latest Improved Model Ready for Delivery AT \$49.50 EACH

We will make liberal allowance for your old counter game delivered to us in Richmond in good condition to apply on Vest Pockets, trading machine on machine.

The machines listed below are for sale and offered subject to prior sale:

AUTOMATIC PAYOUTS		CONSOLES	
1 BIKED PEAK	7.50	1 EVANS ROLLETTE, 3 slots	35.00
1 QUINELL REEL	20.00	1 GALLOPING DOMINOS, black cab. cash pay	49.50
1 BALLY THIRTEENDOWN	24.50	1 LIBERTY BELL	30.00
1 MILLS 1-2-3, orig. mod.	24.50	1 LIBERTY BELL, cash, top	37.50
1 MILLS 2-3-3, late mod.	25.00	1 PACES RACE, light cab. cash	130.00
1 JENNINGS SPORTSMAN, by Luss	17.50	1 PAGEFACE, black cab., chest top	75.00
1 COTTLED DAILY RACE	10.00	1 CHUCK-A-LITTLE	20.00
1 GOLDEN WHEEL	12.50	4 MILLS SQUARE BELLS	77.00
1 TURF CHANGERS, cash & coin	15.00	1 AFRICAN DOLL	100.00
1 FLASHER, late mod.	37.50	1 EVANS BANG TALKER	39.50
1 FLASHER, orig. mod.	37.50	1 BALLY LEXINGTON, P. S.	125.50
1 STONER'S CHAMPS	48.00	1 STONER'S ZIPPER	29.50
1 ROCK-OLA THREE-UP, P. S.	35.00	1 PAGES RACES, light cab., chest top	146.00
1 JENNINGS FLICKER	17.50	1 PACE RACE, light cab., chest top	146.00
1 BIG RICHARD	7.50		
1 WESTERN BASEBALL	75.00		

NOVELTY GAMES		COUNTER GAMES	
1 EXHIBIT RAY GUN	30.00	1 PILORIS S-WAY	510.00
1 HOLLYWOOD RIFLE GAME	30.00	1 DE LUXE S-WAY GRIP TESTERS	0.00
1 BALLY BULL-EYE	25.00	1 MILLS WEST POCKET, P. S.	45.00
1 ZEPHYR	15.00	15 TALLY	12.50
1 DAILY AIRWAY	17.50	1 TICKETTE	3.50
1 ROCK-OLA	35.00	1 JERRY GRANDSTAND, 60 play	18.00
1 QUALIFIED (Western)	40.00	1 WESTERN BOWL GOLF SET	14.00
1 EXHIBIT BASKET BALL	20.00	1 SPINNER WINNER, P. S.	32.00
1 U-POP IT POPCORN, used 3 days	50.00	1 LUCKY PAOK	12.50
		1 KEENEY WEST POCKET BOWL	18.50

PHONOGRAPHS	
1 ROCK-OLA IMPERIAL 20, 1100	220.00
10 WURLITZER 412, 200 No. 5339	55.00
1 WURLITZER P 10	35.00

**NOTICE**

Wanted to Buy or Trade for 1000 Novelty Game Machines. Write us what you have to offer, giving serial numbers, guaranteed condition, lowest trade allowance or cash price, delivered to us in Richmond, West Virginia.

**ATTENTION!** We're Distributors for Rock-Ola Phonographs. (Write us for prices and literature.)

All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. These prices are effective April 1, 1939. Write and ask us to put you on our mailing list. Operators: We can furnish you with Even Domino, Kennedy's Grand Time, Ball Time, Parlor, Mills 2-2-3 with remote control and other leading manufacturers' games that are new arrivals. Write us for particulars and prices.

**MOSELEY VENDING MACHINE EX. Inc.,** 80 BROAD ST., Richmond, Va.  
Day Phone 3-4511 Night Phone 5-5328

**STILL THE OUTSTANDING MONEY-MAKER**  
**WESTERN'S 1939 BASEBALL CONSOLE**  
LIVELY ACTION—MECHANICAL PERFECTION—MAINTAIN LIVE PROFITS!  
See Your Jobber for Immediate Delivery.

**WESTERN PRODUCTS, INC.** 915 W. North Ave., CHICAGO, ILL.

and turn them into money-makers!" The new company is located at 2738-40 North Paulina street, Chicago, and officials say that while Tape is the first game known built to give players barrels of laughs, it is only the first of a series of new game ideas to be produced by this company of men who know what's needed to make money.

Ben Sotzer thinks that the operating business is an excellent barometer of business conditions, and since his route is paying him in a most satisfactory manner in recent weeks, he thinks that business in general will also show signs of improvement.



MR. AND MRS. JACK DOUGLASS (left and center), of Sparks, Nev., and G. N. McClelland, manager of Rock-Ola Distributing Co., San Francisco, prize for the cameraman between orders. Douglass is distributor of phonographs in the State of Nevada.

"Reds" Margolis is back in town after a lengthy vacation down South. He looks fit as the proverbial fiddle.

The Frederick D. and Irving S. Clark Post of the American Legion, to which most of the operators who were doughboys belong, contributed two iron lungs to local hospitals. Max Bushwick, operator, was honored by the post for having sold the most tickets to its annual dance, which took place at the Broadwood Hotel on Wednesday, March 15.

Ben Fireman and Phil Drizin returned this week from a vacation in Florida. They claim the climate's better than Philly's.

Bill Hettrigel, of Keystone Novelty, tells us that operators have been doing a good deal of buying of Mills products. He has an extensive line at Keystone quarters and is doing a good sales job. He claims to be satisfied with business and declares that the new Mills phonograph will be a big success with operators.

Jack Kauffman, E. C. vending, will have a large affair for the bar-mitvah of his son, Jonah, on April 2 at the Hotel Philadelphia. He invites his operator friends to the reception at the Philadelphia.

Jake Wenger's daughter, Joan, is also celebrating another birthday, and is her daddy proud.



# PROFITS TRIPLED ON EVERY LOCATION

"Only 1939 Contact is worth three of my other games."

S

"My 1939 Contact gets three times the money and the player gets three times the fun and amusement."

S

"At least three times better than my former best."

S

"Makes me three times as much money"

S

**ASK ANY  
OPERATOR  
HE'LL TELL YOU  
1939  
CONTACT  
IS  
SENSATIONAL**



**5  
BALL  
NOVELTY  
or  
FREE  
PLAY**

**EXHIBIT SUPPLY CO., 4222 W. Lake St. CHICAGO, ILL.**

## 1938 Exports Hit \$1,265,839

**Britain is biggest importer  
—Canada next in line—  
France is off**

WASHINGTON, March 25.—Exports of coin-operated machines from the United States during 1938 were about the same in quantity and value as in 1937, but under 1937 exports, according to a report by James A. G. Pennington, of the specialties division, Bureau of Foreign and Domestic Commerce.

The report stated, "Owing to restrictive legislation in France, exports to that country dropped from 17,858 machines valued at \$1,032,379 in 1937 to 1,658 valued at \$40,114. In the Union of South Africa similar restrictions caused a drop from 1,561 machines valued at \$182,013 in 1937 to 248, valued at \$17,456, in 1938. These two countries alone accounted for the drop in number and value of machines exported in 1938 compared to the year previous. The United Kingdom bought very few vending machines in 1938 but increased its purchases of other coin-operated machines by 5,870 machines and \$230,206. Canada, on the other hand, decreased its purchases in the games group by \$100,306. Britain's imports totaled \$855,019, Canada's \$311,466.

"Countries showing much larger purchases compared with 1937 are Finland, Norway, Sweden, Panama, Cuba, Colombia, Philippine Islands, Australia and New Zealand."

A comparison showed that the coin machines exports were, for 1936, 37,750 machines valued at \$1,329,500; for 1937, 54,875 machines valued at \$2,513,700; for 1938, 37,447 machines valued at \$1,448,219. These figures did not include automatic phonographs. Shipments to territories belonging to or under the protectorate of the U.S. totaled \$26,506, bringing the total export value to \$1,265,839.

## CAMCO TRADE STIMULATORS PENNY PLAY ONLY



**M-I-L-O**  
Penny Hand.  
Ideal for bar  
installation.  
No payout.

**BROOKY**  
5-ball sliding  
wire package  
of cigarettes.



Cost about  
same, silk  
brilliant finish  
—marry color.

**LUCKY  
STAR** Penn  
and 1/2 cent  
played by  
two or more  
players. No  
payout.



Size 7 1/2  
10"x20".

**NOT NEW! BUT THE BEST!  
EASY TO LOOK AT!  
EASY TO PLAY!  
EASY TO SPOT!**

**NOT THE BIGGEST PLAY, BUT STEADY.  
The Oldest Principle in Gaming.  
Understood by Everyone.**

Striped of gadgets, simple, sturdy mechanism that will give years of trouble-free service. Beautiful, shielded lens under heavy plate glass. All-gaming combinations interchangeable with each unit. Choice of many additional games to fit your old casing. Equipped with A. B. T. coin gauge. Self locks and rubber-actuating feet.

**MODEL 522.00**  
Choice of Red, Black, Green or Silver (high metal case or solid walnut natural finish).

**ORDER TODAY!**  
for immediate delivery. Dealer item through your territory. Save Money. Make Money. Get Write on Price. Solid Walnut \$2.95. Metal (any color) \$10.75. Terms 1/3 With Order, Bal. C.O.D.

**CAMCO PRODUCTS CO.**  
1200 GODFREY AVE.  
GRAND RAPIDS, MICH.

forming an association in Galveston (or lining up with the Houston group. Music Operators' Association, Inc., of Houston, has jurisdiction over the entire South Texas area with reference to affiliation with National Association of Phonograph Owners.

Lester Hearn personally called on most of his best locations when the new and increased schedule of commissions was put into effect in Houston. (He said that other than considerable explaining he experienced no trouble.

Operator Teeter, partner of "Fatty" Cloud, well-known East Texas operator, was in Stelle & Horton's recently and purchased equipment.

Sam Ayo, operating in the Trinity district (Goose Creek, Pelly, Baytown), reports good business in that territory.

## Houston

HOUSTON, March 25.—M. O. Hammer-gom, general sales manager of Rudolph Wurlitzer Co., was in Houston March 7. He was accompanied by Mr. and Mrs. Earl Reynolds, of Dallas. They went from Houston to New Orleans.

J. W. Smalley, of Houston Electro Ball office, recently made a business trip that included Austin, San Antonio and most of the Houston territory. On March 9 Smalley, who has been in the city only a short time, attended his first meeting of Music Operators' Association.

Hans Von Reydt, South Texas Wurlitzer agent, stated that several Texas operators have already made application for the Wurlitzer Bermuda cruise.

Victor Oaida, formerly operating amusement games in Yorktown, is now operating a string of phonographs in Cuero, Tex.

Out-of-town operators who purchased Rock-Ola phonographs from Stelle & Horton recently included J. W. Ripple, of Needville, and M. Shultz, of Shultz Radio Service, Richmond. Operator Swain, of Beaumont, was also in to look the new machines over.

Al Hughes, of Galveston Novelty Co., Galveston, makes weekly trips to Deas sales offices in Houston to select his records.

L. A. Blackwell, of Stelle & Horton, spent two weeks on the road visiting operators between Corpus Christi and Houston, and the operators in the Beaumont, Orange, Port Arthur area. Blackwell reported excellent future prospects for the phonograph business in those sections.

E. H. Horton was in Galveston recently, where he displayed the new 1939 Luxury Lightup Rock-Ola to a large and enthusiastic gathering of Galveston music operators.

Two prominent Galveston music operators spent several days in Houston investigating the workings of the Houston Music Operators' Association and its union agreement. Following these investigations they petitioned officers of M. O. A. concerning ways and means of

**STREAMLINED FOR SUPER-STREAMLINED PROFITS!  
WESTERN'S EMPIRE 2-Real Cigarette, 1-Play \$17.50  
THE CHOICE OF THE NATION'S LOCATIONS.  
See Your Dealer Today.  
WESTERN PRODUCTS, Inc., 325 W. NORTH AVE., CHICAGO, ILL.**

**NOTICE—ALL GAMES PERFECT—NOTICE**

- |                            |         |
|----------------------------|---------|
| <b>1-BALL AUTOMATICS</b>   |         |
| 1 Bally Stable .....       | \$39.00 |
| 2 Precision .....          | 19.50   |
| 3 Hoop .....               | 10.00   |
| 4 Preview .....            | 8.50    |
| 5 Bally Derby .....        | 8.00    |
| 6 Bally Jumbo .....        | 8.00    |
| 7 Bally Grandstand .....   | 8.00    |
| 8 Bally Grandstand .....   | 8.00    |
| 9 Bally Grandstand .....   | 8.00    |
| 10 Bally Grandstand .....  | 8.00    |
| 11 Bally Grandstand .....  | 8.00    |
| 12 Bally Grandstand .....  | 8.00    |
| 13 Bally Grandstand .....  | 8.00    |
| 14 Bally Grandstand .....  | 8.00    |
| 15 Bally Grandstand .....  | 8.00    |
| 16 Bally Grandstand .....  | 8.00    |
| 17 Bally Grandstand .....  | 8.00    |
| 18 Bally Grandstand .....  | 8.00    |
| 19 Bally Grandstand .....  | 8.00    |
| 20 Bally Grandstand .....  | 8.00    |
| 21 Bally Grandstand .....  | 8.00    |
| 22 Bally Grandstand .....  | 8.00    |
| 23 Bally Grandstand .....  | 8.00    |
| 24 Bally Grandstand .....  | 8.00    |
| 25 Bally Grandstand .....  | 8.00    |
| 26 Bally Grandstand .....  | 8.00    |
| 27 Bally Grandstand .....  | 8.00    |
| 28 Bally Grandstand .....  | 8.00    |
| 29 Bally Grandstand .....  | 8.00    |
| 30 Bally Grandstand .....  | 8.00    |
| 31 Bally Grandstand .....  | 8.00    |
| 32 Bally Grandstand .....  | 8.00    |
| 33 Bally Grandstand .....  | 8.00    |
| 34 Bally Grandstand .....  | 8.00    |
| 35 Bally Grandstand .....  | 8.00    |
| 36 Bally Grandstand .....  | 8.00    |
| 37 Bally Grandstand .....  | 8.00    |
| 38 Bally Grandstand .....  | 8.00    |
| 39 Bally Grandstand .....  | 8.00    |
| 40 Bally Grandstand .....  | 8.00    |
| 41 Bally Grandstand .....  | 8.00    |
| 42 Bally Grandstand .....  | 8.00    |
| 43 Bally Grandstand .....  | 8.00    |
| 44 Bally Grandstand .....  | 8.00    |
| 45 Bally Grandstand .....  | 8.00    |
| 46 Bally Grandstand .....  | 8.00    |
| 47 Bally Grandstand .....  | 8.00    |
| 48 Bally Grandstand .....  | 8.00    |
| 49 Bally Grandstand .....  | 8.00    |
| 50 Bally Grandstand .....  | 8.00    |
| 51 Bally Grandstand .....  | 8.00    |
| 52 Bally Grandstand .....  | 8.00    |
| 53 Bally Grandstand .....  | 8.00    |
| 54 Bally Grandstand .....  | 8.00    |
| 55 Bally Grandstand .....  | 8.00    |
| 56 Bally Grandstand .....  | 8.00    |
| 57 Bally Grandstand .....  | 8.00    |
| 58 Bally Grandstand .....  | 8.00    |
| 59 Bally Grandstand .....  | 8.00    |
| 60 Bally Grandstand .....  | 8.00    |
| 61 Bally Grandstand .....  | 8.00    |
| 62 Bally Grandstand .....  | 8.00    |
| 63 Bally Grandstand .....  | 8.00    |
| 64 Bally Grandstand .....  | 8.00    |
| 65 Bally Grandstand .....  | 8.00    |
| 66 Bally Grandstand .....  | 8.00    |
| 67 Bally Grandstand .....  | 8.00    |
| 68 Bally Grandstand .....  | 8.00    |
| 69 Bally Grandstand .....  | 8.00    |
| 70 Bally Grandstand .....  | 8.00    |
| 71 Bally Grandstand .....  | 8.00    |
| 72 Bally Grandstand .....  | 8.00    |
| 73 Bally Grandstand .....  | 8.00    |
| 74 Bally Grandstand .....  | 8.00    |
| 75 Bally Grandstand .....  | 8.00    |
| 76 Bally Grandstand .....  | 8.00    |
| 77 Bally Grandstand .....  | 8.00    |
| 78 Bally Grandstand .....  | 8.00    |
| 79 Bally Grandstand .....  | 8.00    |
| 80 Bally Grandstand .....  | 8.00    |
| 81 Bally Grandstand .....  | 8.00    |
| 82 Bally Grandstand .....  | 8.00    |
| 83 Bally Grandstand .....  | 8.00    |
| 84 Bally Grandstand .....  | 8.00    |
| 85 Bally Grandstand .....  | 8.00    |
| 86 Bally Grandstand .....  | 8.00    |
| 87 Bally Grandstand .....  | 8.00    |
| 88 Bally Grandstand .....  | 8.00    |
| 89 Bally Grandstand .....  | 8.00    |
| 90 Bally Grandstand .....  | 8.00    |
| 91 Bally Grandstand .....  | 8.00    |
| 92 Bally Grandstand .....  | 8.00    |
| 93 Bally Grandstand .....  | 8.00    |
| 94 Bally Grandstand .....  | 8.00    |
| 95 Bally Grandstand .....  | 8.00    |
| 96 Bally Grandstand .....  | 8.00    |
| 97 Bally Grandstand .....  | 8.00    |
| 98 Bally Grandstand .....  | 8.00    |
| 99 Bally Grandstand .....  | 8.00    |
| 100 Bally Grandstand ..... | 8.00    |

lights and Oriental features in a way that's acclaimed with great public favor. China Boy is entirely Chinese in character, designed in Chinese style and finished in striking Chinese red and mandarin yellow, with huge dragon and coolie emblem decorations.

"China Boy is simplicity itself to play and pays out from 2-1 to 100-1," said Leo Jones, president of American Sales Corp. "That typically Oriental simplicity, with huge payouts, accounts in a large part for its enormous popularity. In mechanism, too, it features a new simplicity never before attainable. All mechanical parts are built on shelves to insure instant accessibility. We have selected H. C. Evans & Co. to produce this winner for us because of their high engineering ability and recognition in the industry and also because of their large facilities for making delivery on volume orders. The game includes the famous Evans payout unit, cheat-proof number selector, reliable coin slot and many other features, and trouble-free operation is therefore absolutely assured."

## Concentrated Coin Game

CHICAGO, March 25.—"This is an age of concentrated foods and concentrated power," declares J. H. (Jack) Keeney, "and so to be abreast of the times we brought out a concentrated coin game called Spinner-Winner.

"This new console-action counter game," claims Keeney, "pays as much play thrill and produces as high earnings at games three and four times its size.

"Spinner-Winner is furnished with either dice, numbers or cigarette symbols and with a chute taking all coins up to quarter size, or can be had in a nickel model."

## Lee Jones Intros Game, China Boy

CHICAGO, March 25.—"Why hasn't someone thought of it before?" ask operators. "The public is always receptive to the thrills of famous Chinatowns and their intriguing mysticism.

"Those are the comments we've heard," declared a representative of the American Sales Corp., "now that we have introduced China Boy, a new Oriental type of console payout. It wears the spell of Chinese fascination with dancing



# MERCURY

## TOKEN PAYOUT



**PENNY**  
**NICKEL PLAY**

**M** MERCURY is the classiest counter game ever built. Such elegance never graced a location before.

**M** No life handle. Batsills Ball rollers mechanism on the doorward stroke. On winning combinations an Award Token is vended automatically.

**M** MERCURY Diverted Model shown above displays Award Token behind window, plunger deposits token in cash box after award has been paid.

**M** MERCURY will open your territory for you. Its earning power is a sensation.

**GROETCHEN TOOL CO.**  
130 N. UNION - CHICAGO

# Grand Jury Says 'License'

Decides gambling is human trait—censures corrupt, bribed officials

SPRINGFIELD, Ill., March 25.—In a surprise report a dominating Sangamon County grand jury declared that gambling is a human trait and that nothing short of a standing army could stop it. "Too," they ask, "who could keep the army from having its fun?"

The jury investigating gambling recommended licensing of gambling and elimination of corrupt officials who prey on gamblers whose activities they have prohibited by legislation.

The jury urged a limited form of State licensing. It reported, "For the absolute suppression of all forms of gambling a standing army would be required. And it is probable that most of the army would be in the guardhouse most of the time." To prosecute all the evidence of petty gambling it heard, allowing one day in court per case, would require 240 years, the grand jury estimated.

# Baker Novelty In New Plant

CHICAGO, March 25.—Baker Novelty and Mfg. Co., Chicago, formerly located at 243 North Kedzie avenue has moved its factory and offices to larger quarters. The new home is located at 2944-46 West Lake street. H. L. Baker is now producing a new race game known as Bakers Pacers. The new game is made in two models for all coin play, Bakers Pacers De Luxe and Bakers Pacers Standard. One has a daily double or jackpot feature and the other is the standard 2-4-8-12-16-20 or 30 automatic pay without the daily double feature.

"Our reputation for producing high-class dependable merchandise and our money-back policy of selling protects and assures the operator of getting the best that money can buy. Baker's policy of fair dealing is one of the outstanding reasons for success in the coin machine business.

"We are prepared to give that dependable service on replacement parts for faces games. We also maintain a service department for repairing and rebuilding games similar to the one we are now producing."

# Enabling Bills Up in Wisconsin

MADISON, Wis., March 25.—A bill to permit county boards to license slot machines and similar devices was introduced in the State Legislature March 27 by Assemblyman Bernard Kroenke, Milwaukee.

The bill proposes to assess nickel slot machines \$25 each; 10-cent machines, \$40; 25-cent machines, \$55, and 50-cent machines, \$70. The measure would let the counties keep 90 per cent of the

revenues, with the rest being returned to the State.

Awaiting hearing before the Assembly judiciary committee is Bill No. 243, A, by Assemblymen Melvin H. Schlytter, Wittenberg; William J. Sweeney, Green Bay, and John E. Youngs, Oconto, which would also permit county boards to license slot and pinball machines, but would permit municipalities to retain only up to 80 per cent of the revenues.

The latter measure also provides for a license fee of not less than \$100 a year for each machine operated.

# 3-UP

and ACROSS the BOARD

Rock-Ola's Sensational One-Shot Table. Low Price will surprise you! Wire Today.

LA BEAU NOVELTY SALES CO.  
1946 UNIVERSITY AVE.  
ST. PAUL, MINN.

# TOM MIX RADIO RIFLES

Factory Re-Conditioned Like NEW. \$75<sup>00</sup> EACH  
1/3 Deposit. Balance C. O. D.

REX AMUSEMENT CO.  
701 SALINA ST.  
SYRACUSE, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

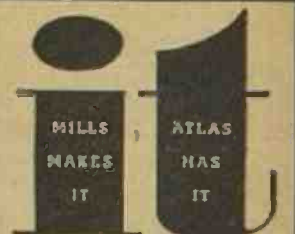
# FREE PLAY 1-2-3



Absolutely New! Famous 1-2-3 table, greatest of all pay tables, now available with FREE PLAY FEATURE. Immediate shipment! Wire your order now! Mills Novelty Co., 4100 Fullerton Ave., Chicago.



JOE ROBERT, OF NORTHWEST SALES, Seattle, looks over Bally's Tenth Ball during recent visit to Bally Mfg. Co.'s plant.



\*Atlas Novelty Company  
2500 No. Western Ave., Chicago, Ill.

# KNIFE BOARD

A Knife With Every Punch  
There Are No Losers

Complete 12-Mole Sales Card and 12 Jackknives, Punches cost 10 to 25c. Price operator \$4.00. Wt. 2 Lbs. Post. exp. extra. **NETS—\$2.00**  
Deal...  
5 Deals, 8 0.25  
10 Deals, 17.50

LEVIN BROS. TERRE HAUTE, INDIANA.



# SPOTTEM

**Biggest Bally Hit**  
SINCE FAMOUS BALLY RESERVE

And actually earning more money on location than Bally Reserve ever earned! Not a reserve game—BUT how it takes in the cash! Clever SCORE BUILD UP and FREE NUMBERS feature holds play by the hour! Try just one sample and let the cash-box convince you!



**\$89.50**

FREE PLAY MODEL  
(NOT BUILT IN REGULAR NOVELTY MODEL)

Write for descriptive folders on Bally's newest FACEMAKER reserve-type multiple and other Bally hits.

**BALLY MFG. CO.** 2840 BELMONT AVENUE CHICAGO, ILLINOIS

## Sure Chi Cubs Will Win Series

"To the Editor: It is marvelous when you think how nice it is to travel most anywhere in the country and still be able to pick up *The Billboard* and see what is going on in the coin machine industry.

"The most interesting story I could find was where you stated the G. & O. (Gerber & Glass) firm runs without its losses. To enlighten you for the future, the reason the G. & O. firm always functions and bats 100 per cent is because there are no bosses or executives connected with that concern. Everybody in the firm is either a boss or an executive, that is why Max and I can leave our offices at any time, go any place and stay as long as we like. All we do around there is either sign checks or work in the shipping room.

"I was kind of disappointed in reading that Max is on his way back from Florida so soon because as long as the weather stays nice out here and Mrs. Gerber continues to find the Mootches to play Man Jong, and after the successful season she had at Santa Anita, I expect to stay out here for a while.

"And as far as my ball club is concerned, will you please publish that with the team that Gabby Hartnett is going to head this season you should inform all of my friends that they better let me have their reservations for the World Series at Wrigley Field this fall." (From Paul Gerber, Catalina Island, somewhere in the Blue Pacific.)

# LOOK

TO  
**DAVAL**  
FOR  
ANOTHER  
SENSATIONAL  
**NEW**

# COUNTER GAME

**COMING  
SOON!**

## British Papers Publicize Games

English newspapers are reported to be publishing some "sensational" articles about pinball games. A Chicago daily recently published a dispatch on this wave of British newspaper publicity from its London correspondent which would indicate that the pinball game is getting a lot of attention indeed, when Americans had the idea that Britshers would be too much concerned about the European crisis to worry about pinball games.

Whether this wave of publicity is due to political and partisan spirit between conservative and liberal parties, or whether it is an effort to detract the minds of the people from the more serious European problem, or whether it is just an attempt by some papers to be "sensational" has not been learned.

A feature story in *The London Daily Mail* (March 2, 1939) purports to give some statistics about the popularity of the pinball game in England. The figures about earnings, etc., may be taken as exaggerated, similar to such reported earnings given by American papers.

The article states that there are at least 100,000 games in operation today. There are more than 250 pinball "saloons" or sportlands, each containing an average of 30 machines, in London alone. It is said that almost every pub-

lic house has one or more games installed.

The bold headlines say that 2,000,000,000 pennies are being taken in annually by the games. The rate of profit to the operators is estimated at 25 per cent. The reporter wrote from his own observations that it must be nearer 50 per cent.

Deserving credit is given to the games for promoting employment. "The machines are often very complicated, requiring the services of highly skilled mechanics, paid at the rate of about four pounds sterling a week. One firm employs more than a hundred of these service men, who are sent all over the country to keep the machines in order."

Cigaretts are used as the most popular prizes, it is stated, and "men outnumber women players by at least 10 to 1 in most places."

**CASH TRIPPE** Price Paid Guaranteed Satisfaction Always A **SAVES** DEAL WITH **100%**

### OUT THEY GO AT GIVE-A-WAY PRICES!

CONSOLES	
Club House (Bally).....	\$29.50
Chorus-A-Lette (Babbie, Single).....	24.50
Dorby Day (Smart Top).....	48.50
Disc Console (Bills 25¢).....	42.50
Liberty Bell (First Top).....	32.50
Salting Dominoes (Ezra).....	42.50
Long Change (No Single Chute).....	48.50
Lucky Fields.....	29.50
Public Wheel (Genco).....	24.00
Revolving (Ezra).....	17.50
Ball Player (Bally).....	30.50
Track Time (Black).....	48.50
Track Time (Red).....	75.00
Race Races (Stack).....	69.50
Remember Pearl Harbor (Bally).....	69.50
AUTOMATICS (1 BALL)	
Ab Raza (Theat).....	16.00
Addresso.....	29.50
Bally Dorby.....	6.00
Barcar.....	21.50
Baltimore.....	5.00
Busselle.....	7.50

Coron.....	2.50
Delicious.....	10.00
For Dollars (Last Model).....	48.50
Food Day (Wagon).....	39.50
Flintwood.....	38.00
Pete Fish.....	10.00
Golden Wheel.....	10.00
Grand Stand (Bally Floor Sam- ple).....	158.50
Mr. Dry (Wagon).....	38.50
Miskab.....	7.50
Heavyweight.....	7.50
Horse Stretch (Floor Sam- ple).....	142.50
Jumbo.....	5.00
King Highway.....	48.50
Little 1-2-3.....	39.50
Multiple.....	6.00
Padlock (Ticket).....	12.50
Parlor.....	5.00
Prizebox.....	32.50
Raceo Room.....	17.50
Rover.....	22.50
Tut Champ (Ticket).....	15.00
Wagon (Western Ticket).....	17.50

All of These Machines Are Thoroughly Reconditioned and Put in A-1 Condition. Ready for Operation. Terms 1/3 Down, Balance C. O. D.

**IDEAL NOVELTY CO.** 1818 MARKET ST. ST. LOUIS MO.

## SYMBOL of PERFECTION

Pioneer of the slot symbol market. First successful board ever made with symbol tickets, and has grown in popularity with the passing months. As nearly perfect as it is possible to make anything. Tickets in brilliant colors, absolutely fraud-proof. Consoles played back into board cut 2-400-

hole size down by 1056 punches. Jackpot dumps 13 times, player winning from \$1 to \$12 or advance to Gold Award Rows with chance at two \$25 winners. We sell operators only. Weekly commitments limited. Write for full details.

SUPERIOR PRODUCTS

14 N. Peoria, St. Chicago, Illinois

The Last "Word" in Your Letter to Advertisers, "Billboard".



MILLY VEST POCKET BELLS occupy the attention of Harold Perkins (left) of the Mills Novelty Co., and Charlie Camms, Mill Vending Co., Alabama. Camms holds a Vest Pocket Bell in each arm.



**26**  
**WORLD SERIES**  
 PERFECT CONDITION  
**\$89.50** 1/3 Deposit  
 With Order  
 1000 Phonographs Ready To Operate  
**\$19.50 UP**  
 Write for List  
**GERBER & GLASS**  
 914 Diversey Blvd., Chicago

**SACRIFICE PAYOUTS**  
 A-1 Condition—Slightly Used  
**SQUARE BELLS** . . . . \$79.50  
**ZIPPERS** (Used & Worn) . . . . 69.50  
**GOOD LUCKS** (Fruit Symbols) . . . . 69.50  
 (Automatic Pay—Big Payout—Old, or Cash)  
**HI-BOYS** (Billie Least 1-Ball Payout) . . . . 69.50  
 (Black Cab, Old, Sep.) . . . . 69.50  
**PACES** (Open Cab, Over No. 5,000) . . . . 139.50  
**MARATHONS** (With All Improvements) . . . . 129.50  
**MILLS 123s** (With All Improvements) . . . . 22.50  
 173 Dep., Bal. O. C. D. F. O. B. Wash., D. C.  
**SILENT SALES**  
 Silent Sales Bldg., 635 'D' St., N.W., WASHINGTON, D. C.

*Mills Smoker*  
 1c to 5c play  
**\$57.50**  
  
 Keystone Novelty & Mfg. Co.  
 115 & 116 Locust Sts., Philadelphia, Pa.  
*Jackpot Bell!*

**SALESBOARD OPERATORS**  
 Read  
**"DEALS"**  
 A column about new salesboard ideas, deals and personalities. In the  
**Wholesale Merchandise Department**  
**THIS WEEK and EVERY WEEK**

**WILL SACRIFICE FOR CASH**  
 10 WALKUT SEEBURG MODEL "B" AND "D" PHONOGRAPHS  
 Perfect Condition. Make Us an Offer.  
**MELODY MUSIC BUREAU**  
 211 E. GUMPPER, FT. WAYNE, IND.

**Using Editorial For Publicity**  
 "To the Editor: It would appear to me that page 70 of the March 18 issue of The Billboard would do my business (and others) much good if I can get the necessary permission to have this page reprinted—or get reprints. This is the page headed 'Marbles' and shows boys playing a game of marbles.  
 "If you can do anything for me in getting permission to reprint this page, or in getting reprints of it, will you please let me know? We wish to use this page editorial in an effort to soften public opinion regarding pin-ball games."  
 W. R., March 21, 1939.

**Daval's Levine Back From South**  
 CHICAGO, March 28.—Just back from an extensive sales trip thruout the Southern States is Harry Levine, sales representative for Daval Mfg. Co. Levine reported huge sales on Daval pin games and counter games, expressing a great deal of satisfaction over the success of the new Penny Pack Divider and Tally counter games.  
 Said Levine: "The revival of coin machine activities in the South is a matter of importance to the entire industry these days. With the opening of new territory thruout the South one can readily foresee a new movement in coin machine trends which will spread rapidly and reach a peak of prosperity very shortly. I was surprised when I met the eagerness with which operators clamored for more and more games in both the pin and counter field, and I was highly gratified with the preference operators seemed to have for Daval products. It is a pleasant feeling to come back to Chicago and realize that sales of our games in the South are mounting rapidly and that, faced with a new freedom of conditions, operators in the several of the Southern States which have recently legalized operations look to Daval for their new supplies."

**Quicken Production On Western Games**  
 CHICAGO, March 25.—"Renewed activity thruout the nation on locations is being felt on the Western Products production line," according to Sales Manager Don Anderson.  
 "With production of our new counter games, Empire and Reel Poker, and with our pay table, Derby Clock, and others, as well as our console-type Baseball, going on at a fast pace, we are going at top speed in order to make immediate delivery.  
 "Increasing numbers of orders foretell that soon our production lines will be operating on an overtime schedule. Commitments being made by jobbers in every section of the country are growing greater and greater each day.  
 "Our Baseball is in especially great demand at this time, and it is worthy of note that the game is approaching its first birthday on our production line. It has been very popular ever since its introduction nearly a year ago and has grown more so within the last few weeks. Empire and Reel Poker, according to comment we have received, are being welcomed enthusiastically everywhere. Their small size, simple mechanism and strong appeal have made them the choice of operators and location owners everywhere."

  
**HARRY LEVINE**, Daval representative, is back in Chicago after a three months' swing thru Southern States. He reports conditions favorable to game operation and declares that he looks to even better conditions in the next few months.

*The Sweetheart of Every Operator*  
**Free Play Chubbie**  


  
 Free Play Chubbie has won the hearts of operators everywhere — they like the fascinating play appeal — the handsome earnings — the trouble-free operation — and to prove their affection they're ordering and re-ordering Free Play Chubbie — Certainly proof of a successful game. Better see Free Play Chubbie at your distributors today.  
 Free Play Chubbie fully equipped **\$84.50**  
 Regular Chubbie fully equipped **\$74.50**  
**Stoner Corp.** AURORA, ILL.

**BUY PERFECTLY RECONDITIONED MACHINES**  
 GEMCO TRIPLE PLAY . . . \$32.50 | HANDICAP . . . \$17.50 | SWING . . . . \$8.00  
 ODD BALL . . . . . 24.00 | PALM SPRINGS . . . 17.50 | HI-LO . . . . . 5.00  
 MAGS . . . . . 17.50 | SNAPPY . . . . . 0.00  
 173 Dep., Bal. C.O.D. Write for Complete List of Used and New Games at Lowest Prices.  
**BUDIN'S SPECIALTIES, Inc.** 174 S. Portland Ave. BROOKLYN, N. Y. Tel: BR 5-7525

**SALESBOARD OPERATORS!**  
 GET ACQUAINTED WITH ACME!  
**25 YEARS EXPERIENCE**  
 MANUFACTURING BOARDS  
 OUR SLOT SYMBOLS  
 GET ALL THE PLAY  
 ILLUSTRATED IS 2400-HOLE LIBERTY BELL  
 Takes \$120.00, Av. Profit \$44.32.  
 Write for 4-Color Circular of New Boards  
**ACME F. & M. CO.,** 1124 W. MONROE ST., CHICAGO, ILL.

**OPERATORS CARDED COUPON GAMES**  
 A DIFFERENT GAME FOR EVERY TYPE OF BUSINESS  
 BEST SELLERS --- SMALL SIZE --- QUICK TURNOVER  
 SEND FOR COMPLETE CATALOG TODAY.  
**MIDWEST MERCHANDISE COMPANY** 10TH & BROADWAY KANSAS CITY, MO.

Send your correspondence to advertisers by mail. Mention The Billboard.



SOME TERRITORIES WANT A HIGH SCORE GAME - So here is the TOPS!

# NATURAL

ENTIRELY DIFFERENT IN PLAY PRINCIPLE

Upon insertion of coin one of four numbers on the back rack lights. The player tries to drop a ball in the corresponding two holes on the board. For instance, if 4 shows up the player has to get a ball in the top 4 hole and one in the bottom 4 hole. Every hit on a bumper increases free games. A button on the board changes the number to be matched whenever passed over.

NOVELTY **\$74<sup>50</sup>**  
FREE GAME **\$89<sup>50</sup>**

F. O. B. Factory



Genco's

# RINK

A SUPER HIGH SCORE GAME featuring The BRAND NEW KICKING SAUCER IDEA!

If a ball drops into one of the six "kicking saucers" the score increases until the next thousand is recorded and then the ball is kicked out for further play. A ball passing thru the top skill lane registers 1,000 if lights are on. A ball going thru lower skill lane gives a free ball if light is on. Gorgeous skating girl on animated backrack.

NOVELTY **\$79<sup>50</sup>** FREE GAME **\$89<sup>50</sup>**

**GENCO, Inc.**

2621 N. Ashland Ave. Chicago, Illinois



## Mercury



Immediate Delivery. Mercury Token Payout. Our customers find it most profitable to operate. Write us on Grootchen Columbia, Sparks Zephyr.

H. G. PAYNE COMPANY  
312-314 Broadway  
NASHVILLE, TENN.

## Genco's Latest Release, Rink

CHICAGO, March 25.—Officials of Genco, Inc., have announced the release of Rink, the latest novelty game creation from the Genco designing room.

According to Meyer Gensberg, Rink has clicked immediately with the jobbers, distributors and operators who have seen it on its tests. "Advance orders indicate a long run," says Gensberg.

"Rink, a novelty game available in both straight novelty and free-game models, offers an unusual feature in the kicking saucer," Gensberg describes the play. "Rink is a high-score game on which play has a high suspense value due to the kicking saucers. If a ball drops into one of the six kicking saucers the score increases until the next thousand is recorded on the light-up backboard. When this occurs the ball is kicked out of the saucer for further play. A ball passing thru the top skill lane registers 1,000 points if lights are on. A ball passing thru the lower skill lane gives the player a free ball if the light

is on. Play is for high score. The decorative motif is set by a lovely skating girl on the animated backrack."

## Majors Enters Ninth Week

CHICAGO, March 25.—With orders pouring in as they have been during the last two months, production on Majors is now in its ninth week," said Sam Gensberg, official of the Chicago Coin Machine Mfg. Co. "Not only do we foresee a continuance of production on its present volume scale, but with the outdoor season just around the corner Majors will take still another step up. Hundreds of locations throughout the country, usually closed during winter months, are opening up. Operators will be purchasing additional equipment among which, it is indicated, will be a great many Majors.

"Majors is fast approaching a present-day production record and has long since passed modern records for earnings in the hands of operators may be taken literally. With many factors contributing, the game will soon stand alone from a production standpoint."

## NATIONAL SUPER VALUES

NOVELTY TABLES		GAMES	
5 Bids	Each \$40.00	8 Pin	Each \$28.00
3 Stop & Go, Reg.	35.00	5 Pies (3 Meters)	28.00
4 St. Morris	28.50	1 Race	22.00
3 Hatters	24.50	1 Barrel	20.00
15 Old Ball	38.50	3 K&E	24.50
5 Kitch Free Play	22.50	4 Spikes	20.00
1 Arcadia	38.50	2 Snappy	18.50
2 Paramount	38.50	3 Jumps	18.50
1 Reserve	38.50	5 Ball's Eye	18.50
2 Review	28.50	10 Daily	17.50
8 Butaca	28.00	5 Abway	15.00
8 Bally View	28.00	2 Toys	14.00
1 World's Fair	28.00	1 Track	12.00
5 Thunder	28.00	1 Wheel	12.00
5 Zeta	28.00	1 Tailor	12.00
		8 Chico	10.00
		1 Dolly	9.00
		1 Robby	8.00
		1 Electric	8.00
		1 Skeeboard	8.00

COUNTER		GAMES	
ART Target	\$18.50	Grootchen	\$7.00
Dual Vally	14.00	Pop-O-Road	6.50
Fl. Sam	14.00	Penny Spins	6.50
Bally Baby	14.00	Boxley Glo	5.00
Bonus	14.00	Wich	5.00
Outside Triple	8.50	Armo Inc	5.00
Grip	8.50	Shed Mark	5.00
Grootchen	8.50	Dual Race	5.00
Zephyr	8.50	Rail Race	5.00
Blue Bonnet	8.50	Miss Tiddie	5.00
Daily News	7.50	NI SKEET	7.00

CLOTH MACHINES	
Wills Blue Front, Single Jack, Co.	\$28.00
Garland Record \$20,000	35.00
Summit Chief, Serial 120,000	35.00
Grootchen Columbia Six Op. Rub.	22.00
Woolley Rock-A-Top 20-10	22.00
Wills War Cash, Six	24.50
Paco All Star Comet, Six	24.50
Ball Spades, Late Model	8.50
Western Baseball Game	78.00

175 Belmont, Ralston O. O. O., P. O. B., Chicago.

## SENSATIONAL PULL-A-BALL

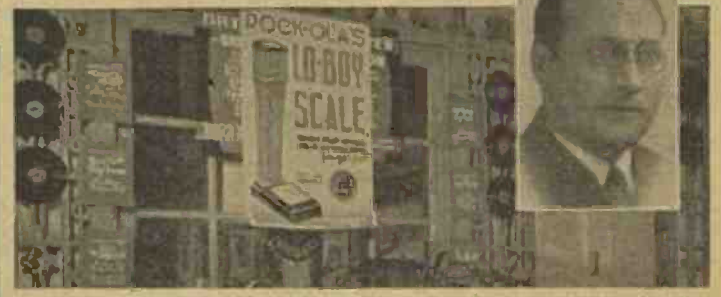
Every advanced feature! Mechanically perfect! Absolutely jam-proof! Amazing LOW PRICE.

DISTRIBUTORS! **\$12.<sup>95</sup>**

Write for Special Quantity Prices!

**HARRY HOPPE CORP.**

Manufacturers, 3738-42 N. Paulina St., CHICAGO. See Our Ad in Next Week's Billboard.



AT RECENT PHILCO-BRUNSWICK Record Show held at the Book-Cadillac Hotel, Detroit, H. J. Marshall (inset), Detroit Book-Ola distributor, offered several of the new machines for demonstration.

National Coin Machine Exchange  
1467 DIVERSEY BLVD., CHICAGO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS













**49<sup>50</sup>**  
5-DAY ONLY

**OVER 12,000 ALREADY SOLD**

and going stronger than ever. Enough Sold! Cash In With **MILLS VEST POCKET BELL**. Carried in Stock and Instant Delivery Guaranteed.

LOOK UP 27 SLIGHTLY USED VEST POCKET BELLS—USED THREE WEEKS AND FOR ALL OPERATING PURPOSES GOOD AS NEW—WIRE FOR PRICE!

**SPECIAL NOTICE**  
A COMPLETE LINE OF ALL THE LATEST GAMES AND MACHINES CARRIED IN STOCK, THUS INSURING PROMPT DELIVERY! SAVE TIME AND MONEY—CONTACT VISCO FOR YOUR COIN MACHINE REQUIREMENTS!

- GUARANTEED CLOSEOUTS IN RECONDITIONED EQUIPMENT.**
- 1 BALL AUTOMATICS
  - 10 BALLY FLEETWOODS ..... \$42.50
  - 3 BALLY BANG FORMS ..... 12.50
  - 3 BALLY KLONDIKES ..... 49.50
  - 4 MILLS RAILROADS ..... 12.50
  - 2 WESTERN QUINELLA ..... 17.50
  - MISCELLANEOUS**
  - 12 BALLY RESERVES ..... \$27.50
  - 1 STOMER ZETA ..... 24.50
  - 1 CASH RAYS TRACK ..... 42.50
  - 1 JENNINGS DIBBY DAY ..... 87.50
  - 8 BENNETT DEUCES WILD ..... 11.00
  - 4 DAVAL TALLY ..... 12.50
  - 5 DAVAL JOKER WILD ..... 9.00
  - 2 EXHIBIT TURF TIMES ..... 7.50
- TERMS: 1/3 CERTIFIED DEPOSIT WITH ORDER, BALANCE C. O. D.

**THE VENDING MACHINE CO.,**  
205-15 Franklin St., Fayetteville, N. C.

**McCall Opens Branch Office**

ST. LOUIS, March 25.—McCall Novelty Co. opened a branch office in Alton, Ill., March 18. It is located in the heart of the downtown section of that city at 128 Illinois avenue. George Burns, for the past three years in the St. Louis office, is manager of the new branch and has as his assistants William Catto and Dewey Quintal, who also were transferred from the St. Louis office. The firm will handle the jobbing and operating business of the McCall Novelty Co. in Southern Illinois.

The St. Louis office has been compelled to move to larger quarters three different times, moving into its present quarters about two years ago.

A. McCall, the owner and general manager, is now rapidly recovering from the serious automobile accident which he suffered on the eve of the CMAA Show in January. For the past three weeks he has been able to be at his office daily.

**Remote Control Console Models**

CHICAGO, March 25.—"We are now shipping a great many remote control models of our console games, Pastime, Triple Entry and Track Time, to operators in those territories where remote control is necessary in meeting regulations," stated J. H. (Jack) Keeney, head of the factory of the same name.

"Our remote control attachment does not alter the console's play principle in any way except that no awards are issued thru the payout cup, but are flashed as made to a recording box usually placed near the cash register in the location," continued the head of the House That Jack Built.

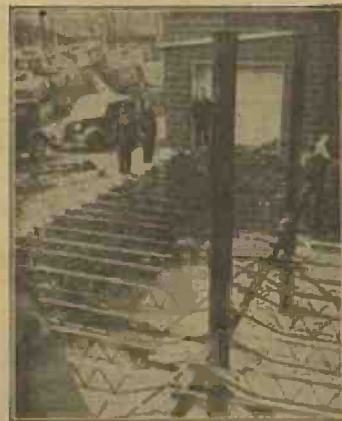
"This new remote control attachment," concluded Keeney, "is permitting many operators over the country who heretofore have not been able to operate consoles to place such equipment on locations."

**Crusader Strikes At End of Season**

MIAMI, Fla., March 25.—Gratitude is due Rev. J. E. Barboe, crusader against gambling, who waited almost until the end of the season here to make his complaints to the governor about prominent locations where games of chance were played.

Reverend Barboe is head of the Florida Anti-Slot Machine Association, which lobbied for the repeal of the Florida slot machine license law in 1937 alongside the lobbies of racing and bolita interests against the law. Many have been curious to know why Reverend Barboe, in his zeal against gambling, has overlooked pari-mutual betting.

Many newspapers have published humorous accounts of Barboe's appearance when he enters a location to obtain evidence of gambling.



**CARL HOEZZEL**, of the United Amusement Co., Kansas City, Mo., standing at the garage door, views the new 60 by 80-foot addition being added to his present quarters. Altho he erected his building only two years ago, he declares he now finds it necessary to add more space.

**Now! WITH NEW LEGALIZING SKILL FEATURE!**

Evans' Amazing New

**LUCKY LUCRE 5 "BELLS" IN ONE!**

5 PROFITS—ONE OVERHEAD! A phenomenal new "Bell" play in a Flat Top... with 5-fold earning capacity... plus legalizing skill feature to conform to territories requiring skill games!

Five persons may play at one time... has individual numbered slot and corresponding numbered payout cup for each! Pays 2-1 to 18-1, or \$5.00 or more guaranteed jackpot in nickels for each player! You make only ONE investment—and get earnings equal to 5 separate machines!

In operation it is faultless! Has famous Callahan's "Bell" silent mechanism, steel inner shield to prevent tampering, recessed payout cups! Evans' new gyro-proof 5-coin head stops cheating cold! Stops grief from slugs, gum, string, steel shoves, etc. Engineered to accept the new Jefferson nickel. Available with Fruit, Bell, or Sports symbols.

**OTHER EVANS' WINNERS!**  
LUCKY STAR — GALLOPING DOMINOS — BANG TAILS — ROLLETO SR. (Ideal for Clubs, etc.)

AT YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630.



**Evans' COUNTER GAME HITS POCKET EDITION GALLOPING DOMINOS**

Not Coins Operated!

A sure bet for Operators! Magnetic slot—operates in entirely new way! Played by placing coins under selected numbers in Novel coin receiver and pushing spinner rod. Coin receiver remains locked until counter attendant clears it! Absolutely gyro-proof! 12" wide, 17" long, 3" high.



\$24.50

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

**SPINNER WINNER**

By KEENEY

Spinner Winner is bound—To make money come round—Own them—means money found—This investment sound.

Hundreds of CONSOLES, PIN TABLES, SLOTS at lowest prices from direct stock.



**SAM MAY & CO.**

2814 Maryland, Baltimore, Md.  
401 S. Main, San Antonio, Tex.

**POPULAR AS EVER! DE LUXE GRIP SCALE**

3-WAY Strength Tester—100% Legal!  
18 months in production! Has custom made motor control for competitive play... Variable Adjustment... Ball Adjustment... Non-Slip... Gougeon Cup... Ball Metal Band... \$19.50



O. GOTTLEB & CO. 2700-12 N. Paulina St., CHICAGO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**Special Globe Bell**  
Special takes in 2400 of 5c or 10c coins. Turn out (average) 267.28. You operate from 22-72. Once played all the excitement of slot machines play but leave one in your pocket! One of the most popular low investment and eye-catching games ever produced. Light response shades. Slip it to nearest Book. Write for further details here.

**GLOBE PRINTING COMPANY**  
1033-37 RACE STREET - PHILA., PA.  
\$6.00

Write for our new Catalog

**O. K. TAGGED**

<b>COUNTER GAMES</b>	<b>YOUR CHOICE</b>	<b>YOUR CHOICE</b>
Ginger, 5c, latest \$14.50	Daval Tally ..... \$14.50	Gally Baby ..... \$ 8.00
Ginger, 1c, latest 16.50	Daval Reel 5c ..... 8.00	Jawson Club (Gougeon) \$14.00
Double Dash (Jackpot) 24.50	Daval Reel 2c ..... 8.00	Wild Counter King 12.00
King of the J. 8.50	Double Dash ..... 7.50	Big Luck Counter 8.50
Whiffy Seven Grand 22.50	John Wild or Double 13.50	H. H. (Gougeon) 8.00
Punchetta ..... 9.50	Rally Spin Path ..... 8.50	Star Counter 13.50
Hundredth ..... 7.00	Rally Reel ..... 8.50	Star Counter 13.50
Daval Reel 5c ..... 8.50	Rally Spin Path ..... 8.50	Star Counter 13.50
Daval Ball Slider ..... 7.50	Rally Reel ..... 8.50	Star Counter 13.50
Hatcheck	Rally Reel ..... 8.50	Star Counter 13.50
Loopback	Rally Reel ..... 8.50	Star Counter 13.50
Tracking Wild	Rally Reel ..... 8.50	Star Counter 13.50
Electric Scoreboard	Rally Reel ..... 8.50	Star Counter 13.50
Money Man	Rally Reel ..... 8.50	Star Counter 13.50

**YOUR CHOICE \$9.50 ea.**  
3 for \$28.00  
12 for \$108.00

**YOUR CHOICE \$7.50 ea.**  
3 for \$22.00

**MONARCH COIN MACHINE CO., 1731 Belmont Ave. Chicago, Ill.**



# BALLY BACKS "DOUBLE-PLAY-DOUBLE-PROFIT" CLAIM WITH 15-DAY Money Back GUARANTEE

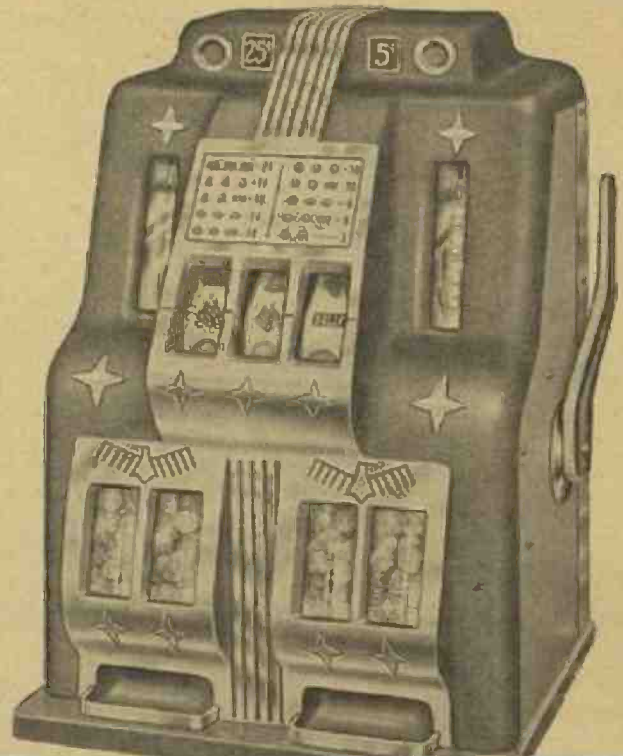
Here's the strongest guarantee ever placed on bell equipment . . . a guarantee based on the fact that hundreds of BALLY BELLS on location from coast to coast are actually doubling or tripling average collections!

Try BALLY BELL without risking one penny! "Give it the works" on location for two solid weeks. If you're not one hundred per cent satisfied with earning power . . . or the smooth, trouble-free performance . . . you are privileged to return the machine within 15 days for a full refund. No questions asked . . . and Bally will, not only refund your purchase price, but also pay transportation costs both ways!

Fair enough? You can't lose . . . but you can and will gain the fattest collections you ever scooped out of a cash box! Order BALLY BELL from your jobber today . . . money back if not satisfied . . . or write for complete details and price. BALLY MFG. COMPANY, 2640 BELMONT AVENUE, CHICAGO, ILLINOIS.

## BALLY BELL

QUARTER-NICKEL • DOUBLE QUARTER • DOUBLE NICKEL



### MERCURY

TOKEN PAYOUT  
Cigarette Reel  
PENNY OR  
NICKEL  
PLAY

\$32.50

1/3 deposit with order



MERCURY will open your territory for you. No side hustle. On starting commission as Award Token is awarded automatically. Its operation never is complicated. ORDER TODAY.

SICKING, Inc. 1122 FREEMAN CINCINNATI, O.

### READY For LOCATION

Revolvers . . . \$18.50	Fleet 2 Mat. . . \$14.00
Revolvers . . . \$4.00	Fleet 3 Mat. . . \$4.00
Odd Ball . . . 33.00	Cars . . . 10.00
Odd Ball Rev. . . 34.00	Cyclists . . . 10.00
High Five . . . 20.00	Line Up . . . 10.00
High Five . . . 20.00	Revolvers . . . 10.00
High Five . . . 20.00	(Bally) . . . 10.00
High Five . . . 20.00	Snappy . . . 10.00
High Five . . . 20.00	Yips . . . 10.00
High Five . . . 20.00	Zephyr . . . 10.00
High Five . . . 20.00	Zephyr . . . 0.50

FOLLOWING \$1.00 EACH:  
DEARLITE — ROSE BOWL — SLUGGER  
TRACK STAR — TURF KING  
1/3 Cash Deposit. Under \$10.00 Full Cash.  
For Special Cabs: "COINMACHINE," N. Y.  
**MAX MUNVES**  
808 West 187th St., New York, N. Y.

### IN A CLASS BY ITSELF . . .

## THE ONE AND ORIGINAL PUNCH BALL

Operators who want the original—on a copy—are ordering PUNCH BALL with its eight exclusive features.

1. FULL VIEW, UNPLAYED BALLS
2. POSITIVE AGITATION OF UNPLAYED BALLS
3. POSITIVE TWO-WAY LOCK
4. GREAT, PROOF-TILTING DEVICE
5. OVERSIZE STEEL BALLS
6. BALLS IN SIX COLORS
7. NO GLASS SLIDES OR SIGNS TO CHANGE
8. SOLID CASTINGS—NO STAMPINGS

WORWOOD MANUFACTURING CO.  
1725 West North Ave., Chicago, Illinois



\$19.95 cash  
with order  
BALANCE C.O.D.

### FACTORY—CLOSEOUTS—FACTORY

Brand New—In Original Crates.

20 NOVELTY GAMES	25 PAYOUT GAMES
15 COUNTER GAMES	15 CONSOLES

RECONDITIONED NOVELTY GAMES—PAY TABLES AND COUNTER GAMES.

Fairground . . . \$30.50	Revolvers . . . \$17.50	Glasses . . . \$14.50
Aluminum . . . 39.50	Odd Man . . . 39.50	Sherry 50 . . . 17.50
Positives . . . 18.50	Zephyr . . . 23.50	Lucky Pack . . . 10.50
Stables . . . 29.50	Lighting . . . 29.50	O. Y. 14 . . . 23.50

Write for Complete List of New and Used Games and/or Heavy Clocks at Special Prices.  
TERMS: 1/3 Deposit, Balance C. O. D.  
GRAND NATIONAL SALES CO., (Arling 4370), 2300 Grand W. Armitage Ave., Chicago, Ill.

1 IS GOOD  
2 IS BETTER  
"NATURAL" and "PUNCH-A-BALL"  
2 PROVEN MONEY-MAKERS  
A SWELL COMBINATION FOR ANY LOCATION!

**SEABOARD SALES, INC.**  
510 TENTH AVENUE, NEW YORK, N. Y.  
Manufacturers: 7-3528

## SALE!

0 Jantacs Cigarettes, 5 & 10c combination at \$110.00 each, or

### WILL TRADE

for: 1937 and 1938 model vintage cars, Comets, Mills Blue Fronts, Race or Hills Cherry Bells, or

### WILL BUY

your stock in any quantity for cash. Send us your list.

All machines shipped subject to your inspection. Write for complete list of equipment now available.

**AUTOMATIC SALES CO.**  
418-A Grand St., Nashville, Tenn.

Send your correspondence to advertisers by enclosing The Billboard.



**GIVE YOUR ADVERTISEMENT THE ADVANTAGE OF.**

# **COLOR**

**TO IMPRESS THE LARGE BUYERS . . . . .  
IN THE COIN MACHINE INDUSTRY**

In making plans for securing a larger volume of the business concentrate your future advertising in **The Billboard**.

It is the "Number One" Trade Paper of the industry because it produces maximum results for its advertisers.

As a weekly publication with an exclusive content of lively, timely news of the industry from all over the country **The Billboard** has intensive reader interest. It is read by practically everyone in the Coin Machine Industry.

Its big page size provides opportunity for smashing display—and the use of color will make your advertisement doubly impressive.

## **The Billboard**

*The Only*

*Weekly Amusement*

*Machine Publication*

**THIS COVER PAGE IN COLORS . . .**

is available for a few issues at only \$25.00 more than a Black and White Page on the Inside.

*Write at once for more information and list of available covers.*

### **THE BILLBOARD PUBLISHING COMPANY**

25-27 Opera Place — Phones, MAin 5306, 7 — Cincinnati, Ohio

#### **BRANCH OFFICES**

##### **NEW YORK**

Palace Theater Bldg.  
Madison 3-1616, 7, 8, 9

##### **CHICAGO**

4th Floor Woods Bldg.  
Central 8480

##### **ST. LOUIS**

390 Arcade Bldg.  
Chestnut 0443

##### **PHILADELPHIA**

7222 Lampert Road  
Madison 6895



# SURE THINGS

WHATEVER GOES UP, MUST COME DOWN



DEATH and TAXES...



DAY FOLLOWS NIGHT



EVERY 4<sup>th</sup> YEAR IS A LEAP YEAR



... and the surest thing of all is that



*Jimmie*  
**WHITLEY**

AND HIS ORCHESTRA

is the most promising new band of the year!

featuring vocals by  
**JEAN JANIS**  
and  
**JOE MOREHEAD**

Listed in  
BROADCASTING  
• TIMES WEEKLY

NOW PLAYING • STARLIGHT ROOF HOTEL SAGAMORE ROCHESTER, N. Y.

personal direction BILLY AUSTIN