

PERIODICAL ROOM
GENERAL LIBRARY
UNIV. OF MICH.

APR 12 1939

The Billboard

The World's Foremost Amusement Weekly

APRIL 15, 1939

15 Cents

Vol. 51. No. 15



—Hal Photo Photo.

AL DONAHUE

Direction: Rockwell-O'Keefe General Amusement Corporation



MAXINE SULLIVAN

Thanks . . .

All Those Who Have Assisted Her in Achieving Such
Amazing Success in

NIGHT CLUBS
RECORDINGS
RADIO
THEATRES
and Currently
MOTION PICTURES



Under Exclusive Management of **COLUMBIA ARTISTS, INC.**

The Billboard

Vol. 51
No. 15

April 15,
1939

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 92 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

CAMPUS CROWNS A KING

Barton Is Not So Hot as Cafe Owner And He Admits It

NEW YORK, April 8.—James Barton, who has been highly successful as a performer, is no great shakes as a night-club owner. He and Mrs. Barton, along with their attorney, appeared before Local 802 of the musicians' union last week and asked to be stricken from the unfair list because he is washing his hands of ownership of the Cantina on Long Island.

The history, owned jointly by Barton, Sam Smith and Jack Dougherty, has been on the union's unfair list since last spring for employing non-union musicians. Since he has relinquished interest in the cafe, he told officials of Local 802 that he should be taken out of the n. g. file.

Barton also related that his other night club venture, the Mad Dog Cafe (named after one of his famous vaude skits) on Long Island, cost him \$1 cool \$75,000. He claims he did so badly there that he could show receipts for 18 and 12 cents a night, minimums included. William McCaffrey, 802 exec, stated

No Substitutes

SAN FRANCISCO, April 8.—When it comes to sentiment, as expressed thru the medium of a favorite song, the wheels of progress move slowly indeed. Despite the fact that Frank Churchill, composer of the *Swing* *White* hits last year, turned his best writing hand to the creation of two official songs for the Golden Gate Exposition *Bells of Treasure Isle* and *I've Got a Moonlight Diner* at the Golden Gate—the ditties are not getting the expected play. Local musicians are almost unanimously favoring California, *Here I Come* as an unofficial theme.

that he would recommend to the executive board that Barton be taken off the unfair list of the union provided that he does not cross the picket line at the Cantina or appear there as a performer.

London Faces Talent Shortage; American Performers Double

LONDON, April 8.—Judging from the prevalence of doubling in vaude, managements are experiencing a shortage of name acts, with Americans figuring prominently in working two spots a night. Typical examples are Mills Brothers and Pat's Waller, headlining at both Holborn and Pimbury Park Empires; Street Singer Arthur Tracy occupying feature spot at Stratford Empire and Chelsea Palace, and Wright and Marton working Holborn Empire as well as Chelsea Palace.

American performers are frequently playing late cabarets after four performances of doubling in vaude. Doubling in the provinces is banned by Variety Artists' Federation.

Clarinet Still Fave Symbol as Artie Shaw Tops College Faves

Bea Wain leads over Ella Fitzgerald in the female choice—Bing Crosby undisputed choice for the male voice—Benny Goodman drops to fourth

NEW YORK, April 8.—Cutting a cross-section of collegiate America—taking in 100 colleges and universities in 36 States stretched from the Gulf to the Lakes and from the Atlantic to the Pacific—The Billboard, for the second consecutive year, polled editors of campus newspapers, magazines and humor publications as to the musical likes and dislikes of Joe and Jane College. In an effort to gauge the style of syncopation and song that'll bring the best returns to prom-trotters, the musical microscope was assigned to the editors, since they are in the best position to place their finger on the pulse of student fads and fancies in connection with the social and dancing whirl on each particular campus.

Not only for bands and bookers playing or bidding for campus work, this college word picture is also designed as a service for advertising agency, radio and recording programmers and operators of ballrooms, hotels and nightclubs catering to the collegiate mobs far flung over the entire country.

In this, and in subsequent issues of The Billboard, the collegians will discriminate between the music they desire for listening and that for dancing; reviews of bands having played at the colleges covered during the current school year; the style of dancing favored at each particular campus; the part played by phonograph records in the popularity of a dance orchestra or singer, and the influence of jitterbugs and kindred kinds of insects.

For the starter, and to set the keynote for further discussions, The Billboard presents the collegiate choice of dance orchestras and vocalists (both male and female), regardless of whether they had made personal appearances on the par. (See SHAW OPS on page 11)

Philly EMA Seeks To Ban Benefits

PHILADELPHIA, April 8.—The Entertainment Managers' Association, local bookers' org, is seeking a legislative enactment to outlaw benefits. A resolution has been presented to the Legislature asking the passage of a measure which would require anyone assigning acts where an admission is charged to obtain a booking license (\$100 annually). The bill would forbid night club ops from assigning acts to benefits unless they obtained a license.

Florence Bernard, EMA president, declared the measure was necessary because in many instances club operators, due to political pressure, shut out entire shows to political donors and benefits to which they were interested without returning even the necessary expenses. In many cases, she charged, the purchaser of acts would sell the services of performers to benefits without any compensation.

The org was successful in defeating in committee a measure forbidding a booking agency to charge more than 5 per cent for services.

—with a dash of lemon!
NEW YORK, April 8.—Sammy Weiss, drummer boy with Merle Pitt's studio band at WNEW, is the proud possessor of twins. "Sir Stork delivered the double bundle at 2 p.m. and an hour later wife telephoned Sammy at the studio to relay the glad tidings. "That's swell," screamed Sammy into the mouthpiece as the Mrs. made her report. "where are you now?" "Where am I now?" was the glibly nonchalant. "I'm down in Whelan's drug store having a Coca-Cola!"

New Era in R-B Presentation

Fewer Performers, Ring Stock; Ring-Bank Footage Increased

Performance at Garden produced with eye on road to afford more intimate review—streamlined to hit and entertainment value high—\$500 at inaugural

NEW YORK, April 8.—Streamlined to the hilt and proportionately pruned in performing personnel and ring stock, Ringling Bros. and Barnum & Bailey Circus opened its 1039 season Wednesday (5) in the Garden. A slim pre-Easter crowd of 4,800, heavily papered in the boxes (\$3.85) and arena seats (\$2.30) with press plus celebrity dress-ups, turned out for the inaugural which produced a riot of tasteful costuming and color and spent on entertainment value in capsule form and on calisthenics in the air. Standout turns were Great Rosillo, billed as the Man in the Moon; William Meyer, Hollander feature of the dress-up and Liberty horse number; Terrell Jacobs with mixed group (38) of lions and tigers leaping by the Pilades, branch of the Christiani family; Syncope, Bulgarian bar artists; Walkmire, kidhead, Bergh, Christiani Troupe, principal riders; Orestis Arturo (Troste), high-wire harlequin; Pallenberg's Bears, and, of course, the Flying Cuccellos, the great flying-return trio, featuring the Antoinette two-and-a-half to the top.

other year and may even exceed any in tankard history.

Garden program touches off a new era in Big Show presentation. It is produced with an eye on the touring season, which will introduce a wider, more circular and less lengthy top, which will be about eight feet higher. This arrangement will offer a capacity of under 11,000, compared to about 13,000 hitherto, and the show will be given in three rings, compared to the familiar three curbs and four stages. In short, for the first time in modern circus history the performance will be seen with less bewilderment by the public which pays the freight. Air-conditioning is down as an added feature of operation. Garden presentation is in the usual three-ring-two-stage spread.

Center ring is 50 feet and the outer rings 45, giving the largest ring bank footage on record. This will take up some of the slack of diminishing capacity imposed by a three-ring set-up on the road.

Charles LeMaire, noted theatrical designer and craftsman, has laid out all his best care and talents upon the pictorial department, and his efforts are clearly visible from the very start, with its richly costumed scene, billed as *The World Comes to the World's Fair*, truly a "resplendent pageantry of the nation, fabulously and fantastically appointed" which passes "in majestic splendor" as its "inconceivable magnificence" is revealed. (See NEW ERA IN on page 36)

In This Issue

	Pages
Broadway Beat, The	5
Burlesque	25
Carnivals	44-54
Circus and Cereal	34-38
Classified Advertisements	55-58
Coin Machines	70-92
Endurance Shows	40-41
Fairs-Expositions	40-41
Final Curtain	29
General News	25-26
General Outdoor	68
Hartmann's Broadcast	68
Legitimate	16-17
Letter Box	30-31
Magic	28
Ministry	28
Music	11-15
Night Clubs-Vaudeville	18-25
Notes From the Crossroads	68
Orchestra Notes	15
Out in the Open	60
Parks-Peeps	42-43
Phish	63-64
Postcards	4
Rails	6-10
Radio Talent	9
Repetitive-Tent Shows	21
Risks-Skate	39
ROUTES: Orchestra, page 12, Act's, Units and Attractions, 22 and 65, Dramatic and Musical, 65, Carnival, 66, Circus and Wild West, 66, Miscellaneous, 66.	
Show Family Album	36
Sponsored Events	59
That Sugar's Domino	4
Wholesale Merchandise	60-64
World's Fairs News	32-33

Flesh on Upswing in L. A.; All Fields Look Healthy

Biltmore booked solid—b. o. holds up well despite Lent—Bowl continues acts, as Grove strike goes on—AFA members kick at walkout for other crafts

LOS ANGELES, April 14.—Flesh shows are on an upswing here after a slump. It is becoming more and more evident that the general public is tiring of straight pictures and is seeking diversion in the form of flesh. For the past several months the barometer of the local flesh situation has been the PTP productions. Run Little Children, at the Mayan, and Two a Day, slated to close April 30 at the Hollywood Playhouse. These two shows have held up despite the thumbs-down attitude of critics, who claim that L. A. never was and never will be flesh-conscious. The Biltmore Theater, long a stronghold of legit, is booked practically solid after several long dark stretches. First show into the El Capitan Theater in Hollywood since Learning on Letty is slated to be Of Mice and Men, with Wallace Ford and Ina Balin Jewel. Altho present plans con-

Lazarus Will Be New Head of Film Ad Club

NEW YORK, April 8.—Paul Lazarus Jr., of Warner Bros. Pictures, heads the slate selected by the nominating committee of the Associated Motion Picture Advertisers (AMPA), which reports its selections to the membership body at a luncheon meeting this week at the Hotel Astor. Committee's report was made by Gordon White, of Educational Pictures, duo (See LAZARUS WILL on page 69)

AL DONAHUE (This Week's Cover Subject)

AL DONAHUE was born and reared in Boston and graduated with honors and an LL. B. degree from the Boston University School of Law. Night attendance at the New England Conservatory of Music, earned him a diploma there, and he was faced with the problem of choosing between law and music as a career. Recalling that his most pleasant moments at Boston U had been spent conducting the school band and producing the annual shows decided him in favor of music, and 10 years as a maestro have proved that he chose wisely.

His first engagement with his own act occurred at the Hollywood Beach Hotel in Florida and proved so successful that he was re-engaged for five consecutive seasons. A Paramount-Publix official spotted him in Detroit which resulted in a two-week contract at the Fisher Theater, Detroit; the engagement turned into a gold year during which Al served as emcee in addition to band leader. Donahue has a habit of doing so well in a spot that he is invariably booked time and again for repeats, the Rainbow Room, Rockefeller Center, New York, smart rendezvous, being an outstanding example of this proclivity. Al has played five return engagements there, coming in for his sixth in May. Upon closing at the spot last January, he went into the Palm Island Casino, Miami, Fla., for an eight-week run.

Other spots the Donahue Band has played include the Sands Point Bath Club, the Casino at Monte Carlo, the New Orleans Roosevelt Hotel, New York; Waldorf-Astoria, the Bermuda in Bermuda, Cincinnati's Mythenland Plaza, Detroit's Book-Cadillac Hotel and the Colony Club in Palm Beach, Fla. During the 1938 winter season in Florida he directed the music for the famed Casagallo Ball, held in Tampa. Donahue is also musical director for several steamship lines and supplies bands for the Ferness Co., the Prince Line and the Eastern S. S. Co. He is credited with being the biggest contractor in this particular field. Before the Palm Island date Al had a record of three weeks at the New York Strand Theater, and presently is on a presentation house tour that started at the Strand, Pittsburgh, several weeks ago and that will take in Philadelphia, Akron, Youngstown, O., and Indianapolis, opening April 21 at the Lyric in the latter city. The stunt winds up in time for the mid-May Rainbow Room return. Donahue records for Victor.

STOCK TICKETS ONE ROLL \$.50 FIVE ROLLS 2.00 TEN ROLLS 3.50 FIFTY ROLLS 15.00 100 ROLLS 29.00 ROLLS 1.00 EACH Double Coupons, Double Price. No C. O. D. Orders. Want Single Ticket 1.25

Ex-Singer Warbles His Way to Parole

JEFFERSON CITY, Mo., April 8.—The Missouri State Prison variety show, aired weekly over KWOS, Jefferson City, from within the walls of the State penitentiary here, has lost its ace vocalist because 21-year-old Raymond Woods, until last week No. 47460 in the prison, belayed in "singing the blues away."

Known as the "singing newsboy," Ray in 1936 had a job as a radio performer for a Joplin, Mo., bakery. He had a good following and was regarded as one of the most popular entertainers on the air in his section. But when he suffered a throat ailment that failed to respond to treatment he lost his job, got into trouble and drew a 15-year sentence to the prison on robbery charges.

After several months his throat healed and he began singing again, at first only to amuse fellow prisoners but later on the variety show initiated by Station KWOS. He got considerable fan mail, was well liked by prison officials and in general was highly regarded by radio fans and officials as well.

Several months ago his old sponsor in Joplin, W. C. Markwardt, heard him on the air, recalled the circumstances of his case, and went to work in his behalf. Markwardt finally asked the State parole board to release Woods, promising the vocalist his old job on the radio program.

The board studied Woods' record, discovered he'd never been in trouble before, was a model prisoner and so recommended the parole. Last Week Gov. Lloyd C. Stark signed the release.

This week Ray Woods, "the singing newsboy," went back on the air in Joplin, a free man.

Paris Gets Huge House for Revues

PARIS, April 1. — Homesick Rocky fans may admire the new Chaillet Theater, inaugurated with all due pomp by the Viennese operetta, Chinese Prince and Portuguese Tenor. A Republican Guard on each of the many, many steps leading downward, over downward toward the top gallery, balcony and huge orchestra chairs, situated at the Seine level. The going down is not so bad, but the coming up!

Panassie Frowns on Jitterbugs And Forecasts Finis for Swing

PARIS, April 8.—Hugues Panassie, the self-anointed "Boss of Jazz," returned home from a five-month drinking-in of America's hottest jazz raptures in report to his followers that "swing is going commercial and will soon fade from the scene." So stranger to the musical world of the U. S. A., he has written the only scientific study in the domain of jazz, Le Jazz Hot, which is the bible for the boys who "beat it on down." As the first man to trace the music as it goes round and around and catching its significance as it comes out here, M. Panassie was greeted in the United States as one of the greatest critics of modern music.

While in America he created bellows

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 many indoor fields thru The Billboard's coverage of every branch of the show business.

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

For FILMS

EDWARD GARDNER—former legit director and producer who has been in radio for several years. With his most recent assignment—writing, directing and playing on This Is New York (CBS)—he has developed into a real triple-threat. Playing of Archie, comedy character on the show, proved that he can create a real comedy characterization. Having previously shown his ability as a writer, director and producer, he emerges as an ace candidate for a three-way film pact.

For LEGIT

WILLIAM HOLLENBECK—senior student at the Peagin School of Dramatic Arts, New York, Outstanding work in various roles in the student productions definitely indicates professional ability. Has done excellent jobs in such plays as Berkeley Square, Black Sheep, Spring Dance and several Noel Coward one-acters. His naturalness and ease and fits into almost any type of role. Should go places on the pro stage.

ator, inaugurated with all due pomp by the Viennese operetta, Chinese Prince and Portuguese Tenor. A Republican Guard on each of the many, many steps leading downward, over downward toward the top gallery, balcony and huge orchestra chairs, situated at the Seine level. The going down is not so bad, but the coming up!

Built with the idea of having big things there during the 1937 expo, it was not completed until three weeks ago. The building itself recalls Radio City.

Chaillet may be useful to the Republic but it can do nothing toward the advancement of theatrical art. Under this overgrown proscenium, unless the actors walk on stilts and use megaphones they are out of touch with the audience, and the most stuporous ballet is reduced to the insignificance of a marionette performance.

The new theater replaces the old Tréadero, built in 1890.

in the barrelhouse when he refused to give his approval to the popular swing bands of Benny Goodman, Tommy Dorsey and others. "These fellows have taken the real jazz that we got from the American Negro, have toned it down and commercialized it," he said on his arrival. "They don't have the real feeling for swing possessed by such men as Louis Armstrong, Duke Ellington, Bix Beiderbecke and others."

Phoogy on Phloy Phloy One of the troubles with modern American swing is the jitterbug, who rates no honorable mention from the French critic. "They are too noisy and pay no attention to the real swing music. They want their swing commercialized," he complained.

The best bands in his estimation are those of Duke Ellington, Jimmie Lunceford and Louis Armstrong. "The best colored musicians, the best of them all," he added, "is Armstrong. And the best white jazz performer is the late Bix Beiderbecke."

For those not familiar with the world of a hot corner, a staccato-sounding pi- (See PANASSIE FROWNS on page 69)

Three Sugar's Domino

Three-Dot Melange

A VERY aggressive organization is the Theatrical Managers, Agents and Treasurers' union, the group that has AFL jurisdiction over the box-office men of Broadway legit theaters. . . . It is inconceivable that the TMAT does not recognize that one of its grave problems, from an ethical standpoint and from the far-sighted angle of the welfare of the legit business, is the surliness, general lack of courtesy, and what might be called at best the supercilious condescension of theater treasurers and their assistants. . . . The theater managers and managing producers either haven't been able to do anything about it or they haven't even tried. . . . What is quite evident is that even since the TMAT became a reality, which wasn't long ago, of course, box-office employees haven't improved one iota generally. . . . Of course, one finds across courteous, friendly folk behind the wickets once in a while. . . . But more frequently the pastboard specialists are the epitome of what novelists who have never stepped outside of Oklahoma describe as hard-boiled Broadway. . . . The legit theater needs every possible aid at this time to win back its old place in the show business.

The clean-up should begin in the front of the house and in the front of the house it should begin with the treasurers. . . . And it should pass on to the notifying of such conditions as cloak-room attendants who coerce rather than solicit prospective customers; ushers who adopt an attitude that a smile is more precious than platinum, ticket takers who act as if they have an acute case of dyspepsia—and house managers who seem to be hiding in some mysterious aerie most of the time. . . . Put the front of the house in order and the back will continue to take care of itself. . . . With the result that legit will soon be back on its feet again. . . . Even if we're not entirely right this is something for the TMAT to work on. . . . We realize as much as anybody else that the TMAT can only try to do something about the situation. . . . That it has no way of forcing the issue. . . . But for the benefit of those who are guilty of all the things we describe and for the benefit of the legit industry the organization should strive real hard. . . . It is less a proposition of discipline than it is of education. . . . Without education, good example and training the average human being would be closely akin to an animal anyway. . . . Even box-office potentates can eventually be taught that the gracious, kindly way is the better. . . . The boys ought to forget about the bonanza days when they used to make their bosses look like pinks with their pay-ings. . . . Maybe the TMAT can bring them down to earth. . . . If their own organization can't do the job it just can't be done.

WE HOPE that a healthy percentage of the vast army of performers who are steady readers of The Billboard read with proper indulgence and thoroughness the article in last week's issue on the subject of getting publicity by Sam Honigberg, our discerning reporter for indoor departments in the Chicago office. . . . Honigberg hit the nail on the head. . . . The article marks the first time to our knowledge that a trade paper has expressed itself in such frank and helpful terms on a subject that is more vital to the performer than a number of other things that performers spend a lot of time on with disproportionately less results. . . . It is easy for a performer with plenty of checks to obtain publicity. . . . He might spend far more than he should but if he gets results and if there is still plenty where what was spent came from it doesn't make much difference. . . . But the article was not written for the big names and the performers with money to burn. . . . It was written for the average act trying in the midst of tremendous opposition to make headway. . . . It is just as important for a performer—particularly one working in night clubs—to be publicity-wise as it is for him to know his specialties. . . . Performers who have talent and use it to advantage in a theater or on a night club floor are only doing half of their job. . . . If they want to get ahead they must develop a technique applicable to their personalities and (See SUGAR'S DOMINO on page 69)

CHI NIXES REMOTE AUDS

Petrillo Rules That Band Novelties Must Come From Station Studios

CHICAGO, April 8.—Remote dance pick-ups cannot be used as auditions by stations to sell spots for sponsored shows, according to the local music union chief, James C. Petrillo. Occasion for information local outlets of this was the new shot being framed this week by WGN around Bob Crosby's Ork at the Blackhawk Cafe. Idea is an audience participating affair, with Crosby and band taking the feature part. Bandstand Grandstand is the name of the show, scheduled to start next Monday on a weekly basis.

Petrillo reluctantly yielded this one, but with a warning to WGN that under no circumstances is it to be groomed for a commercial showing. This crack was reminiscent of Kay Kyser's Musical Knowledge opus, which is history today and which started in the same cafe. Over the same station not so long ago, Petrillo is very much opposed to a repetition of this, claiming that broadcasts using scripts should be aired from the station's studio, same as any other sustaining show. Union exec pulled a remote band off of a dramatic show a couple of months ago at the Edgewater Beach Hotel for the same reason.

Remote spots are being informed this

week that, unless other permission is granted from the union, all that can be taken from a hostility or nitery besides the music is an announcement of the name of the spot, the band and what the next tune is going to be.

The Crosby Ork will have four shots at this WGN show up to May 8, when Jack Teagarden's new band comes in. If stint goes over, Teagarden will continue it.

NEW YORK, April 8.—Reaction here to James C. Petrillo's ruling is that bands and musicians may suffer from it. It is noted that if Kay Kyser had not started on a remote with his musical quizery, the idea might still have been lying on a shelf, instead of having gotten Kyser and his liven the work acquired when the idea slipped. It is also noted that few stations can afford the musicians' wages involved in setting up some idea, such as Kyser's, as a studio sustainer.

The trade has always recognized that dance remotes are more often than not tantamount to auditions, either for radio or other locations jobs. Likewise, the trade feels that Petrillo's step is unoumb since it may mean that the value of remotes may be lessened. There is also the programming angle, since program quality will suffer if all bands have to play straight and nohow novelty on their remotes, this novelty increasing their salability. Bands and programmers have been trying to improve remote standards for a long time.

Numerous bands have used dance remotes for novelty stunts and auditions. Kyser is one example: Bob Crosby last year had his *Condito Camera* idea, while Casa Loma used Kay Hanson's *Autograph Album* idea. Herbie Haidt has been doing remote novelty stuff, such as quizzes and interviews, for some years.

Chi AFRA Has Two NLRB Cases

CHICAGO, April 8.—American Federation of Radio Artists has two cases pending now in the Chi local with the regional NLRB, second one being filed last Thursday against Station WAAF over the dismissal in February of two staff men. AFRA's charge is that they were let go because of union activity.

First case has been pending since December 30, when AFRA filed charges against NBC, claiming that unfair labor practices were committed against the production men, causing the resignation of two producers. Preliminary hearing was held on this case last Friday, but decision from NLRB will be withheld until NBC produces affidavits stating its side of the dispute.

Seek Air Market for Pulp Mag Yarns

NEW YORK, April 8.—Henry Doherty, formerly with NBC and then press agent partner with Al Cook, this week set into action a newly organized Radio Rights Clearing House. Doherty quit publicity three months ago, and since then has been working on this, clearing house idea. He has made deals with a half a dozen pulp story literary agents and also Standard Magazine, publishers of a flock of the pulpers, giving him representation for the radio rights of the stories handled and published, respectively. In turn Doherty is working to sell these stories to radio. Doherty is also working on a deal with Street & Smith, pulp publishers.

Price schedule has been set for the yarns Doherty will peddle. Rights to a yarn for a quarter-hour show will cost \$30; for a half-hour show, \$50. This does not include adaptation. Stories are held to come from practically all the action mags in the field. Doherty will also sell slick mag stuff at a higher scale.

Transamerican has taken an option, running until September, on the serials published in Standard's group. Deal provides that any stories aired are to plug the mag and vice versa.

AFRA Starts Drive Organizing Chi Stations

CHICAGO, April 8.—Negotiations with all local stations will be opened by the AFRA local here next week, according to Ray Jones, exec. secretary here. Dealings will be for local commercial shows only, and AFRA expects to close contracts in a relatively short time since most of the outlets involved are net affiliates and are already working under AFRA's national code.

AFRA's other organizing activities in Chi are now being directed toward announcers and sound men. Majority are AFRA members, but org is now in process of dickering for contracts for them. WGN speakers and sounders are first on the list and Jones is meeting this week with the WGN execs to talk terms.

Clinton's Nice Sensation

NEW YORK, April 8.—Lennon Bitchell signed Larry Clinton for a network spot for Segregation Cigaretts this week series to start shortly. Program will be mostly a straight music spot, with a five-minute break to be lined up shortly.

WLW Leader in Station Press Dept. Survey

Altho *The Billboard's* Radio Publicity and Exploitation Surveys (issues of March 26, April 1 and April 8) did not award any palms for station publicity department voted best, it has been commented that had such an award been made, WLW would have won it, having polled the most votes in the survey. Questionnaires sent to radio editors in the survey asked them to name stations servicing them, and which stations in their territories maintained good press departments and which did not. WLW had 10 mentions in the "good" classification and one in the "inadequate" classification. No other station gathered this many favorable mentions.

On this basis WLW was voted as having the best station press department division in the contest; WMCA, with eight "good" mentions, second, and WGN, Chicago, third, with seven "good" mentions.

For the record it should be explained that the reason no actual awards were made in the station press department division of the survey is that no equitable basis for comparison could be found. All editors polled received copy from both CBS and NBC and so could decide which had the better press department. However, not all of the editors polled received replies from all of the stations. Thus an editor in California could not vote for the best station press department since he did not get copy from all the stations whose call letters were mentioned by other editors participating in the survey.

Webs Learn About Show Biz; Now Deal With Eight Unions

NEW YORK, April 8.—Entry of the LATSE into the television picture in negotiations with NBC means that in less than two years the labor problems of the networks have undergone complete changes. In fact, two years ago the networks had practically no labor problems, about the only national union they had to deal with then being the musicians'. As the situation stands today, however, CBS and NBC are now dealing with every theatrical union in existence which might have any radio angle at all. Such unions as the Screen Writers or Screen Directors—basically Hollywood unions—are about the only exceptions.

Webs are dealing with the AFM, American Communications Association, American Guild of Radio Announcers and Producers, International Alliance of Theatrical Stage Employees, American Federation of Radio Artists, Equity (on television), Screen Actors' Guild, American Guild of Musical Artists and several brotherhoods of paragonmen. Then, of course, there is also ASCAP. And the Radio Writers' Guild is organizing.

Radio unionization really started thru the AFM's campaign of last year and 1937, altho the webs and most key stations had AFM deals before that. However, AFRA, Equity's television plans and most of the others are of much more recent vintage.

Chains are finding out they're in show business.

Gov. of Texas Bites Hand That Fed Him

HOUSTON, Tex., April 8.—Retreat of Governor W. Lee O'Daniel of Texas from radio stations of his own State to XEAW, in Mexico, has brought sharp criticism from Elliott Roosevelt, head of the Texas State network. Along with his regular addresses to the people of Texas, O'Daniel has taken his flour account to the powerful Mexican station, which only a fortnight ago was purchased from Dr. John R. Brinkley, "monkey gland" specialist, by Carl P. Collins, O'Daniel's recent campaign manager.

Roosevelt charged that the government tactics "were similar to those of Adolf Hitler in doing injustices to the radio industry of Texas." He intimated that O'Daniel "has made radio the scapegoat of a build-up to justify the governor's transfer to foreign soil."

All of the trouble started, it is generally known, when on two occasions last September O'Daniel's routine talks over the Texas State network were interrupted by power line breaks. O'Daniel soon after blamed "certain interests" for forcing him off the network. O'Daniel first gained prominence in Texas thru his popularity as director of a family liability program.

AFRA, WLW Negotiating

CINCINNATI, April 8.—Emily Holt, national executive secretary, and Ma, James P. Holmes, field organizer of the American Federation of Radio Artists, are engaged in negotiations with the Crosley Radio Corp. for a contract covering wages and working conditions of announcers, actors, singers, writers and production men of Station WLW here. James Shouse is representing the station.

Stella Unger Quits Wasey

NEW YORK, April 8.—Stella Unger has resigned from the *Stella Wasey* radio department effective April 15. In the department some time, Miss Unger wrote and produced several commercials for the agency, as well as doing a series of her own, a Hollywood movie gossip shot.

L. Spitalny Scraming?

NEW YORK, April 8.—Unverified report has Leopold Spitalny resigning shortly as musicologist's contractor for NBC, New York. His successor named in the rumor.

CBS World Buy OK; Give Details This Wk

NEW YORK, April 8.—Announcement is slated to be made next week that Columbia Broadcasting System's purchase of World Broadcasting System, transcription company, has been definitely settled. Deal was announced a month or so ago but was then conditional on a CBS study of World's books and working out of several points. One of these is said to have concerned WBS and its "Gold Group," a line-up of stations for which World sells time. Some of these stations are NBC affiliates. CBS would then be in the position of having one of its subsidiaries selling time against CBS stations.

Announcement pends the return of CBS pres William S. Paley. He left the Coast this week for New York.

Howard KQV Bragger

PITTSBURGH, April 8.—Tex Howard has been promoted from announcer to publicity director at KQV, affiliate of WJAS and WEBJ.

"Circle" Facelifting Sets Show Into Routine Variety Patterns

NEW YORK, April 8.—The Circle, looked upon as a noble experiment and a new departure in program building, is settling more and more into the routine variety program groove. Show has been renewed for 18 more weeks beginning April 15, but the J. Walter Thompson agency has definitely decided that "radio audiences are not yet ready for innovations."

Program, which hit the air a few months ago with the benefit of a terrific publicity build-up, has thus far failed to show ratings in line with its talent budget. New procedure includes junking the "no applause" sign, less gab and general revision to fit the program for a regularity variety show set-up.

Despite rather tepid reception of Circle and its top ranking radio and pix talent layout, agency takes credit for creating a show which was "ahead of its time." Ed points out this is something the

pix producers are afraid to do. Show's producers, tho, will endeavor to retain some faint resemblance to the clubby atmosphere which was once the program's prime novel point. Performers, accordingly, will retain titles such as Keeper of the Keys, etc.

Circle has added Madeleine Carroll, and Alexander Woolcott, owing to persuasiveness of Orouchio Marx, will be on when in Hollywood.

The Circle has somewhat of a parallel in Preller & Gamble's ill-fated *Gibson Family*, first attempt by a sponsor to produce a musical comedy written especially for Radio. P. & G. went into the till for about a million all told, it is believed, but the show did not catch on. Its songs failed when other networks and stations refused to give plugs. Arthur Schwartz, composer hired by P. & G., later used some of the tunes successfully in a Broadway musical.

Commissioners Urge One-Year License in Report to FCC

WASHINGTON, April 8.—A one-year license for radio broadcast stations is proposed by Commissioners T. A. M. Craven, Norman S. Case and George Henry Payne in a special report to the Federal Communications Commission. Recommendations are the result of hearing hours of testimony on proposed rules and practices in a Washington hearing last June.

One-year term of license would lend stability to the industry, the three men urge, recognizing requests by the industry for longer periods between renewals. It is believed that shortly after oral arguments have been completed on the proposals, FCC will endorse the one-year license. Chairman McNinch has already indicated that longer licenses were in order and his vote with the three commissioners now favoring one-year tickets will constitute a majority vote.

At the same time Craven, Case and Payne in their 500-page report recommended the setting down of standards for applicants to meet for radio licenses. Their support said that previously there has been no guide for applicants of new or increased facilities, consequently placing them at considerable disadvantage in presenting a proper case. Lack of standards, the commissioners stated, placed the commission at a disadvantage also because the FCC was deprived of much valuable information in reaching a proper decision in such cases.

A broadening of the standard broadcast band to conform with the North American Broadcasting Agreement, signed at Havana last year, was recommended by the committee. Under their recommendations the band would move from 1500 to 1600 kc.

A top limit of broadcasting power set at 50,000 watts was recommended in the special report. "The several considerations governing the interest of the public in the general broadcasting structure are too great to warrant taking speculative risks (with superpower) unsupported by adequate data," the report said, "even though it be true from a technical standpoint that 500,000 watts power is one of the methods to improve service in rural areas."

Being not sure of their grounds the three men urged the FCC and the public in general to consider the effects of radio as competition for other public media. It was suggested that some means might be taken to prevent radio from entirely engulfing other advertising media thru competition. No concrete step was urged in this respect because it veered toward some means of controlled

radio in order to protect other types of business.

At the end of 1937, 648 of the 678 licensed stations had an aggregate investment of \$47,000,000, of which \$20,000,000 was invested in technical equipment.

No national standards could be set for programs, the three commissioners found, because of diverse social, economic and cultural interests demand different demands on program service. Geographical sectional interests and industries help contribute to the difference in needs. The broadcaster, they said, has the obligation to provide a program service inclusive of all features of general public interest.

On the investment in radio the committee declared that the largest investment in radio was by the public in its purchase of receiving sets. Domestic radio set sales from 1922 to 1937 inclusive have numbered 53,700,000 with a total retail value of \$3,724,000,000; however, much of that figure embraces sales of new models for replacement on original investment by the listener.

Sale of WPG, A. C., To Arde Bulova Is Considered Likely

ATLANTIC CITY, April 8.—If published reports come true, WPG, municipal station here, may pass into the hands of Arde Bulova Monday. Bulova has offered to purchase the station from the city for \$275,000, and Mayor Willie has agreed to the sale. All that stands in the way now is final approval of the Federal Communications Commission, whose decision is slated to be handed down Monday.

There are plenty of opponents to the sale, however, who point out that Bulova admittedly wants the station for its wave length only and will junk the local set-up in favor of transferring the WPG allotted wave length and time to New York, where he has another station. While the \$275,000 in cash looks good to this financially embarrassed city, the prospects of losing the publicity which WPG provides thru regular and chain programs, as well as the possibility of private interests obtaining an air monopoly, are not being overlooked by those who oppose the set-up and sale.

Most likely to benefit by the sale is the Press-Union newspapers, whose application for a 250-watt daytime, 100-watt night station has been granted by FCC. With the powerful 5,000-watt WPG out of the way, the newspaper would be free for space-air time advertising tie-ups and practically dictate the editorial trend of thought throughout the shore area, since they have the largest circulation of any paper in this section, and with a radio station would monopolize both press and ether.

A. Harry Zoog, WPCR engineer, is president of a group of theater and pier amusement men who filed application for a station permit some time ago under the name of Neptune Broadcasting Co. A spokesman for the group stated today he understood the matter had been dropped, with the approval of the Press-Union's application.

Another application, apparently also seeking the WPG franchise, was filed last week by Atlantic City Broadcasting Co., understood to be composed of Albert Zugsmit and Alvin Friedberg, publishers of The Atlantic City World, and Carmen D'Agostino, vice-president of the Renault Co., Egg Harbor, N. J. Application was returned a few days ago by the FCC as "incomplete."

Scott's New WCAU Spot

PHILADELPHIA, April 8.—Alan Scott, WCAU commentator, has been appointed public relations counsel for that station, after a vacancy in that post for two years. Scott's duties will include the supervision of tours of the station, studio representative at outside affairs and the handling of relations between outside organizations. Ken Stowman will still handle the press.

National Association of Performing Artists has appointed W. H. Rose as recording secretary. Rose was formerly recording and transcription director of Columbia and Pathe.

20th-Fox Spends 18G For Kentucky Derby

NEW YORK, April 8.—CBS' exclusive on the Kentucky Derby was bought for sponsorship Thursday by 20th Century-Fox Pictures. Studio will plug its Rose of Washington Square, buying the horse race thru Kayton-Spiro.

Derby goes May 6, with 90 stations on the list getting the sponsored account. Time runs to about \$11,000, with the fights and other costs boosting the score to the estimated \$18,000.

WMCA-Normandie Swap

NEW YORK, April 8.—WMCA and International Broadcasting Co., Ltd., of London, operating thru Radio Normandie in Paris, have negotiated for a series of exchange programs, advertising

London and New York markets as British and American exports. Programs will be exchanged and aired weekly in Paris and New York, with first set for April 23 thru Radio Normandie. It will be a WMCA recorded show, featuring Leo Grant and ork, with Alice Breece doing vocals.

Omaha Paper Absorbs WAAW

OMAHA, April 8.—The Omaha World-Herald took title to WAAW, old Grain Exchange Station here, March 31 and has made application to change its name to KOWH. Paper plans to move the station to the World-Herald Building as soon as arrangements can be made. New station will be managed by Vernon Smith, for the past 15 years manager of station WAAW, Lawrence, Kan. Altho retaining his interest in WREN, Smith will devote full time to KOWH.



"THANK YOU, BILLBOARD"
for that EXPLOITATION AWARD!

• Our Publicity Department feels pretty good about things these days. For just last week Billboard Magazine sorted them out among all networks for the best radio exploitation of 1938. Sure, it's grand for Mutual, but even better for Mutual advertisers. For exploitation is the unpaid-for service that pays the advertiser in the solid currency called AUDIENCE.

P. S. Oh, the Guinea pig? No, not a caricature of our publicity department. He's the hero of our latest booklet "A Guinea Pig Goes To Town". May we send you a copy?

MUTUAL

BROADCASTING SYSTEM
OFFICES: CHICAGO, ILLINOIS • NEW YORK, NEW YORK

Ford Program Hits Temporary Detour

NEW YORK, April 8.—A report current here this week was to the effect that the proposed new Ford Motor Co. program had hit a temporary detour, while Ford and the Detroit Musicians' Union work out a satisfactory arrangement. New program, if it goes thru, is to be patterned after the institutional program sponsored on Mutual by Wheeling Steel, with all the talent on the broadcasts being employed in the Ford plants, or being relatives of Ford employees.

Without specific information, it is presumed that the Detroit musicians' local will stand by band. This is standard practice on broadcasts using non-union musicians. In the case of the Wheeling show, the Wheeling employees, it is understood, joined the AFM.

Strike Tuh?

NEW YORK, April 8.—NBC press department put the slug on the CBS press department for the second time this week with a release nudging CBS for a claimed first. Columbia said a glider broadcast scheduled for today was the first of its kind. NBC took the release and tacked on excerpts of a New York Times clip saying NBC had a glider broadcast in August, 1932. NBC did the same thing a week or so ago when CBS claimed an international round table on its schedule was the first.

NBC sends its releases to some radio editors—and all CBS execs.

Legit Off-the-Air Waxers Say Perry Bill Kills Good and Bad

NEW YORK, April 8.—The Perry Bill, recently passed by the New York State Senate by a 47-to-1 count, which will make unauthorized recordings of broadcasts a felony (larceny), has caused considerable concern among legitimate off-the-air recording firms. Bill, sponsored by the National Association of Performing Artists, will shortly be presented to the House for consideration. Senator Charles D. Perry, 19th District, is the author of the act.

Primarily designed to stop off-the-air thievery practiced by fly-by-nighters, the bill will make the good suffer along with the bad, the legit recorders now claim. They say that interpretations made by their counsel are to the effect that before a program or a part of a program can be taken off the air the approval of the talent, the station, the advertising agency and the advertiser must be obtained. In the majority of cases orders to take shows off the air are given on short notice. The recorders claim that to have to hop around and get the required ok's is just about impossible. They point out that while the bill is needed to stop pirates, it should be clarified. As it stands acts dealing recordings of their own work on programs may have difficulty clearing them. The bill has strong backing, according

to waxeries, and lack of organization on the part of transcription and off-the-air firms makes organized opposition by the discers out of the question. To make it worse is the felony rap on convictions.

Bill reads, "... Any person who ... shall record in this State any broadcast ... without the consent of the person or persons broadcasting the same; or (b) Offer for sale, sell, lease or license any recording ... taken without the consent and permission of the person or persons broadcasting the same; or (c) Have in his possession ..." (such a recording) "is guilty of larceny."

Point to be cleared up is the phraseology about "persons broadcasting," since this might be taken to mean the artist, station, network or advertiser or all of them.

Recorders say, if the bill is passed, a test case may be needed for final clarification.

HARRISBURG, Pa., April 8.—A bill prohibiting the recording of any broadcast without the permission and consent of the person or persons broadcasting, and the selling of such recordings, has been introduced in the Pennsylvania House of Representatives by Assemblyman Voorhees. The proposed House Bill No. 806, has been referred to the Committee on Judiciary General.

WLS Shaking the Hay Off Its Transmitter

CHICAGO, April 8.—Surveys, civic promotions and local news tie-ups have become the forte of the revamped and revised WLS promotional department. Men has been laid to boost the outlet's local coverage and convince sponsors that the Prairie Farmer station is tuned in by Chicago upper-crust as well as the mass pushers in the wide open spaces. WLS execs now feel that the "farm" angle has probably been over-emphasized to city-conscious sponsors, putting it cramp in their solicitation of same.

Don Bailey, recently appointed head of the new set-up, has already got out several program "feelers," and claims the results show WLS to have strong metropolitan coverage, but that it's still tough to convince some sponsors that WLS is not strictly a hillbilly medium. Bailey now has the promotion department working in on the "metropolitan coverage" campaign to give the sales end the required ammunition.

Toughest competition for WLS to buck on this civic angle is WBBM (CBS), which has spent plenty the past two years to build itself up as Chi's own station. WLS will have one advantage, however, in its drive for local listeners, because WBBM is finding it tougher to find the available time for local promotions, due to increasing net commitments.

Boyer Out?

HOLLYWOOD, April 8.—Lennen & Mitchell agency reported casting around for summer spot to replace Woodbury Playhouse, now featuring Charles Boyer. Most likely candidate for the spot said to be Louis Hayward, who will be free as soon as he finishes the *Man With the Iron Mask*.

Review Press-Air Relations

NEW YORK, April 8.—Thoro review of press-radio relations will be undertaken April 27, when James G. Stahlman, president of the American Newspaper Publishers' Association, and Neville Miller, chief of National Association of Broadcasters, head press and radio committees at a meeting in the Waldorf-Astoria here.

WBNX Signs AP

NEW YORK, April 8.—WBNX, local Bronx station, has joined the list of stations using Associated Press news for broadcast purposes. AP recently signed the network, after Press Radio Bureau service was discontinued. AP does not charge.

NEW YORK, April 8.—Three hours after negotiations opened, American Communications Association, technicians' union, signed a contract with WBNP, Binghamton, N. Y. Cecil Martin, station head, acted for the outlet. Deal falls far usual union conditions.

Radio Notes From All Around

GENE PULLIAM JR., news editor at WIRE, Indianapolis, competed in annual Midwest amateur golf tourney held recently at French Lick. ... WIRE, incidentally, got press notice on the recent White River flood. Bill Prosch, chief announcer, and two technicians did a quick job with transcription and mobile facilities, rushing the records back to studio for broadcast. ... Perry Harris, special events announcer at

WBAI, Cincinnati, handled the city's Army Day celebration picked up via the station's mobile unit Thursday (6). ... *Nudes*, edited by Albert E. Gifford for WBO, Greensboro, N. C., has plenty of smart radio-merchandising angles in its April issue. ... Kenneth Wright, formerly of WCPO, Cincinnati, has joined the announcing staff of WNOX, Knoxville.

DIXIE DOINGS: Royal Crown Cola used 349 street cars and 171 buses of New Orleans for dallyhooping of new Bob Ripley program on Fridays over CBS. ... Vincent Callahan, manager of WWL, has been named chairman for Radio Week in New Orleans. He will direct extensive ad campaign on radio by use of street cars, dailies, direct mail and thru spot announcements on five local stations. In addition New Orleans plans opening of all studios and transmitters to the public. ... John L. Prosser, New Rochelle, N. Y., is new manager of KTIS, Hot Spa. He succeeds S. A. Ciesler Jr. ... Jan Garbry and wife are vacationing for two weeks in Fran's home town, Shreveport, La. ... Dr. John Brinkley, radio gland doctor, has filed appeal of suit against Morris Fishbein, med editor, with losing request for libel damages in Texas court.

When in Doubt—Sing

PITTSBURGH, April 8.—Small radio station's attempt to woo Sunday night audiences away from high-priced variety shows on networks is taking form at KQV in Dancing Party that presents three hours of top music by local bands. Owen Peiper, Brad Hunt, Jimmy Easto and Jack Davis comprise present schedule, with plans afoot for broadcasts by Egg Crowley, Joe Papa, Hildegarde's Rhythmmen, Ken Martin, Ken Francis, Al Reynolds and the Melody Makers. Station program director Joe Villalla's thesis is that thousands of listeners would prefer dance tunes for usual Sunday parties so he hopes to cash in with appeal to youngsters.

Comment

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

Setting the dial on WVEA at 8 p.m. Monday and keeping it there until 10:30 nets a listener a pretty complete cross-section of radio's better musical talent. With the exception of the last half hour—Bill Pearce and the Skipper Nuts show—it's straight music, varied in pattern and of a definitely high caliber.

Pearce program is not exactly known for its music—alho the Carl Hoff Band does a more than capable job with its few limited opportunities—but on the particular night caught top honors were unquestionably carried off by a singer, making it practically a grand slam for the music of melody. EVERETT WEST, in his first network appearance, displayed a tenor voice that should not be limited to guest shots alone: the lovely theme of *Dark Eyes* took on added depth and beauty in his interpretation. Pearce's Elmer Hurt routine continues in the same groove, with groove in this case, as far as this listener is concerned, making it a distinct surprise was the forced contribution of ARLENE HARRIS. It didn't seem possible that Miss Harris' incessant prattle could ever lack punch and laughs, but her caricature of a typical talkative fem movie patron fell far below net usual standard, tho the type is ripe for the Harris brand of satirical blasting.

Voice of FIRESTONE show, headlined by RICHARD CROOKS, is the start of a solid two hours of above-average musical diversion. The Firestone Symphony Orchestra is under the direction of ALFRED WALLENSTEIN, and compares favorably with radio's finest classical organizations. Particularly well handled was von Meitow's *Martha* overture—which impression was conceived not only out of relief at hearing it played as written, but by a Clintonian or Boswellian being questioned. With Crooks in especially fine voice, the tire company can be forgiven its enervating commercials for presenting a really distinguished half hour.

PHIL SPITALNY and his all-girl aggregation take over at 9 o'clock for General Electric in general and Mazda bulbs in particular in the slightly inaccurately titled 30-minute *Hour of Chera*. Spitalny's elaborately over-orchestrated melanges have never yet this auditor to dancing in the streets (be in the living room either, for that matter) but their sugary ornateness has a wide appeal among the non-litterbug citizenry and there's no denying the worth-while quality of some of the simpler passages.

of Evelyn's violin and of Maxine's warbling. The "extra added attraction" this year continues to be DOROTHY THOMPSON, whose 10-minute analyses of world affairs are as excellent and as penetrating in the spoken word as they are in her daily newspaper column.

Music continues to hold the fort in the 9:30-10 o'clock spot, with EDDY DUCHIN and MORTON DOWNEY doing their best by Ball Mail cigars. The Downey best is not quite good enough for this dialer, who could see nothing wrong with the show when it started its season with JIMMY SHIELDS attending to the tenoring in a normal tone of voice. That thin, high Downey vocalizing has never been fish, fowl or good-bloody singing to this observer, but MORTON has been around for a good many years and the majority rules. Duchin's performance, as always, is smoothness personified; his touch is good, his piano is better and LEW SHAW-WOOD'S trumpet growl is terrific. But why such worship-at-the-heels tunes as *My Favorite* and *Umbrella Man* on a show as streamlined as this?

The last half hour before heading into the customary barrage of dance remotes is the *Ornamented Milk* program, with MARION WEBER presiding over a symphonic group capable of taking in its stride the representative songs of a different country each week. India received its musical glorification on the evening heard, and even if the melodic salute is a little synthetic (unless Song of India's composer, Rimsky-Korsakov, was an Indian traveling incognito) the show makes good listening of the semi-classical kind. Weber is an accomplished musician and his work is distinctly off the top shelf.

Commercialism throughout the evening are generally of the type that induce homicidal thoughts about sponsors, but the level of surrounding entertainment is so consistently high that the annoyance doesn't linger too long. On the whole, it's a strong evening's line-up for the listener with intelligence, taste and the accompanying talent to appreciate a higher type of entertainment. Jitterbugs and lovers of low comedy humor won't be interested. D. R.

NEW YORK, April 8.—Roy Tomlin, thru Lord & Thomas, begins a series of spot announcements over 26 stations May 8. One-minute electrical transcriptions will be used.

WHN FIRST IN NEW YORK!
(THE WORLD'S RICHEST MARKET)
THIRD IN THE UNITED STATES!



As BILLBOARD PROVES WHN TO BE 1ST IN EXPLOITATION So ADVERTISERS' SALES PROVE WHN TO BE 1ST IN RESULTS

1540 BROADWAY
NEW YORK CITY
DIAL 1010

* RESULTS OF BILLBOARD'S SURVEY OF THE NATION ON EXPLOITATION

Radio Talent BY JERRY LESSER

JAMES (NBC) CHURCH'S *Adventures in Reading*, written by Helen Walpole, was voted the finest dramatic educational show by teachers of 10 Eastern States. James is also doing a grand job of directing the new *Mr. District Attorney* show. Cast of this one includes Dwight Weiss, Helen Cheat, Jay Jostyn, Jerry Lesser, Ken Delmar, Eric Rolfe, Stephen Schauble, James Van Dyk and Luis Van Rosten. . . . Billy Hodapp now has his second show on the air. Besides writing *Jane Arden*, he does *Story of the Month*, which emanates from Chi. . . . Ellen Maher is visiting her parents in Cleveland. . . . Bill Shelley is ill from overwork and grippe. . . . Friends of Bill Adams will be glad to know that he is feeling much better. . . . Charlie is back on the job after having been laid up too long from a brain concussion. Charlie is one of NBC's ace sound effects men.

Fred Dial, Southberry; **Bill Johnson**, Newtown; **Howard Barlow**, Ridge; **Adelaide Klein**, Wilton; **Cecil Seerist**, Wilton; **Bob Armsbraster**, Newtown, and **Brian J. Byrne**, Wilton. A back-to-the-farm movement among radio artists. . . . Recently Mark Smith played a role on Eugene O'Neill's "Far Horizon." The show rotated quite a few lines of dialog Mark was asked to use in the script and asked that a copy of the script be sent to Washington. They found that the words were actually O'Neill's own, and the story was given quite some space in the dailies. However, Mark didn't get a line of the publicity. Had Orson Welles done it, it would have had headlines all over the country.

Eric Dague Jr., who is now executive script editor for the Phil Lord office, is a marvel at cutting and rewriting a script—but he records him. . . . **Stanley Peyton** is forsaking radio to assume charge of the E. F. Goodrich public address system at the World's Fair and will then join the firm in the advertising department. . . . **Mrs. Bruno Wick**, who is visiting friends in Sundry, Pa., is worried about her husband, Bruno, as he is being tortured or killed this week on the following programs: "Columbia Workshop," "Our Gal Sundry," "Howie Wing," "Police Stories" and "Smiling Jack." . . . **Ken Delmar** has just purchased a farm at Danbury, Conn. The Bethel School is at the rear of his property, but Ken has had to die on a mission well to get his water supply. Others in radio who have bought farms or country estates in the vicinity include **Adèle Ronson**, Stamford; **Arlene Francis**, Southberry;

HAROLD MCGEE has joined the NBC production staff and should prove a topnotcher. For years Harold free-lanced and was the director of *Soconland Sketches* for seven straight years. He also directed the *Stedman Boys*, *Snodgrass Sketches*, *Mr. and Mrs.* and studied the *American School of the Air*. . . . **Corrections, please!** It is not *Gretchen Davidson* who plays the lead on the *Sheriff* job series, as I stated, but **Helen Walpole**. . . . **Peter Donald** has had his sixth renewal of 13 weeks on his *Listener's Club* recorded series. . . . **Friends of Walter Soderling**, who left for the Coast last year to do radio and picture work, will be sorry to learn that Walter is in the Tujunga Valley Sanitarium. *The Jungo*, *Bill*, very ill. . . . **Cast additions:** **Wicki Vols**, as **Bonnie Gunning** on *Howie Wing*; **Arthur Vinton**, as **J. Porter Shaktiseno**, and **Frank Lovejoy** portraying **Jack Ashford** in same serial. . . . **Peter de Rosa**, author of *Deep Purple*, was given a *Deep Purple* party at the *Pleasantilly Circus Lounge* last Tuesday afternoon.

First again!

WSM

NASHVILLE, TENN.

. . . . voted the leading station in the country for exploitation

IN THE BILLBOARD'S SECOND ANNUAL RADIO EDITOR'S PUBLICITY AND EXPLOITATION SURVEY

Station WSM carries its progressiveness, its policy of alertness not only to exploitation but to every phase of its activity. In program planning, in program production, in listener-appeal, WSM is a perennial "First."

Our sincere thanks

TO THE AWARD COMMITTEE

ALTON COOK

Radio Editor,
The New York World Telegram

JO RANSON

Radio Editor,
The Brooklyn Daily Eagle

E. E. SUGARMAN

Indoor Editor,
The Billboard

PAUL DENIS

Assistant Indoor Editor,
The Billboard

JERRY FRANKEN

Radio Editor
The Billboard

Advertisers and Agencies By PAUL ACKERMAN

GEORGE FISHER'S Hollywood Whispers show on Mutual may be cooked up co-operatively this spring. Fisher now in New York confabbing with **Warner Music Corp.** of America. He does his April 16 shot from the WOR studios. **WHK**, Cleveland, joins the Mutual affiliate network to transmit beginning April 16. **J. Walter Thompson's** Tony Sanford, recovering from an illness, again producing *Chase & Sanborn* shows. . . . **Ben Bernie** signs off June 25. . . . **Richard Marvin**, of **William Eby**, on the Coast looking over the **Hilde Cantor** program. . . . **Betty Winkler**, from Chicago, set for **Arch Oboler's** drama over NBC April 29. . . . **Bill Mallefert**, of **Compton's** media department, just back from a honeymoon with the missus, the former **Cathryn Joughin**. . . . **Old Gold**, thru **Lennen & Mitchell**, has picked up **Artie Shaw's** option until November 12.

Don DeB back to Kansas after a **Spring** hour. . . . **Literary** talent now getting the call from the **newspapers** due to the success of "Information, Please." **NBS** has a line rattlesnake called "Author, Author," the **Orson Welles** **BBS** series is using book names, and several bookers are signing up writers for possible air shots.

WHEN a WOR program was called up the studio to speak to concert violinist **Benno Rabinof** after the latter had just finished his first program. **Rabinof** absent-mindedly waved off congratulations with this crack: "Fine, but will you be kind enough to write a letter to the program department?" . . . **Helen Haisley**, formerly of **Donahue & Coe**, now with **Space and Time**. . . . **Socialite Clara Bell Walsh** has joined **Irving Strouse** publicity office. . . . **Harold A. Strotch** has been appointed special sales rep handling national accounts and agencies for the **Muzak** sponsored network. . . . **Lilian Okun** is producing **Rooms To Let**, a 90-minute dramatic show by **Alfred Kreymborg**.

Nancy Ranson, wife of **Jo Ranson**, radio editor of **The Brooklyn Daily Eagle**, will do one of a few artists exhibiting at the **Brooklyn Museum** for a week starting April 16. **Shows** are in connection with the **Brooklyn Institute**. **Pico** off by **Ryan Ranson** will be hung.

ED INGRAHAM now vocalizing with the **Al and Leo Reiser Band**. . . . **Mark Warshaw** serena the **Hill Parade** April 29. **Don Voorhies** taking over. **Jack Burch** starts his waxed job for **Gulf** spray May 15.

Benny Goodman recently tried to get **Floyd Smith**, electric guitarist, for his Tuesday program. The great performers would have jumped at the chance. **Joe Glasser**, Smith's manager, nixed the bid because Smith would have had insufficient time to prepare for the show. . . . **Ray Kinney**, who will have been at the **Hotel Lexington's Hawaiian Room** two years come April 30, will be honored by a special 150-way broadcast from the room to the **Hawaiian Hotel**, Honolulu. . . . **More** quiz programs circulating now than at any similar period last year. Six are going full blast at **Mutual**, compared to five for 1938. . . . **Marie Calhoun Post**, for last four years **Home Service** representative for **States Island Edison Co.**, now with **Compton**. . . . **Lester Edlow**, sales manager of **WOAR**, Pittsburgh, in New York last week.

Chicago Air Briefs By HAROLD HUMPHREY

TOWN'S radio performers are busy selling tickets on a drawing sponsored by **AFSA**. Winner will be announced in May and must take the owner to the **New York World's Fair** via **American Airlines** plane with \$50 in his pocket besides. . . . **WOR** started operating on

its new transmitter, **rig** under **Itaska**, Ill., last Thursday, but without an official announcement until they're into the new tower is okay all around. . . . **Margaret Jackson** left the **WLS** press section this week to start free-lancing. . . . **There's a** (See AIR BRIEFS on page 10)

Program Reviews

EST Unless Otherwise Indicated

"A. L. Alexander's Arbitration"

Reviewed Friday, 9-10 p.m. Style—Arbitration. Sustaining on WHN (New York).

A. L. Alexander, active in the creation of the successful Good Will Hour (formerly Good Will Court), now has a program of somewhat similar nature on WHN. His new program presents the same type problems as on his original show, but judgment is rendered neither by a recognized jurist nor an individual, but by a board of four arbitrators. This change is really keeping in pace with the times, since arbitration settlement of disputes has been steadily increasing for a number of years. In order to make the program effective, those participating sign an agreement to abide by the judgment of the board, which is changed weekly.

The human interest of these programs is a long since proven factor, and the appeal is to a broad audience. The quality of the programs, from the interest standpoint, often changes from week to week because of the human equation. Problems solved included a man-wife squabble; a fight by a family to get back a child they had let another family adopt, and so on. Most interesting part of the program to this reviewer is the comment by the members of the board. If possible there should be more of it. Alexander conducts in his usual somber and serious style, occasionally getting too flowery in handling the arbitrations. Show should sell commercially, however. Franken.

"Mr. District Attorney"

Reviewed Monday, 7-7:15 p.m. Style—Dramatization. Sustaining on WEA (New York).

The latest Phillips Lord script to reach a microphone is a combination of propaganda and gangster melodrama that adds up to a worth-while quarter-hour. The only thing that keeps it from really rating a bow is the slight credit in its melodramatic points, plus its too-striking resemblance in theme to Orme Ross' *Not For My Short*. It achieves the latter thru its obvious message to listeners on the advisability—in fact, necessity—of the complete co-operation of the public if the hundred-and-one racketeers now flourishing in every large city are to be wiped out.

Show's first program started with the election of a new district attorney and his pledge to exterminate the gangster elements in his mythical city, typical of any large town in the country. First case to come to his attention involved the food racket and was presented with all the murders, racketeer talk, cops, etc., long since familiar to radio dialers and movie-goers. And at suitable intervals is worked in the appeal for public co-operation with the police, without which, so propagandize the script, total elimination of racketeering is impossible.

This point is well taken, and radio is an ideal channel to convey such thoughts, but Mr. District Attorney, viewed as an entertainment idea, suffers from its carbon-copy relationship to the shorts. The writing is flat and the lines are delivered with the proper clipped accents for the cops and the accustomed tough dialect for the rackets. Richman.

"Author Author"

Reviewed Friday, 8:30-9 p.m. Style—Talk. Sustaining on WOR (MBS network).

Latest Mutual offering has a basically good idea which in the first program came off moderately well. One of the first things to do to improve the show is

for the producers to tell the guest-starring authors that everything they say doesn't have to be funny. Idea of the show is to present an incomplete plot to a board of authors, give them a few moments to think about it and then have them complete the plot. It's a rather ingenious program idea, with considerable appeal, but it needs work.

S. J. Perelman, humorist, is the show's facilitator. He, most of all, suffered on the debut from the it-has-to-be-funny theory. It will also help if he does a little work on his mike technique. His voice isn't by any means ideally suited for radio, but improved technique and a little less monotone will do a lot of good.

Guest board had the dual Elroy Queen, Ruth McKinney and Carl Van Doren. Queen is two fellows, so one is billed as Mrs. Elroy and one as Mr. Queen. All of the men, tho', took back seats to the lady, both from the standpoint of plot ingenuity and fast ad lib.

This unofficial peep into the Algonquin will do doubt impress acaids of listeners who will want to hear what authors sound like in the flesh. But if they'll only try not to be Fred Allens or Dorothy Parkers it will be easier all around. Right kind of treatment will make the show a winner. Produced by Bob Shayon; ideas by Dave Murray. Franken.

"Stepping Along"

Reviewed Saturday, 9:30-10 p.m. Style—Variety show. Sponsor—Dunn & McCarthy. Agency—Marschalk & Pratt. Station—WABC (New York).

Law Parker, vaude comic, stepped into the smooze role on this unassuming variety show for his first regular radio stint. Comic's previous air appearances have been limited to a couple of guest shots.

Program has one of those pot formulas of alleged comedy, tenor soloist, vocal ensemble and full studio orchestra, the latter, as usual, relegated to the least featured spot and, also as usual, turning in the best performance. Batoneer here is *Chatterbox*, and he and his crew supplied the only real lift to the half hour with a few excellent arrangements of current and former pop tunes.

Jimmy Shields handles the tenoring assignment in the capable but colorless manner in which such assignments are customarily handled, and Ed Smalley's Septet had its one chance with *Honolulu*. Formally veered from the poem temporarily to allow Nan Dorland a few moments for a "fashion" talk which quickly turned into a treatise on shoes and wound up (surprise!) with a full-bodied plug for the product.

Parker wasn't too impressive on his end, either in his vaudeville or his comedy moments. Time allotted him was considerably less than that usually given by the star of a show, which could have worked to his advantage by making his stuff seem punchier but didn't. Humor was decidedly golden bantam and delivered with a vagueness that seemed to indicate the comic is groping for a definite radio style but hasn't discovered it yet.

Program has its full quota of commercials, uninspiredly handled. Show doesn't go out on the CBS network, coming thru WABC alone. Richman.

Gene Krupa

Reviewed Wednesday, 8:30-9 p.m. Style—Music. Sponsor—Bremen & Williamson Tobacco Co. Agency—Batten, Barton, Durstine & Osborn. Station—WEAF (New York).

Pinch hitting for the vacationing Tommy Dorsey and his crew (for two weeks) on the *Billboard-Kool* show, Gene Krupa, and ork did the first week's stand without impressing too strongly that he is capable of carrying his own half-hour show without the support of other names along.

Krupa's build-up was somewhat in the order of his Fitch Bandwagon guest shot, but for the better part of the show it sounded too much like the airing of a dance remote rather than a commercially sponsored program. His *drum* leading and imitations of other drummers (Chick Webb, Ray Bauduc and Dave Tough) are good for the jitterbug trade.

Vocalist Irene Daye gave forth on the ballads, but with the congenial lack of fervor and sparkle of most band

vocalists. That, however, is a condition, more than a fault. High spot of the show was a drums production in congo beat of *Some Like It Hot*, which was plenty hot. The crew generally turns out good and hot rhythm, but the program could stand better balance.

Payoff, however, was a commercial in the form of an old-time meller, plugging the wallet that one can receive from Raleigh coupons. A high in corny announcements. Posterity should record it as an aborted attempt to streamline an art form that passed out with the advent of burlesque. Zett.

"The Inside Story"

Reviewed Tuesday, 8-8:30 p.m. Style—Narration and dramatization. Sponsor—Ralston. Agency—Gardner Advertising Agency. Station—WJZ (NBC-Blue network).

Inside Story shapes up as a fair half-hour program. As in the case of *We, the People* and others, its success or failure will depend largely upon the material producers can bring before the mike.

When caught, emcee Fred Sullivan introduced three people, each of whom told what was purported to be an inside story. Chief feature was Tom Terris, explorer and adventurer, and one of three survivors of the group present at the opening of King Tut's tomb. Terris told of the circumstances attending the opening, and of the mysterious deaths of Lord Carnarvon, Evelyn White and others of the expedition.

Crack novelty angle presented by Sheila Carey Powers model, whose business is posing for kissing photos. Miss Carey told her inside story, and proceeded to analyze the "Kiss Quotient" of a man from the audience. This included a surface study of kiss techniques, etc. A cute gimmick. Camille Kelly, Tennessee judge who has presided over cases involving some 40,000 boys, opened the bill.

Presentation of the material makes use of both dramatization and narration, with appropriate sound effects. This program was quite varied, and series should show a good rating if material holds up. Ackerman.

"Man About Town"

Reviewed Wednesday, 6:55-7 p.m. Style—Gossip. Sponsor—Magnus Beck Brewing Co. Agency—Landschaft-Warman. Station—WGR (Buffalo).

New program started when Beck's Brewery hired Charlie Bailey, sports editor of *The Times*, local evening paper, to conduct a column in *Talk of the Town* in the *New Yorker* magazine.

Five-minute spot moves along at lightning-like clip and packs in an unbelievable large amount of info for so brief a period. Bailey picks up unusual and peculiar incidents connected with localities and molds them into dramatic, short sketches. For instance, a New York lad and lassie, after living the greater part of their lives in Gotham within a few doors of each other, coincidentally obtained employment recently in a Buffalo factory; met, fell in love, and will soon be married. They never had met or heard of each other before this Buffalo meeting. In delivery, Bailey chooses the Wingfield staccato style.

Commercials, handled by station announcer Jack Gelzer, are extremely snappy at beginning and end of spot. Warner.

AIR BRIEFS

(Continued from page 9)

Rumor drift that C. L. Menser, former NBC program head and recently appointed chief of the Gardner Agency's New York office, is ready to make another change. . . . *Those Violent Lady* scripts aired in New York are authored here by Kay Chase. . . . Recent wave of *Melrose* shows revealed that Ransom Spierman made his stage debut years ago as a *Manik Poo*.

NBC press head Bill Roy left for St. Louis this week-end to be on hand for the tea-off of the new "Dinner I, Q" show for Mrs. Candy Co. First five stints originate in the Fox Theater there, then come to *On Broadway* for a stay. . . . Wayne Grinstead, WJZ advertising manager, joined the happy horde of May 1 apartment hirers. . . . Dick Baker, good-and-sons man working around Chi's night spot, was signed

this week to the WJZ musical staff. . . . Jack Burriett, WGN's sports editor, is seriously considering the field from a more subjective angle—to cut down his weight. . . . "Saturday Morning Skull Practice" is the title of a new baseball shot to hit WBBM. Winners will include Charlie Grimm, Jim Crasberry, Pat Flanagan and John Harrington.

KATHLEEN BRETZLAFF and Patricia Clayton, two-thirds of WGN's Three Opacos, have announced engagements to a couple of other WGN singers. . . . NBC spread cocktails to the press Thursday for Tommy Riggs, but there were more p. m. s. and agency men than scribes. Among 'em were Ken Lyons, Tommy's personal space-grabber, and Irwin Nathanson, v. p. of the Tom Fiddale New York office, in town on a visit. . . . A pair of notes about two of our cohorting scribes: Ulmer Turner, who now does only a Sunday column for *Heritage* and *Evening*, is airing his new-cast over WAAF rather than NBC's outlet, which dropped him when the daily column was omitted. . . . Larry Wolfson, conductor of the *Prisoners*' Sunday radio pillar, had a roommate in college by the name of George Gallup who was always pondering about people and why they did what they did. Today he is Dr. George Gallup, the poll man.

Hollywood and Los Angeles

By DEAN OWEN

CHET HUNTLEY, from KIRO in Seattle, has joined announcing staff of KNX. . . . KFI extended the glove to KNX the other p.m. by telling listeners that they could hear the *Amos 'n' Andy* program on the CBS station in the future. Other announcements from NBC nets simply said the program would be heard over another net. . . . Bing Crosby slated for vaude at the Palladium in London this summer. . . . William S. Paley, CBS prey, trained back to the East after confabs with Donald E. Thornburgh. . . . 20th-Fox has signed the Four King Sisters for a spot in *Second Fiddle*, new Sonja Henie skater. . . . James Gibson, formerly with WLW, Cincinnati, has been assigned to announcing staff of KBOA and KPL.

Frances Langford, who recently warbled a vocal version of *Rhapsody in Blue*, is going to cut a disc of the same number for Decca. . . . Lou Keplinger, manager of KALB, Reno, trained in for confab with Donald Thornburgh. . . . Vido Muses' new recording of *Fee Faw* a Fool getting plenty of praise for the maestro's sax solo. . . . Felix DeCola, recent arrival from South Africa, is still at Davis & Schwieger writing tunes.

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 packet will be dated, attested to and filed away under the name of the claimant.

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

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

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

BILLY SWANSON
and His MUSIC
THE CONSOLIDATED RADIO ARTISTS

SHAW COPS THE CROWN

College Kids Pick Bing Crosby And Bea Wain as Fave Warblers

Swingeroo bands hold no iron grip on campus—rhythm referendum polls 100 colleges from Coast to Coast—second annual survey conducted by The Billboard

By M. H. ORODENKER

(Continued from page 3)
ticular campus. In a vast majority of cases the personal factor never entered into the selection. Thus, the choices are conditioned by professional appearances on stage, screen, radio or recordings, the criterion being the band's or singer's expressed popularity with the student body.

Polling the Bands

There is hardly any element of surprise in the selection of Artie Shaw as the favorite band of collegiate America. In trade jargon, he's the hottest thing in the world today. And it is interesting to note that his popularity is not confined to any single section of the country, pulling down the top position just as frequently in the far West as in New England, his starting point. It's a tassel that Shaw has earned for himself in this referendum when you glance at the table of last year's choices and find that a year ago he did not even rate an isolated mention.

Sharing honors with Shaw is his clarinet. Last year it was Benny Goodman, but now, altho the symbol remains the same instrument, a new name is playing it. Goodman, in collegiate esteem, proves the old adage that fame is fleeting—that those on top of the heap never know how dangerously close they are to the bottom. In the short space of one year Goodman dropped to fourth position, with Larry Clinton; another musical upstart, close on his heels.

Kay Kyser, in spite of Walter Winchell's claim that the professor has a swing band, pops up surprisingly in a strong second slot—attesting the popularity of his own college of musical knowledge and the undying loyalty of the South to his favorite son. The homeguard down in Dixie was also responsible for Hal Kemp remaining in the running, tho he dropped from a comfortable third choice last year to a consolation sixth slot now.

Tommy Dorsey, who was hot on Goodman's heels last year, couldn't quite overcome the strides made by Shaw and Kyser. However, he topped Benny by a wide margin this time and holds down a third range without competition from either side. Phonograph records, as will be shown later, played a big part in Shaw's sudden spurt, his *Begin the Beguine* unquestionably meaning as much to him as Marie did for Dorsey. Platters provided the punch for Clinton too, and it takes very little seeing to optine that both Dorsey and Goodman will find their present positions shaky when the Billboard starts knocking on the ivy-closet door next year unless they pack a stronger punch in their record output. That opinion is shared by a majority of the editors participating in this poll.

While 33 bands in all made this collegiate honor roll, a quick glance at the detailed table shows that the cream of the choices are all on top among the first six. In grabbing off 600 out of a possible 600 points, the select six accounted for approximately 83 per cent of all points allowed. And apart from Guy Lombardo, Horace Heidt and Glen Gray, placements in the follow choices, there is little or no division among the remaining 24 bands.

As was the case last year, in spite of the fact that Negro bands have been the standard-bearers of swing and that the campus still retains its fondness for the righteous jazz, the septa seldom fail to figure prominently among the chosen few. Last year it was Jimmie Lunceford and Chick Webb who made the inner circle. This year, with 16 more bands getting mentions, isolated favor was found only for Duke Ellington, Count Basie and Erskine Hawkins.

Looking Over the Ladies

For the first time, college editors were

asked to select the male and female voices favored on their particular campus. Not an easy task, indeed. But in keeping with the frankness that characterized all their judgments, no choices were entered by the editors, as indicated on this table, unless the attending popularity was pronounced on their campus.

Paralleling the rise of Artie Shaw is the appearance of Bea Wain, charming belted chanteuse with Larry Clinton, on top of the feminine singing heap. Whether the popularity of the warbler was responsible for Clinton's fine showing among the bands or whether the band boosted Miss Bea's stock is a matter of conjecture. However, the fact remains that while swing diva Ella Fitzgerald placed a strong second choice, Chick Webb did not even receive a single isolated mention, which may lead one to believe that the public considers the efforts of the singer apart from the band. In Ella's case, it was undoubtedly her individual association with "the yellow jacket" that boosted her, rather than a connective link as vocalist with Webb's band. And yet, going a notch lower, we find Mary Simms in a comfortable third position which was unquestionably paved by her association with Kay Kyser.

Among the 37 voices in this category, it is interesting that they run the gamut from opera to low-down righteous swing. And only 12 of the gals are associated with dance bands, the screen contributing as many favorites, with the others making their mark on radio and stage. However, among the first five all but Maxine Sullivan have band assignments.

Running down the table, away from the leaders, it is interesting to note that Helen Forrest is almost lost in the shuffle, while her boss, Artie Shaw, is head man among the bands. Alas, in spite of

RAP—and RAVES

WE asked the college editors to tell us which orchestra, having played their school during the current school year, proved the MOST POPULAR with the student body—and why?

And we also asked them to single out the orchestra that proved the BIGGEST DISAPPOINTMENT—and why?

BRUTALLY FRANK in their criticisms of some bands, putting George Jean Nathan to shame, to say the least. And OODLES OF ORCHIDS for others.

Be sure to read next week's issue of The Billboard for collegiate ROASTS—and TOASTS

the bally and best selling qualities of Eddy Duchin's recording of *Of Men Mose*, Patricia Norman, the gal who kicked the bucket around, made very little lasting impression on collegians. Further, while the Harlem influence was negligible among the band favorites, two of the first five sing choices were dolored—Ella Fitzgerald and Maxine Sullivan, making up in quality what they lacked in number. Billie Holiday, formerly with Count Basie and Artie Shaw and now on her own, was the only other septa songstress to garner any mentions.

No Question But Bing

In all the selecting, be it band, or vocalist, no popularity was so apparent as that of Bing Crosby, who headed the male vocalist heap. Altho more editors passed up this classification than the others, Crosby grabbed off more pointage than either Shaw or Miss Wain. And what is more important, he stood out above the other voices in a class by himself. Of a possible 322 mentions Crosby tallied 170.5.

In fact, more than 100 points separated Crosby from his runner-up, Jack Leonard, Tommy Dorsey's balladeer. But, considering all the vocal glory that has been showered on Elythe Wright, who pulled fourth, with Leonard snatched a bit to the background, this tendered recognition is highly significant. Not only did Leonard prove a stunner attraction for the college kids than the feminine appeal in the band, but even bettered the maestro in placing second— (See SHAW COPS on page 12)

A Year Ago Today

For comparative purposes, following table lists the collegiate choices in dance orchestras selected by school editors in The Billboard survey last year. Of the 54 colleges polled a year ago, bracketed words:

Orchestra	Total Points Tally
Benny Goodman	97
Tommy Dorsey	87.5
Hal Kemp	82
Guy Lombardo	75
Kay Kyser	73
Glen Gray	71
Horace Heidt	69
Sammy Kaye	65.5
Jimmie Lunceford	64
Wayne King	64
Benny Berigan	64
Larry Clinton	64
Henry Busse	63
Eddy Duchin	63
Mal Hallett	62
Phil Harris	62
Henry King	62
Ted Weems	62
Jack Dorsey	61
Shep Fields	61
Hudson-DeLange	61
Clint Kibble	61
Chick Webb	61

Non-Union Clean-Up At Jersey Resorts

ASBURY PARK, N. J., April 8.—Cutting of the union scale by non-union bands was greeted by the musicians' local here in launching a drive to have spots using bands employ only musicians recognized by the union.

Chet Arthur, secretary-treasurer of the local, charged. "The conditions along the Jersey shore and especially at Long Branch and Lakewood are the worst I have seen in recent years. Bands composed of high school students are playing havoc with the business. Where a five-piece band is needed for a night these boys bring a 12-man combination at a price appropriate for the five-man unit. The union scale is cut on a 12-man basis from \$35 to \$30 per night."

"These bands are doing themselves a great injustice and not delivering the goods to the employer. They are unable to play floor shows, and their standing as amateurs is readily recognized. We have compiled a list of the spots using these apprentice bands and intend a concentrated drive to remedy this situation."

Del-Ray Office Ties Up Great Lakes Boat Rides

DETROIT, April 8.—Delbridge & Correll office here has a near monopoly for the summer excursion boats sailing the Great Lakes. Seven stands in all, starting the season June 8, were signed with the Georgian Bay Lines, which has a majority of boats on the lake side from the Detroit and Cleveland Navigation Co.

Al Cox's Oak returns to the North American on the Chicago-Mackinac-Buffalo run, with Del-Ray bands to be supplied for the South American on the same run, Ste. Claire and Columbia on the Bob-Lo run, the Alabama on the Ish Royale and Duluth run and the Georgian to Georgian Bay. In addition the office will book a Canadian band for Bob-Lo Amusement Park, which is in Canada.

Wiedoeft \$26,000 Richer

CHICAGO, April 8.—Budy Wiedoeft, known as the father of the sax, received a check here this week for \$26,000 from Frank Holton & Co., instrument manufacturer.

Settlement was the culmination of an eight-year-old suit in which Wiedoeft claimed the horn-shakers had failed to live up to a contract calling for six weeks' employment a year for 10 years at \$300 per week, with an extra \$5 for each horn sold. Wiedoeft and his wife left Wednesday for New York, where he plans to teach and make sax discs.

Collegiate Choice of Orchestras

The college editors listed, in preferential order, the three dance orchestras that in their opinion are the most popular with the student body at their school. For purpose of tabulation, three points are given for first choice, two for second and one for third. Points are proportionately divided when the choice was divided between two bands. Bands were listed regardless of whether they had ever played on the particular campus, the criterion being their expressed popularity with the student body.

Orchestra	First Choice	Second Choice	Third Choice	TOTAL
ARTIE SHAW	185	30	0.5	174.5
KAY KYSER	66	24	10.5	100.5
TOMMY DORSEY	22.5	27	18	67.5
BENNY GOODMAN	21	21	11.5	53.5
LARRY CLINTON	10.5	31	10	51.5
Hal Kemp	12	14	8.5	34.5
Guy Lombardo	9	6	3	18
Horace Heidt	6	6	1.5	13.5
Glen Gray	—	8	2	10
Tommy Dorsey	3	2	1.5	6.5
Will Osborne	3	2	1	6
Bob Crosby	—	2	4	6
Jan Garber	3	2	—	5
Paul Whiteman	—	3	1	4
Jan Savitt	3	—	—	3
Duke Ellington	—	—	1	1
Sammy White	—	—	1	1
Sammy Kaye	—	—	1	1
Maxine Kay	—	—	1	1
Chick Webb	—	—	1	1
Clint McCoy	—	—	1	1
Ted Weems	—	—	1	1
Bunny Berigan	—	—	1	1
Eddy Duchin	—	—	1	1
Skinner Ennis	—	—	1	1
Shep Fields	—	—	1	1
Rusty Harris	—	—	1	1
Erskine Hawkins	—	—	1	1
Richard Milder	—	—	1	1
Vicent Lopez	—	—	1	1
Glenn Miller	—	—	1	1
Russ Morgan	—	—	1	1
Kay Noble	—	—	1	1
Joe Sady	—	—	1	1
NO CHOICE	—	—	—	—

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

Orchestra Routes

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

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

A
Ackley, Carlton (Rancho San Felipe) El Centro, Calif., no.
Ambassadors (Congress) Chi. h.
Angels (Hartford) NYC, no.
Apostles, Joe (13th) Vicksburg, Miss., no.
Apostles, Al (Onondaga) Syracuse, no.

B
Barnet, Charles (Raymer) Boston, h.
Barré, Dick (Beverly-Whitney) Los Angeles, h.
Barton, Blue (Edison) NYC, h.
Bass, Charles (St. Regis) NYC, h.
Becker, Howard (Puritas Springs Park) Cleveland.
Becher, Ed (Rancho Gardens) Chi. no.
Beck, Lou (Cass Place) Omaha, Neb., no.
Beyer, Archie (Eads Carroll) Hollywood, no.
Bridgman, Tom (Sunset Terrace) NYC 17-18, no.
Bryant, Vincent (Ambassador) NYC, h.
Brund, Eddie (Belmont) Chi. h.
Brundage, Nat. (Beverly House) NYC, h.
Bryant, Irving (Jack Adams) Phila. no.
Bullock, Bob (Merry Garden) Chi. h.
Burns, Bill (Queen's Terrace) Woodside, L. I., no.
Byrd, Hayward (Top Hat) Douglas, Ariz., no.
Cachet Alexander (Casino Rains) NYC, no.
Caddy, Rudy (Henry Grady) Atlanta, h.
Cade, Henry (New Yorker) NYC, h.

Emil (Kappa Gardens) Chi. no.
Angie, Freddy (East 70 Inn) Albany, N. Y., no.
Eonia, Salmany (Victor Hugo) Los Angeles, no.
Emil, Val (El Morocco) NYC, no.
Ivana, Peter (O'Leary's Ban) NYC, no.

F
Fleide, Shep (Roosevelt) New Orleans, h.
Fisher, Max (Cass Versailles) Hollywood, no.
Fisher, Fred (Rosa Bow) Chi. no.
Franklin, George (Belmont Plaza) Cincinnati, h.
Fractal, Joe (Walton) Phila. h.
Frederic, George (Cassopostan) Denver, h.
Fresno, Al (Palms Boat) Pittsburgh, no.

G
Gasparra, Dick (Ambassador) NYC, h.
Gardner, Henri (Coliseum) Chi. no.
Gerard, Gerry (Windsor Casino) Atlanta, no.
Gill, Ernest (New Penn) Pittsburgh, no.
Gillen, Frank (Northwood Inn) Detroit, no.
Gibben, Nell (Stuyvesant) Buffalo, h.

Hogbin, Dave (Berkeley-Coronet) Asbury Park, N. J., h.
Hugo, Victor (Little Rathskeller) Phila. no.
Kryak, Jack (Oasis) Baltimore, no.

I
Irish, Mace (Chaetler) Millburn, N. J., no.

J
Jackson, Jimmy (Casino Moderne) Chi. h.
James, Al (Billboard) Providence, h.
James, Harry (Steel Pier) Atlantic City, N. J.
Jerome, Bill (O'Leary Club) Alpena, Mich., no.
Jordan, Art (Philadelphia) Phila. h.
Jurgens, Dick (Aragon) Chi. h.

K
Kagel, Art (Baker) Dallas, h.
Kavlin, Al (Chase) St. Louis, h.
Kays, Sammie (Commadore) NYC, h.
Kemp, Hal (Waldor-Astoria) NYC, h.
Kemp, Jerry (Pineapple) Union City, N. J., no.
King, Ray (Broad Summit) N. J., no.
King's Justice (Adolphus) Dallas, h.
Kinney, Ray (Leighton) NYC, h.

C
California, The (Congress) Chi. h.
Calloway, Cab (Cotton Club) NYC, no.
Caneola, Larry (Atlanta Biltmore) Atlanta, h.
Cary, Tom (1841 Green's Casino) Pittsburgh, no.
Carter, Benny (Barry) NYC, h.
Castle, Freddy (Club Felita) Pittsburgh, no.
Casta, Buddy (Armando's) NYC, no.
Coe, Jay (Governor Clinton) NYC, h.
Coleman, Emil (Waldor-Astoria) NYC, h.
Collins, Berle (Anson) Atlanta, h.
Columba, Christopher (Plantation) NYC, no.
Conroy, Ed (Shelton) NYC, h.
Conn, Irving (Arrowhead Inn) Riverdale, N. Y., no.
Conti, Eddie (Ohio) Youngstown, O., h.
Corvair, Joe (Newhouse) Salt Lake City, h.
Creeker, Mch (Red Horn) Steubenville, O., no.
Crosby, Bob (Blackhawk) Chi. no.
Cummings, Bernice (Wm. Penn) Pittsburgh, h.
Cutter, Ben (Rock-Cadillac) Detroit, h.

D
Darius, Eddie (Gay 90s) Chi. no.
Davis, Eddie (Lara's) NYC, no.
Davis, Paul (Big A-Wheel) Muskegon, Ind., no.
De Angelis, Harry (Copier-Sears) Boston, h.
De Cass, George (Orchard Gardens) Chi. no.
DeLia, Harry (Schroeder) Milwaukee, h.
Deming, Tom (Paradise) NYC, h.
Duchin, Eddy (Palmer House) Chi. h.
Daly, Jules (Traveler) Birmingham, h.
Dardas, La (Globe) Hollywood, no.
Dorant, Ray (Old Hat) NYC, no.

E
Ehrlich, Roy (Arcadia) NYC, h.
Ella, Joe (Queen Mary) NYC, no.
Ella, Roger (Belmont Plaza) Cincinnati, h.

L
Lang, Sid (Old Hat) Chi. no.
Lang, Teddy (Club Cavalier) NYC, no.
La Baron, Eddie (Rainbow Room) NYC, no.
Lapp, Walter (Royal Arms) Buffalo, no.
Learner, Harold (Rockland) Kansas City, Mo., h.
Levan, Phil (Bismarck) Chi. h.
Levin, Ted (Berry Hill) Newport, Ky., no.
Lombardo, Guy (Strand) NYC, h.
Long, Johnny (Stater) Buffalo, h.
Lopez, Joe (Star Club) NYC, no.
Lovering, Archie (Olympic) Seattle, h.
Lyon, Bob (East Inn) Burlington, Ont., no.
Lyons, Bill (H O'Clock) Baltimore, no.

M
McCune, Will (Murray) Tuckahoe, N. Y., no.
McFarlane, Frank (Chateau Moderne) NYC, no.
McIntire, Dick (Hale Hut) Hollywood, no.
McKenna, Red (Greenwell Terrace) Louisville, no.
McFarland, Jimmy (Off-Beat Club) Chi. no.
McKee Bros. (Havana Casino) Buffalo, no.
McKinnon, Jack (Martini's) Kansas City, Mo., no.
Makula, Juan (Club Casino) NYC, no.
Manumata, Joe (Colony Club) Chi. no.
Maples, Nelson (Webster Hall) Pittsburgh, h.
Mario, Ray (Singing Club) NYC, no.
Marshall, Joe (Blackie House) NYC, no.
Marshall, Jack (Pina) NYC, h.
Martin, Lou (Leon & Eddie's) NYC, no.
Martin, Freddy (Trionco) Chi. h.
Marlin, Tony (Stanley) Pittsburgh, h.
Marvin, Mel (Madrid) Louisville, no.
Masters, Frankie (Roosevelt) NYC, h.
Mast Herde (Woodward Club) Little Rock, Ark., no.
Mason, Johnny (McAlpin) NYC, h.
Mayer, Vic (Trionco) Seattle, h.
McIntire, Lucky (State Palace) NYC, h.
McIntire, Sam (Black Cat) NYC, no.
McJica, Leon (El Patio) San Francisco, h.
McKee, Carl Deacon (Lower) St. Paul, h.
McKean, Russ (Chet Parrel) Chi. no.
McKee, George (Whirling Top) NYC, no.
McKee, George (Beverly House) NYC, h.
McKee, Hal (Athletic Club) Milwaukee, no.
McKee, Francis (Tom Eyck) Albany, N. Y., h.
McKee, Charles (Moon Park) NYC, no.

N
Nagel, Harold (Pierre) NYC, h.
Naylor, Oliver (Pickwick) Birmingham, no.
Newman, Ruby (Rainbow Room) NYC, no.
Newton, Francis (Cafe Society) NYC, no.
Noble, Leighton (Stater) Boston, h.
Noble, Carl (Hivolo) Muncie, Ind., h.
Norro, Red (Ben Franklin) Phila. h.
Notter, Al (Village Cedar) NYC, no.
Noy, Masha (Casino House) NYC, no.

O
Olsen, Billy (Main Central) Asbury Park, N. J., h.
Olson, George (Palomar) Los Angeles, no.
Orono, Luchino (El Tabarin) NYC, no.
Osborne, Will (Park Central) NYC, h.
Owens, Harry (St. Francis) San Francisco, h.

P
Panico, Louis (White City) Chi. h.
Pearl, Bob (On Henry) Chi. h.
Pendarvia, Paul (Palace) San Francisco, h.
Piemonte, Vic (Warwick) NYC, h.
Pinner & Basie (Blackstone) Chi. h.
Powell, Murray (Rockwell) Ocala, Fla., N. Y., h.
Press, Jack Arnold (Henry-O-Round) New York, no.

Q
Quartell, Frankie (Town Club) Cicero, Ill., no.

R
Ramavara, Ray (La Strada) NYC, no.
Rapp, Harry (44th Club) Cincinnati, no.
Ravel, Arthur (Arabian Nights) NYC, no.
Reichman, Joe (Greenwich Village Casino) NYC, no.
Reichman, Joe (Clark Hopkins) San Francisco, h.
Reichman, Chas. (Continental) Detroit, no.

R
Reichman, Joe (Greenwich Village Casino) NYC, no.
Reichman, Joe (Clark Hopkins) San Francisco, h.
Reichman, Chas. (Continental) Detroit, no.

S
Sabin, Paul (Van Cleve) Dayton, O., h.
Saunders, Hal (Montparnasse) NYC, no.
Saville, Jan (Lincoln) NYC, h.
Scoppa, Chas. (El Tivoli) Dallas, no.
Scott, Mann (State Palace) NYC, no.
Seary, Walter (Yacht Club) Richmond, Va., no.
Shaw, Artie (Hills) Cleveland, t.
Shelley, Lee (Globe) Cincinnati, h.
Simmonds, Arlie (Southern Mansion) Kansas City, Mo., no.
Sisler, Noble (Paramount) NYC, h.
Sizner, Fred (Capri) Hollywood, no.
Smith, Joseph O. (La Rue) NYC, no.
Smith, Paul (Highland Park) Birmingham, Ala., h.
Smith, Stuart (La Salle) Chi. h.
Sorey, Vincent (Cherry) NYC, no.
Spitalny, Phil (Buffalo) Buffalo, t.
Spor, Paul (Kin Wa Low) Toledo, no.
Stable, Dick (Stater) Cleveland, h.
Stark, Gus (Brook Summit) N. J., no.
Steel, Roger (Little Club) NYC, no.
Sterner, George (Coe Rouge) NYC, no.
Stevens, Dale (Arabian Club) Columbus, O., no.
Stuber, Ray (El Dumbo) Chi. no.
Stuber, Eddie (Wolf's Garden) Toledo, no.
Straker, Ted (Meadow) NYC, no.
Straight, Charles (White City) Chi. h.
Strong, Benny (Brown) Louisville, h.
Stutz, Dick (Brown Derby) Boston, no.
Sudy, Joseph (Blacklet) Minneapolis, h.
Sullivan, Joe (Cat Club) Hollywood, no.
Sunt, Three (De Wit O'Clock) Albany, N. Y., h.
Sylvio, Don (Belmont's) NYC, no.
Sylvester, Bob (Club Box) Birmingham, no.

T
Teagarden, Jack (Rockland) NYC, h.
Thomas, Archie (Clover Club) Portland, Ore., no.
Thompson, Grant (Wellington) NYC, h.
Thorn, Carl (Troika) Washington, D. C., no.
Tisdale, Floy (Coe Rouge) NYC, no.
Tomlin, Finky (Orlando) San Diego, Calif., h.
Tovne, Loren (Hi-Lo Club) Wichita, Kan., no.
Trace, Al (Sherman) Chi. h.
Tucker, Orrin (Lyric) Indianapolis, t.
Tucker, Tommy (Baker) Dallas, h.

U
Unall, Dave (Albany) Chi. no.

V
Van Gelder, Leon (Melody Club) Union City, N. J., no.
Vanzo, Eddie (85 Club) Chi. no.
Verastillano, William Penn (Pittsburgh, h.
Vorden, Vinton (Cafe Venice) Galveston, Tex., no.

W
Wagner, Buddy (Midnight Sun) NYC, no.
Wagner, Bob (Rose Bowl) Chi. no.
Walton, Jack (Schenley) Pittsburgh, h.
Walton, Vern (The Tavern) Reno, Nev., no.
Waring, Fred (Capital) Washington, D. C., t.
Weeks, Anson (Muschelbach) Kansas City, Mo., h.
Weeks, Ranny (Club Mayfair) Boston, no.
Weems, Ted (Drake) Chi. h.
Weldon (Armando's) NYC, no.
Whe Lawrence (St. Paul) St. Paul, h.
Wharton, Harry (Village Barn) Phila. no.
Whitely, Jimmy (Bragmore) Rochester, N. Y., h.
Widmer, Bus (Cass) Rocky Colo., no.
White, Stan (Hollywood) San Diego, Calif., no.
Williams, Ernie (Hollywood) Kansas City, Mo., no.
Williams, Orin (Paramount) St. Wayne, Ind., h.
Williams, Quire (Esquire Club) Toronto, Ont., no.
Winton, Barry (Rainbow Grill) NYC, no.
Woods, Howard (Village Barn) NYC, no.
Worth, Bobby (Greenwich Village—Expo.) San Francisco.

Y
Young, Johnny (Belmont House) Snyder's Lake, N. Y., h.
Young, Sterling (1841 Green's Casino) Pittsburgh, no.

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

Songs With Most Radio Plugs "Skipper" Skips 13 Notches To Lead; "Heaven" Still 2d

Songs listed are those receiving 10 or more network plugs (WJZ, WRAP, WABC) between 5 p.m. and 11 a.m. week days and 11 a.m. and 1 p.m. Sundays, for the week ending Friday, April 7. Independent plugs are those received on WOR, WNEW, WOMA and WJLN. From times are designated as "P," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
1	Little Skipper	Fest	46
2	Heaven Can Wait	Remick	39
3	Our Love	Chappell	27
4	Deep Purple	Hobbs	25
5	I Want My Share of Love	Harms	24
6	Penny Serenade	Shapiro, Bernstein	23
7	Moonlight & Silver Dollar	Hobbs	23
8	Little Sir Echo	Bregman, V. & C.	23
9	Gotta Get Some Shut-Eye	Berlin	22
10	I Got It (M)	Miller	22
11	Could Be	Exclusive	22
12	Begin the Beguine	Crawford	21
13	I Get Along Without You	Famous	21
14	This Is It (M)	Chappell	20
15	Could Be	Santly, J. & S.	19
16	Begin the Beguine	Harms	18
17	I Long to Belong to You	Red Star	18
18	I'm Building a Sailboat of Dreams	Shapiro	17
19	Step Up and Shake My Hand	Famous	17
20	It's Never Too Late	Berlin	16
21	Don't Worry About Me (M)	Mills	16
22	It's All Yours (M)	Chappell	16
23	Sing a Song of Sunbeams (P)	Santly	15
24	We've Come a Long Way Together	Fest	15
25	Penny Old Hills (P)	Paradise	15
26	I Promise You	ABC	14
27	Good for Nothing	Witmark	13
28	Romance Runs in the Family	Kyer	13
29	Learn from My Inkwell	Witmark	13
30	Night Must Fall	Fox	13
31	You're a Sweet Little Headache (P)	Paramount	12
32	This Night (P)	Bregman, V. & C.	12
33	Have a Heart	ABC	12
34	Star Dust	Mills	11
35	If I Had My Way	Pioneer	11
36	My Heart Belongs to Daddy (M)	Chappell	10
37	Ooohoo in the Clock	Berlin	10
38	And the Angels Sing	Bregman, V. & C.	10

Sheet-Music Leaders

(For Week Ending April 8)
Acknowledgment is made to Maurice Richmond Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gambell Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Title
1	Deep Purple
2	Penny Serenade
3	Little Sir Echo
4	Heaven Can Wait
5	Umbrella Man
6	I Get Along Without You Very Well
7	The Mingus-Dee Is Over
8	Hold Tight
9	Cod Bless America
10	Could Be
11	Our Love
12	I Got It for You
13	You're a Sweet Little Headache
14	Gotta Get Some Shut Eye
15	I Promise You

A Sub-Zero Choice

NEW YORK, April 8.—The college kids are quite definite in their likes and dislikes. Jean Strong, editor-in-chief, and Toya Bibe, business manager, of State College News, selected Bing Crosby, Kenny Sargent and Pats Waller as the favored male voices at New York State College for Teachers, Albany, N. Y.

Taking the turn of the decimal heart, they labeled Carmen Lombardo the campus "minus 1" choice.

movement's Nelson Eddy lending the surprise element in fifth. It is hard to appreciate Baker's popularity with the younger set and all the more surprising to find Eddy showing such strong favor among the same voters.

In the sixth slot is Skinny Ennis, a band leader in his own right and formerly vocalist, for Hal Kemp. Not was Ennis alone among the maestri singled out for singing rather than synco. Of the 30 voices in the male gender, nine sport a stick in front of their own bands, and it is interesting to find Pats Waller and Louis Armstrong in this list. In addition to these singing fronts, bands contributed 18 other vocalists to the collegiate favorites, 11 owe their popularity to screen and radio and two are not identified.

With very few exceptions collegiate America thinks in terms of national names, indicating the vast influence of every phase of the amusement industry in every corner of the country. An accompanying table lists the 100 colleges and universities participating in the poll, their student registration, the num-

SHAW COPS

(Continued from page 11)

second that is undisputedly first among band male vocalists.

Of the first five, the only other band vocalist placing was Kenny Sargent, 6th of Glen Gray's Band, in fourth, a better showing than his band affiliation. Coupled with his cellistoid and Jello wrangling, Kenny Baker made a good impression in grabbing off the trey spot, with

Collegiate Choice of Male Vocalists

The college editors listed, in the same preferential order as in selecting orchestras, male vocalists most popular with the student body. Tabulation follows that of the orchestras—three points for first choice, two for second, one for third, and proportional division of points where the choice was divided between two vocalists. Identification of the vocalist is indicated in parentheses.

Table with 5 columns: Vocalist, First Choice, Second Choice, Third Choice, TOTAL. Lists names like Bing Crosby, Jack Leonard, Kenny Baker, etc.

Collegiate Choice of Female Vocalists

The college editors listed, in the same preferential order as in selecting orchestras, female vocalists most popular with the student body. Tabulation follows that of the orchestras—three points for first choice, two for second, one for third, and proportional division of points where the choice was divided between two vocalists. Identification of the vocalist is indicated in parentheses.

Table with 5 columns: Vocalist, First Choice, Second Choice, Third Choice, TOTAL. Lists names like Bea Wain, Ella Fitzgerald, Cindy Simms, etc.

ber of big dances held each year on the campus and approximately how much money each school spends importing bands for the affairs.

(Continued next week.)

Ellington Bannered By William Morris

NEW YORK, April 8.—Effective upon his return from Europe, where he is currently touring the Scandinavian countries, Duke Ellington leaves Irving Mills and Mills Artists, Inc., to go under the exclusive management of the William Morris agency. Contract was consummated by Samuel Buzzell, who has power of attorney for Ellington, negotiations having been started before the Duke left these shores. Irving Mills, who had been personal manager for Ellington for some 10 years, is also in Europe at present. Band is expected back by May 15. Ellington had been booked by Mills Artists until recently when a verbal and temporary deal was made with Rockwell-General Amusement Corp. for one-nighters only. Whether Mills will remain as personal manager depends

entirely upon Ellington. Until January, 1937, Mills had a large interest in Duke Ellington, Inc., at which time a slight stock reshuffle switched control of the band corporation to the maestro.

Band deal does not affect Ellington's songwriting activities, and it is not known whether Duke will continue to place his compositions with the Mills pub houses. Only other contractual tie governs recordings. Altho he has been cutting since waxes under Mills supervision, Brunswick Records has a personal contract with the maestro.

WILMINGTON, N. C., April 8.—Lamina, Inc., this city, has been chartered to operate a dance pavilion and other kinds of amusements under authorized capitalization of \$50,000, with \$10,000 stock subscribed by P. R. Smith, Mrs. Bess Newton Smith, G. B. Parmele and Mrs. Emily D. Parmele.

NEW MUSIC FIND WANTS To Connect With Influential Musicians, Band Leaders, Singers and other artists toward increasing circulation of popular songs of essential merit. Call the collector on Monday play or concert. G. H. L. JOHNS

Union Bands Only For Philly Schools

PHILADELPHIA, April 8.—Local musicians' union is negotiating with all colleges in the area for a closed shop in regard to all school and fraternity dances. First to accept the agreement was Houston Hall of the University of Pennsylvania, agreeing to hire union bands only. Similar contracts are expected from Temple, St. Joseph's, La Salle and Villanova.

The union threatened to forbid the institutions the use of name bands if they persisted in engaging non-union orks for the smaller dances held on the campus.

New contracts with caterers and country clubs which are now being signed by the union forbid the use of automatic photographs, in many cases being used in lieu of a band.

Pendarvis Clicks at El Paso Series With \$840

EL PASO, Tex., April 8.—Paul Pendarvis secured a strong 1,500 draw at \$1.50 per couple to mark up a \$840 gross here last Saturday as second number in 10 dances sponsored by El Paso Dance Association, a state organization of the Junior Chamber of Commerce. Dances are held at Liberty Hall. Shep Fields opened the series March 21 with a record 2,000 draw.

Dance association sold 812 tickets for 10 dances at \$2.50 a ticket. In addition, dancers must plank down \$1.20 a couple at each dance. Excess of org. figure \$2.50 for backing in case of blank. To non-ticket holders, admish is \$4.50 a couple. Two paid that tariff for Fields date, one for Pendarvis. Frankie Trombar gets next date on April 25.

Philly Union Squawks Nets Local Ork Mutual Spot

PHILADELPHIA, April 8.—As a result of the musicians' union blast against Music Corp. of America and Consolidated Radio Artists for creating a "network monopoly" which tied up all available wgs time, Joe Frassetto's Band, current at the Walton, is to be given a regular spot over the Mutual lines.

Frassetto was previously aired for a single 15-minute spot on CBS, but Ben Riccardi, secretary of the union, declared this bone was unsatisfactory and demanded a regular remote for Frassetto. The Mutual time was given after negotiations with MCA.

ASCAP Warns Dixie Spots

BIRMINGHAM, April 8.—American Society of Composers, Authors and Publishers is about ready to crack down on eight resorts and amusement places in Birmingham and environs for failure to pay royalties on their musical menus, advised I. T. Cohen, of Atlanta, district counsel for the Society, who was in the city for a check-up. He said that unless satisfactory agreements are forthcoming the spots would be hauled into court. He declined to name the places.

Berdun Joins Det. Agency

DETROIT, April 8.—Hal Berdun, formerly in the band roster of Consolidated Radio Artists, came under the bookings of Debridge & Correll, local agency, following an eight-week engagement at the Atlanta (Ga.) Boulevard Hotel. The duties of being ~~not being~~ sufficient to use up the energy of Hal's 6 feet 4 inches, he will also act as a full-fledged member of the sales force of Debridge & Correll.

DAVE CLARK'S Orchestra Service, Jackson, Tenn., touring Eddie Smith's Band in Southern territory. Ork features Rosetta Howard, who depicts race artist of You're a Viper theme.

COLLEGES PARTICIPATING IN SURVEY

State and City	College	Men	Student Body: Women	Total	No. of Big Dances During School Year	Band Budget
ALABAMA	Tuscaloosa University of Alabama	1,800	1,300	3,100	20	\$7,000
ARKANSAS	Arkadelphia Ouschte College	262	224	487		(student ork only)
	Conway Hendrix College	212	165	377	35	"very little"
	Jonesboro Arkansas State College	1,008	732	1,740	10	(student ork only)
CALIFORNIA	Berkeley University of California	7,505	4,408	12,110	6	\$1,000
	Stockton College of the Pacific	545	442	987	3	\$300
COLORADO	Denver Colorado Women's College	309	309	9	\$500
CONNECTICUT	New Haven Yale University	3,148	3,148	1	\$2,000
	New London Conn. College (Women)	715	715	4	\$3,000
FLORIDA	Gainesville University of Florida	2,953	20	2,973	4	\$4,500 and up
GEORGIA	Atlanta Georgia School of Tech.	2,452	2,452	25-30	\$3,500 each
	Macon Mercer University	350	100	450	15	\$1,500
ILLINOIS	Chicago University of Chicago	7,029	4,682	11,711	8	\$1,500
	Evanston Northwestern University	2,151	2,025	4,176	4	\$1,400 to \$2,000
	Galesburg Knox College	319	242	561	8	\$1,000
	Lake Forest Lake Forest College	238	117	355	5	\$200
INDIANA	Crawfordsville Wabash College	385	385	9	\$1,000
	Greencastle DePauw University	728	525	1,253	4	\$1,200 (\$700 for Junior Prom)
	Indianapolis Butler University	705	713	1,418	15	\$2,500
	La Fayette Purdue University	5,178	1,098	6,276	14	\$3,500
	Terre Haute Indiana State Teachers' College	469	630	1,099	22	\$2,500 (\$300 for big prom)
IOWA	Iowa City State University of Iowa	5,378	53,561	9,439	18	\$400-\$1,000 per dance
KANSAS	Atchison St. Benedict's College	280	280	5	\$300
	Emporia Kansas State Teachers' College	720	880	1,600	30	\$3,000
KENTUCKY	Bourbonville Union College	165	175	340
	Bowling Green West Kentucky State Teachers	1,976	1,981	3,957	12	\$1,000
	Lexington Transylvania College	814	288	1,102	15	\$1,000
	Louisville University of Louisville	440	399	839	15	\$1,000
MAINE	Brunswick Bowdoin College	628	628	4	\$4,000
	Lewiston Bates College	382	287	669	3	\$300
	Waterville Colby College	392	237	629	4	\$1,000
MARYLAND	Baltimore University of Baltimore	995	205	1,200	10	\$3,000
MASSACHUSETTS	Northampton Smith College	2,028	2,028	30	\$1,500
	Horton Wheaton College	465	465	3	\$600
	Williamstown Williams College	820	820	3	\$2,500
MICHIGAN	Detroit Wayne University	3,500	3,700	7,200	12	\$4,000
	East Lansing Michigan State College	3,500	1,750	5,250	10	\$5,000
	Kalamazoo Kalamazoo College	335	335	15	(student ork only)
MINNESOTA	Northfield Carleton College	412	369	801	3	\$1,600
MISSISSIPPI	Starbuck Mississippi State College	1,849	98	2,047	8	\$5,000
MISSOURI	Columbia University of Missouri	2,200	1,800	4,000	8	\$3,750
	Fayette Central College	389	260	649	9	\$600
	Kansas City University of Kansas City	287	206	493	9	(student ork only)
NEW HAMPSHIRE	Durham University of New Hampshire	1,000	443	1,533	3	\$1,200
NEW JERSEY	New Brunswick Rutgers University	1,500	1,500	3	\$6,000
	Princeton Princeton University	2,300	2,300	4	\$6,000
NEW YORK	Albany New York State College	366	834	1,200	6	\$2,400
	Alfred Alfred University	748	186	934	6	\$2,000 (\$600 for prom)
	Brooklyn St. John's University	900	200	1,100	5	\$3,000
	Hamilton Colgate University	1,050	1,050	5	(only frat dances at \$1,500 per dance)
	New York City College of New York	8,000	8,000	10
	Hunter College	7,000	7,000	12	\$3,000
	Troy Rensselaer Poly. Institute	1,348	1,348	4	\$5,000
NORTH CAROLINA	Chapel Hill University of North Carolina	2,708	392	3,060	15	"indefinite exorbitance"
	Durham Duke University	1,706	873	2,579	3	\$4,000 to \$10,000
	Sion College	369	200	569	4	\$1,500
	Wake Forest Wake Forest College	1,100	1,100	3	\$2,500
NORTH DAKOTA	Fargo North Dakota State College	1,377	483	1,860	10	\$1,000
OHIO	Cincinnati University of Cincinnati	6,354	3,244	9,338	8	\$2,500
	Cleveland Western Reserve University	4,190	5,050	9,240	4	\$1,500
	Dayton University of Dayton	800	200	1,000	5	\$1,500
	Columbus Kenyon College	280	280	3	\$3,000
OKLAHOMA	Norman University of Oklahoma	4,433	2,110	6,743	1	\$1,000
	Oklahoma City Oklahoma City University	570	532	1,102	20	\$1,400
	Stillwater Oklahoma Agr. & Mech. College	2,883	1,098	4,981	1	\$500
OREGON	Corvallis Oregon State Agr. College	2,945	1,322	4,267	7	\$1,000
PENNSYLVANIA	Carlisle Dickinson College	370	157	527	4	\$800
	Easton La Fayette College	937	937	3	\$3,000
	Haverford Haverford College	325	325	9	\$1,600
	Meadville Allegheny College	366	316	682	8	\$4,000
	Philadelphia Drexel Institute of Tech.	1,220	558	1,778	3	\$2,000
	Philadelphia Temple University	2,285	1,621	3,906	10	\$4,000
	Pittsburgh University of Pennsylvania	3,600	900	4,500	4	\$4,500
	Pittsburgh University of Pittsburgh	4,575	2,181	6,726	7	\$4,000
	State College Pennsylvania State College	4,570	1,108	5,678	4	\$5,000
	Villanova Villanova College	1,200	1,200	2	\$3,000
RHODE ISLAND	Providence Brown University	1,331	460	1,799	4	\$3,500
	Providence Providence College	820	820	5	\$478

(Continued on opposite page)

Paging Wurlitzer et Al.

CHICAGO, April 8.—Town's first All-City Music Festival presented by the public schools here brought to light some interesting figures for the records of the instrument manufacturers. Three-day meet brought together around 4,000 young athletes this week at the International Amphitheater, which was only about half of the number of kids using instruments in Chi's schools. And this doesn't include those youngsters taking private lessons.

Orchestra Notes

By M. H. ORODENKER

Gotham Cab

TOWN talk has been heavy and hectic as to the identity of the 15 or so big name bands Music Corp. of America was releasing because their reliability stock had fallen... fact of the matter, there's hardly a near-miss in the batch... and by the time the house-cleaning is complete the discarded properties may be, closer to 50 rather than 15... it's a safe guess that any maestro making music for MCA who hasn't earned at least \$5,000 for the session during the past year and who doesn't figure in their band build-up program has either been released or on the way... fame was indeed fleeting for Slim and Slam... latter is up in Harlem—alone, and Slim is bonifacing a Flat Foot Floogie nitery down in Baltimore... Cy Shrybman has Woody Herman under his personal management wing and also signed BERTY FOOD, air warbles turned maestro... with Benny Goodman back in town for a platter session some of the malicious mice would have you believe that during his recent week in Washington the sops hot spots closed their doors to him... which may be so, only they forget to add that the laws regulating a nitery license at the Nation's capital make it absolutely verboten for the rams to mix where bitters are bartered... WILL HUDSON is ganging a band together again, this time under MCA aegis... JUDY STARR comes to a halt this week in her canarying for Hal Kemp, with a possibility of Maxine Grey returning for the song selling... not only is LARRY CLINTON taking Marion Dugan out of Don DeVito's Ork to replace Bea Wain but has designs on absorbing the entire combo... Rockwell-Osgood Amusement Corp. adds to its band roster with BOBBY PARKS and DOC LAWSON, contract for this latter not taking effect until September 8.

Culled From the Coast

Swing marobes on and passes by BUDDY ROGERS, who gets out of that groove and gets in a micky mouse mood... let go his band, originally bought from Frank Dalley, this week in Balboa, Calif., including songwriters Arthur Wright and Martha Tilson's little sis Elizabeth... MCA hurried Marray Olsen to Hollywood to mold a new band for Buddy with a schmalzy figure... KAY KYSER holding out on the movie factories, making \$75,000 to appear in Walter Wanger's Winter Carnival... LEON MONICO took over the stand at El Patio Ballroom, San Francisco... BILL ROBERTS enlarges his feller band to become head man in the Persian Room of Hotel St. Francis Drake, San Francisco, with Carlos Molina moving out Wednesday (13) to Chicago... PINEY TOMLIN opens this week at U. S. Grand Hotel, San Diego, Calif., for an indefinite stretch

Trocadero, long the class gadding haunt for flicker folk, lights up again the first May week... Joe Glazer sold EDDIE SOUTH for the unshuttering honors, the dark angel of the fiddle lingering on for three months.

On the Eastern Shore

JIMMIE WHITLEY, having his option taken up to continue indef at Hotel Sagamore, Rochester, N. Y., has orchestra JOE HAYMES signing up and arranging for the band... BERNIE gets the call to unshutter the Ritz-Carlton Hotel roof in Boston on Memorial Day... and Beantown's Raymor Ballrooms brings in LES BROWN May 16 to follow Charlie Barnet... Frederick Bros. Music Corp. grabs off the exclusive on Glen Echo Park Ballroom, Washington, setting HERBIE HOLMES as the starter April 14, remaining for four weeks... If the musicians' union at Atlantic City goes thru with its plans to hike the wage scale, calling for higher pay than the 903 boys in New York command, the nation's summer playground will be prohibitive territory for the traveling name maestra... present scale of \$50 per man per week is scheduled to read \$85, with taxes on out-of-town cardholders, bringing it to \$92... Continental Orchestra Corp., Utica, N. Y., has added HARRY HARRIS to its band rolls... Harry was formerly feature man with Phil Emerton's Diamonds and recently left Harry Candullo for a band career of his own.

Chicago Chat

FREDDIE FISHER, at the Rose Bowl, is doing away with his tall-orn country Schnickelritz billing and is now known as the All-American Band, paying Pops... wants to build up rep as a dance band... TONY CABOT returns May 10 to Villa Marguerite... GEORGE DE CARL took over at Oriental Gardens, Herbie Mintz bowing out... EDDY DUCHEN puts in a six-week stretch at Palmer House, remaining in town for the May 25 week at the Chicago Theater... when TED WEEMS brings his band into Drake Hotel Friday (14) he will have the first girl vocalist to be featured with his gang in several years—that is, outside of stage dabs... canary call went to 18-year-old MARVEL MAXWELL, a looker from Fort Wayne, Ind... JACK TEAGARDEN set for the Blackhawk Cafe May 8, when Bob Crosby takes to the road... FUD LIVINGSTON in town building a band for BOB ZURKE, who leaves the piano stool in Crosby's Ork for one of his own under William Martin's guidance... Pud is rehearsing and arranging 50% the new combo but will not hold down a seat on the stand... Leonard Joy just signed the newly formed Zurke gang for the Victor Record label... localite, DON RICARDO took his tootlers to Detroit

for an indef stretch at Club Oasis in the Motor City... BLUE BARRON, one of CRA's prize boys and working out of the local branch, rolled up 40 working days during the 42-day Lenten season and kept busy every night during Holy Week—getting \$4,500 in advance guarantees... CRA here also closed three job solo stands for RUSS MORGAN, who leaves for the road on bowing out of Chez Paree May 26... music in the Morgan manner gets \$1,500 in La Fayette, Ind., a similar amount in Collinsville, Ill., and an even grand in Urban, Ill.

On a Western Wing

A. KAVELIN opens Tuesday (11) for a fortnight at Chaco Hotel, St. Louis, with JACK FULTON pencilled in for the first two June weeks... hotel has also inked for eight weeks of WILL OSBORNE with September 29 a tentative starting date... EDDIE GARDEN appears at Monton-on-the-Lake (O.) Pavilion, opening June 18 thru Labor Day... Frederick Bros. Music Corp set JIMMIE LIVINGSTON for the first week-end stand at Euclid Beach Park, Cleveland, starting Thursday (13)... park ballroom operates week-ends until Decoration Day, with a daily dancing diet for the summer... FRMO also set LITTLE JOE KART to open Friday (14) at Old Vienna Restaurant, Cincinnati, and opening this week in Dayton, O... RALPH WEBSTER at Leila's Merry-Go-Round and LEE DIXON at Dayton Baltimore Hotel... JIMMIE RICHARDS opened this week for a month at 400 Club, Wichita, Kan... having worked out his six weeks, CHAUNCEY CROMWELL draws a holdover to remain indef at Hotel Paxton, Omaha... BILL JEROME back for the sixth season at Owl's Club, Alpena, popular Northern Michigan resort... BUS WIDGER located at New Cow-Shed Night Club, Pueblo, Colo... National Orchestra Service of Minneapolis has WALLY WAY for the starter April 22 at Harry Roeser's resort and ballroom at Bemidji, Minn., with follow-ups in Chan Chandler, Earl Gardner and Carl Colby... office also has RED PERKINS and his Dixie Ramblers to swing off the shutters Easter Monday at the Silver Slipper, Alexandria, Minn., with summer dates pencilled in for Chan Chandler, Earl Gardner, Wally Way, Carl Colby and Anna Mae Winburn... Gardner, incidentally, is the former Fred Waring trumpeter bannered by NOS now bidding his own gang at Miller's Supper Club, Hamamog, Ind.

Notes Off the Cuff

Band movements on New York City stands has CHICK WEBB set to return to Park Central Hotel June 28 for a 10-week sentence; EDDY DUCHIN to follow Hal Kemp June 2 into the Waldorf-Astoria Hotel for eight weeks; May 4 opening date for ENRIC MADRIGAL in unshuttering Hotel Pierre's roof, with JOE RINES back on the top floor at St. Regis Hotel May 10; SHARKEY BANANAB back in town, opening this week at Nick's Greenwich Village swing hide-

Everything New
OUT THE
RHAPSODY IN BLUE
PAUL
WHITEMAN
AND HIS ALL-AMERICAN BAND
Booked To Play Concerts at the
EASTMAN THEATRE
Rochester, N. Y.
April 14
LION'S CLUB
Gloucester, Mass.
April 15
SYMPHONY HALL
Boston, Mass.
April 16
Sponsored by
CHESTERFIELD
Wednesday, 8:30, to 9 P.M. E.S.T.
Booked exclusively by
ARTISTS MANAGEMENT, INC.
17 East 45th St. New York
Murray Hill 2-1888.



JACK GILLETTE
and His Partner, NBC ORCHESTRA
Features GRACIE WHITE, Lady of Swing
ON TOUR.
Met. CONSOLIDATED RADIO ARTISTS.

"SONGS FOR ALL" by
EDDIE PAUL
AND HIS ORCHESTRA
Wife and Sister Singers
Broadcasting
WGAR
(CBS)
Cleveland
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JACK MILTON
AND HIS NEW MASTERS OF RHYTHM
ORCHESTRA
Exclusive Management
ART & THOMAS, Lenox, S. D.

COLLEGES PARTICIPATING IN SURVEY

State and City	College	Student Bodies		Total	No. of Big Dances During School Year	Band Budget
		Men	Women			
SOUTH CAROLINA	Clemson Agricultural College	1,876	...	1,876	11	\$2,400
	Clemson Presbyterian College	300	35	335	3	\$200 to \$500
SOUTH DAKOTA	Brookings	821	319	1,150	8	\$2,000
	Vermillion	486	280	766	7	\$2,000
TENNESSEE	Bristol	62	103	265	5
	Knoxville	2,151	1,034	3,225	30	\$5,000
	Lebanon	434	97	531	8
	Nashville	910	315	1,225	5	\$4,000 (\$2,200 per prom)
TEXAS	Commerce	634	757	1,391	20	\$2,400
	Dallas	994	868	1,862	45
	Georgetown	244	196	440	9	(student ex only)
	Waco	2,245	1,097	3,340	8	(local bands only)
UTAH	Salt Lake City	2,988	1,349	4,335	10	(local bands only)
VIRGINIA	Blacksburg	1,843	119	1,962	12	\$12,500
	Fredericksburg	...	240	240	3	\$300
	Lynchburg	...	498	498	10	\$300
	Richmond	660	318	978	8	\$8,000
	Williamsburg	610	689	1,299	6	\$5,000
WEST VIRGINIA	Fairmont	211	278	493	40	\$2,000
	Morgantown	1,800	700	2,500	4	\$2,500
WISCONSIN	Beloit	386	244	598	5	\$500
	Madison	6,524	3,153	9,677	7	\$7,100

*The number of big dances held at the college during the school year is exclusive of fraternity and sorority dances and house parties.

out; CHARLIE BARNET to summer at Playland up in Rye, N. Y., starting June 16 thru September 11, and BERNIE BERNARD taking over this week at Bert Frohman's new 53d street spot... EDDY DELL'S Music Styled by IMO-GENE (Jean Rose) marks the first time there has been a boy-bells combine at the head of a band, the double-fronted combo playing its first location at Gotham's Hotel Abby, starting May 5... ARTE SCHULTZ opens this week with his own barrel-house gang at O'Leary's Bixen on 52d street... with Artie founding the piano, band includes such swing luminaries as Pee Wee Russell, on clarinet, Eddie Condon, for guitar pickings; Jerry Neary, trumpet; George Brunis, adding the trombone; Sid Jacobs, on drums, and Felix Clobbe slapping the bass... eyeing the coming World's Fair trade, High Ho Casino, Brooklyn, sends out the call for name folder... ER-SKINE HAWKINS starts the new policy for the May 27 week, with CHICK WEBB following on June 3 and 4... FLETCHER HENDERSON taken in a fortnight starting July 14, with Hawkins returning July 28 for two more weeks... other sops lights will round out the summer schedule... orders from the home office in Camden, N. J., call for no more bands to be added to the Victor-Bushings recording labels for the next six months... and so we send our cuffs to the cleaners.

12 New Shows in London During Month of March

Royal family continues theater patronage—Priestley play preieved at last moment—Benn Levy and Keith Winter plays get bum's rush—other activity

LONDON, April 8.—March saw an advance here in the movement towards cheaper prices to meet competition of cinema. Continued interest by members of the Royal Family, Queen Mary making her 17th theater visit in five weeks; 12 new major productions, seven of serious nature, five in lighter vein; two revivals, two very quick closings, and the saving of a play condemned. Announcement that Priestley's *Johnson Over Jordan* was to close prematurely at the New Theater caused business to jump up. With this encouragement play was transferred to the unexpectedly vacant Saville, a larger theater with more cheaper seats.

First of the premieres was that of Benn Levy's *The Jealous God*, a story of matrimonial complications arising in realities of a world war, produced by the author on March 1 at the Lyric. Reception was mixed with most of those going to the acting. As for the public, the play closed after 12 performances despite effort to carry on by company working on co-operative basis. Levy picked up royalty rights.

On March 2 Kathleen Robinson presented Karel Capek's last play, *The Mother*, English version by Paul Silver and Miles Malletton, last named directing. Judging by approval of critics and public, the Garrick should require no change for some time.

Keith Winter's *We of the Crossroads* opened at the Globe on March 3 to fairly favorable reception, but ended after only 15 performances. Plot, laid in Morocco, sponsored group of human beings given a second chance after making a mess of their lives.

On March 9 the loudly berated George Black Intimate now made its bow at the Hippodrome. Titled *Black and Blue*, with a company including Americans Frances Day, Vic Oliver, Cass-Owen-Topsy, Bob Bromley, Eleanore Knight and British comic Max Wall. It was accorded a favorable reception by those critics regarding it as a happy-go-lucky frolic. Staged twice nightly. Public response has been very good for second houses.

In more sophisticated vein was *The Gate* revue, produced at the Intimate Ambassadors on March 9 by Norman Marshall, with Hermione Gingold and Walter Crispan in the lead. Name derived from the fact that show was originally staged at little Gate Theater. Reception generally good.

A jealous wife's attempt to regain her husband's straying affection is the theme of a hot too strong pot in Arthur Macrae's light comedy, *Sugar Plum*, produced under direction of Harold French at the Criterion on March 10. Acting of Ronald Squire and Kay Hammond received more praise than the story.

On March 17 for the People's National Theater Nancy Price produced and played lead in *Alceste Mordaunt's Mrs. Van Kleeck* at the Playhouse. Story, to be filmed in America this year, revolves round a tyrannical proprietress of a hotel on a tropical island.

DRAC, Ltd., began a new policy of drama at cheap prices at the Windsor Garden with Hamilton Deane and John L. Balderston's version of *Breath Stoker's Drougals* on March 20. Critics mainly concerned with doubts as to this maintaining its thrill-powers.

Written in free verse, T. S. Eliot's *The Family Reunion*, produced on March 21 at the Westminster by St. Martin Browne for London Mask Theater, is a modern tragedy of remorse after murder. Reception mixed.

On March 22, at the New; Barre Lyndon's thriller, *The Man in Holy Moon Street*, was produced by Gardner Davies. Story illustrates the troubles of getting a man who discovers a method of preserving human life by gland grafting. Leslie Banks receiving much praise for his acting. On the whole, favorable criticism.

Drury Lane reopened its doors on March 26 with Ivor Novello's *The Demons of Yest*, a musical advance of pre and post-war Vienna. In addition to playing male lead, Novello takes credits for the writing and composing, lyrics being by Christopher Hassall. Mary Ellis leads on the female side. Critics generally regard this show as a triumph for a newcomer, Roma Beaumont, and not without reason, for she registered a show-stopper.

March 28 saw two first nights—*Fanning of the Shores* at the Old Vic and *Lady* (See 12 NEW SHOWS on page 67)

'Dynamite,' Group Possibility Is Tried Out in Pittsburgh

PITTSBURGH, April 8.—Premiere of parole board investigator Louis Kolakowski's first play, *Dynamite*, shows potential theatrical and social punch justifying Group Theater's reported consideration as a future vehicle. Big show, an exposition of the Eastern Pennsylvania bootleg coal problem that inferentially indicates money and power-thirsty operators, needs hunks of rewriting before serious consideration can be given for professional production.

Central characters are the son of old miner running for legislature as choice of bootleggers, a politically powerful coal baron and mining town atmosphere. Theme asks why every man shouldn't have right to work if he wants to, reveals author's ability to portray dramatic situations. But many speeches of antagonists sound too much like text-book crusading. Paradoxically, Kolakowski paints men real outside of policy paragraphs, and his three women are emotionally sound and logical. His recognition of anthracite area problem and of company police menace is also real.

Show was presented in 60-seat Laboratory Theater under direction of Ed Toldi, with cast of eager but not exceptionally experienced performers. Settings and lighting of Richard Crist and Frank Casel indicate the technicians ought to develop their evident flair for staging. Morton Frank.

Two Left in Loop; 'Life' Picks Up Nicely

CHICAGO, April 8.—Legit activity is centered on Clark street near Randolph, where the Erlanger is holding over George Abbott's *What a Life* for another two weeks and the Grand is continuing to do capacity business with *I Married an Angel*. Musical is forced to leave April 23, after a seven-week run, due to non-cancellable dates in other titles; otherwise it could easily stay on thru the spring. The Abbott show, at \$1.50 top, was slow in catching on due principally, strangely enough, to the low prices. The customers are afraid that the price schedule reflects the quality of the play. School patronage, however, has been good and the favorable word-of-mouth advertising is helping it stretch into a seven-week engagement.

The other Loop tenants closed last week. Sinclair Lewis' *Angels in Feathers* bowing out of the Selwyn after a mild three-week run and *Run the Boys* Goodbye winding up a successful 11-week stay at the Haris. *Knickerbocker Holiday* follows *Angel* into the Grand April 24.

The Harris relights April 24 with a two-week run of Sam Raphaelson's *The Skyline*, starring Gertrude Lawrence.

Compromise Slate For Equity Vote

NEW YORK, April 8.—Likelihood of Old Guard-Liberal feud surviving in the Actors' Equity Association became negligible last week with nomination of a compromise slate of councilors by the committee elected at last week's membership meeting.

Of the 10 whose terms are expiring only three were re-nominated—Augustin Duncan, Philip Loeb and John Lorenz. The other seven on the slate are new council nominees and include Dudley Digges, Efram Sherman, Edmund Kirkland, Harold Vermilyea, Jack Whitting, Patricia Collinge and Marvin Williams. Miss Kirkland and Williams signed the conservative circular distributed just before the quarterly meeting. The other five are regarded as liberals. The large number of new nominees is interpreted as attempt to prevent another schism.

The liberals scored with re-nomination of Loeb, conservatives chalked up one for themselves in the committee refusing to nominate George Heller for full-term re-election. He was chosen, instead, as a replacement on the council, with term expiring in 1940, while the other nominees have five years to go. Thomas Chalmers and John Alexander were also slated for replacements, expiring in 1940 and 1941 respectively.

Burgess Meredith, temporary third vice-president, has been nominated for re-election.

Franklyn Fox, chairman of the nominating committee, explained Heller's short term with reference to Heller's paid post with American Federation of Radio Artists, which may dispute Equity's television jurisdiction. Heller's voting position on Equity council would then become very embarrassing, Fox indicated.

From Out Front

By EUGENE BURR

This corner had originally intended to devote this week's column as a discussion of forthcoming theatrical medals to be pinned on the chests of good little plays by the Critics' Circle and the Pulitzer Prize committee. It had intended to suggest that the recipients of both of these somewhat problematical honors will be Robert E. Sherwood's *Abe Lincoln in Illinois*, at least on the basis of the printed opinions of so-called critics and the well-known inopititude of almost all Pulitzer committees. It had intended to point out that the two greatest "honors" in the drama would thus be awarded on the basis of propaganda rather than play-making—since not even the most rabid defenders of *Abe Lincoln in Illinois* have dared to suggest that it is by any stretch of the imagination a good or even adequate play. It had intended to repeat that the highly praised propagandistic value of *Abe Lincoln* was written into it by Lincoln himself, and not by the man who will receive the awards. And finally it had intended to hint that, despite the blathering of the critics regarding the play's "Americanism," *Abe Lincoln*'s propaganda is not essentially American at all, but merely a distorting of the implications of historical statements to provide propaganda for the New Deal.

The New Deal and Americanism (at least as we have known the latter thru the years) are not altogether the same thing. But the political necessity for confusing the two is obvious, particularly with the possibility of a third term—a third term that can be absolutely guaranteed only by plunging America into an utterly useless, horribly brutal and entirely avoidable war.

As I say, this column had originally been intended as a discussion of the prize-winning chances of *Abe Lincoln in Illinois*—but with a glance at current headlines, with Europe tottering upon the brink of catastrophe, with men and maidens already shucking off the unnatural clothes of civilization and stalking forth in naked brutality and hate, with the smell of blood and the stink of rotting human flesh blowing from the ruddy clouds of the future, all else is driven out of the mind. The theater seems a pitiful and puny affair when millions of men and boys are now plowing fields, working in offices, awaiting fatherhood or making love merely as an unsuspected preparation for their conversion, within six months, into manure.

And yet it may be that the theater can play a part, some part, even in a cataclysm. For just as America was looked upon as an oasis of humanity in the midst of a blood-mad world until the present combination of financiers and politicians undertook to send us out upon another phony crusade, so in the midst (See FROM OUT FRONT on page 67)

Cowbarn List Hitting Chute

Number of announcements under last year—2 Equity bonds up—no new spots

NEW YORK, April 8.—Announced cowbarn or garage theaters are not only fewer in number than were reported this time last year, but the number of new ones is nil, with little prospect for a pick-up in the number of new ventures. The 13 announcements (only two have posted Equity bonds) thus far are fewer under last year. All are repeaters.

Starting with the two bonded names, the list of theaters promising hot weather drama includes the North Shore Players, Marblehead, Mass.; Skaneateles Summer Theater, Skaneateles, N. Y.; Memphis Open-Air Theater, Inc., Memphis, Tenn.; Municipal Opera, St. Louis, Mo.; Westside Theater, Mantoloking, N. J.; Newport Casino Theater, Newport, R. I.; Ivoryton Playhouse, Ivoryton, Conn.; Ridge-way Theater, White Plains, N. Y.; Berkshire Playhouse, Stockbridge, Mass.; Freeman Hammond's Theater, Keene, N. H.; Temple Playhouse, Greenwich, Conn.; Mohawk Drama Festival, Schenectady, N. Y., and the Charles O. Carey Theater, Mitchell, Conn. Next week of July seems to be the common opening date for the resumed groups.

Equity spokesmen held small hope for an influx of new theaters, but listed six certain return the Lakewood Theater, Showegan, Mass. which having established its credit with Equity will not have to post bond; Ann Arbor Theater, Ann Arbor, Mich., which, under Helen Arthur, has opened negotiations with Equity members; and Westchester Playhouse, Mt. Kisco.

The Memphis Open-Air project received special dispensation again this year from Equity. Union permits about half dozen of its members to appear with the otherwise amateur cast for the five-week season, on basis of fair success last year and expectation of all-around success by next year.

OUT-OF-TOWN OPENING "No Time for Comedy"

(English's Theater) INDIANAPOLIS, IND.

Presented by Katharine Cornell and the Playwrights' Co. Written by S. N. Behrman. Staged by Katharine Cornell. Settings by Jo Melinger. Cost: Joe James, Katharine Cornell, John W. Moore, Lawrence Olivier, Margalo Gilmore, Peter Robinson, Robert Fleming.

Exhibiting clever dramatic comedy, S. N. Behrman, in his new play, *No Time for Comedy*, manages to introduce into his theme a little Americanism, a little progressivism, a little idealism and some of the oldest "isms" in the theater—"triangulum." An opening-night audience that nearly filled English's Theater gave every evidence of thoroughly enjoying the fable.

The plot is quite simple, being concerned with an erratic playwright who up to the time the play begins has written brilliant comedies in which his wife has been starred. Another woman, who makes a hobby of "lifting up" men, convinces him that he should write plays about the war in Spain (now over), chucking the comedy in favor of more profound themes. The result, naturally, is that he writes an extremely unbelievable play (which is also unbelievably bad) and presents a domestic crisis at the height of which he nearly loses his wife because of his high talk about ideals, about reality and about going to Spain "to live."

No Time for Comedy is blessed with a goodly quota of witty lines—the kind that only Behrman can pen and the kind that audiences everywhere have been enjoying in all his previous plays. Their brightness and fluency are somewhat eclipsed by the author's insistence on reminding his audience that the artist cannot ignore what is going on in the world around him, supposedly the main thesis of the play. There are several almost unreadable speeches scattered thru the play which must be reworded if the play's acceptance is to be preserved.

Katharine Cornell brought to her role of Linda Easterbrook all the consummation (See OUT-OF-TOWN on page 67)

Stage Whispers

The Mercury Theater has now officially announced that it will not bring its production of *Pete Kings (Part 1)* to town this season—as if we didn't know. The show folded Saturday in Philadelphia, canceling other road commitments. The Mercury insists that it will be presented next season in its entirety (both parts), which will give it about two years in the works. It's probably a coincidence that Orson Welles got his training with the WPA. . . . While *Pete Kings* was canceling on the road, *Kiss the Boys Goodbye* was continuing to clean up. It averaged around \$2,000 on one-nighters in Louisville, Nashville, Knoxville and Chattanooga, with Nashville topping the list at \$2,000. . . . Sidney Howard, the last of the Playwrights Co. lads to come this way, will have his new one ready for production next season—and meanwhile there's a chance that the producing dramatists will bring *Kaiserbocker Holiday* back for a World's Fair engagement in June. It ends its tour in Chicago in the middle of May. . . . Prospects that the Theater Guild would get rid of one of its two remaining commitments to subscribers for this season by sponsoring the Group Theater's production of William Saroyan's *My Heart's in the Highlands* went glimmering this week when negotiations were broken off. Instead, the Guild may give its faithful the Bonfils & Somnes production of *The Brown Danube*. . . . The \$1 top movement around town, with Max Gordon leading off with a return engagement of *The Women*, may get an added fillip if Eddie Dowling definitely decides to do a second showing of *Our Town*, with himself in the role created by Frank Craven. Plans would call for Wee & McCoy management, with showings in New Haven and Boston the end of this month; but the project may be cramped if Master Dowling, following current rumors, takes over the top post in the TYP. . . . Theater Arts Committee, of all organizations, should know better than to send out a press release that claims "Greenwich Village also saw the founding of the Provincetown Playhouse which later evolved into the Theater Guild." The Guild evolved from the Washington Square Players, and the Provincetown never had any connection with it. . . . There's a chance that the Shakespeare theater out at Mr. Whalen's Flushing fandango will clean up. From the tenor of the Fair press releases the last few days, it looks as though the Shakespeare theater will be the only spot where customers will be able to see performers with their clothes on—and the novelty ought to pull 'em in. And at that, if it weren't that the Shakespearean direction is in the uncompromising hands of Margaret Webster you could probably expect a made tableau in the last act of *As You Like It*.

All right, so we were wrong about Richard Carlson playing the lead in the screen version of *Golden Boy*. We're firing our prize Binkerton, who gave us the bum steer, and hiring's humdrum Hawkshaw instead. . . . The fate of the Lycium, which was much in the public prints during the week, was finally decided when Victor Payne-Jennings hired the house for his production of *The Mother*, which will open there April 25. Three-year runwals are included in the contract. Previously the bank, which had been threatening to dump the property, turned human long enough to announce that Uncle Dan Frohman could live in his apartment over the auditorium for the rest of his life. . . . Mady Christians is now holding the script of *Lesra Garnett*, the play that might be about Isadora Duncan, which was written by Leslie and Sewell Stokes, the authors of *Oscar Wilde*. There may be a presentation here in the fall, with Miss Christians, of course, in the title role. The Stokeses, meanwhile, will spend this summer in Paris writing the comedy about Edward VII that they intend for Robert Morley. . . . The illness epidemic hit Lee Stambert and Paul Dillbeck, both of whom were out on sick leave during the week. . . . According to talk, *The American Way* film rights went for \$250,000, the buyers being Max Gordon, RKO and Harry Green. Gordon leaves for the Coast Saturday (15) to prepare for the filming of *The Lincoln in Illinois* this summer. Incidentally, while Raymond Massey is on the Coast making the picture find an understudy is filling in for him here, other understudies will also get a break. The cast will get two-week vacations during the hot spell, staggered so that only a few of the regulars are away at a time. . . . Robert

BROADWAY RUNS		
Performances to April 8, including		
Dramatize	Opened	Perf.
<i>Alibi</i> (Lubitsch)	Oct. 12	203
<i>American Way</i> (Carter)	Jan. 1	89
<i>Awake and Sing</i> (Winters)	Mar. 1	27
<i>Family Portrait</i> (Morosoff)	Mar. 1	28
<i>Genius</i> (Brodsky)	Jan. 1	108
<i>Harvard Days</i> (The)	Jan. 1	4
<i>I Must Love You</i> (Long)	Jan. 1	71
<i>Kiss the Boys Goodbye</i> (Miller)	Jan. 1	270
<i>Little Women</i> (National)	Jan. 1	62
<i>Mambo</i> (Dunham)	Jan. 1	111
<i>Overboard</i> (Fulton)	Oct. 10	110
<i>Outward Bound</i> (rehearsal)	Jan. 1	127
<i>Philadelphia Story</i> (The)	Jan. 1	15
<i>Prisoner of Love</i> (The)	Jan. 1	116
<i>Tobacco Road</i> (Fernal)	Dec. 4	1084
<i>What a Life</i> (Mansfield)	Apr. 1	220
<i>White Wood</i> (The)	Jan. 1	108

Musical Comedy

<i>Best from Broadway</i> (The)	Nov. 22	100
<i>Hellzapoppin'</i> (Winter)	Jan. 1	283
<i>Hot Mikko</i> (The)	Jan. 1	26
<i>Leave It to Me</i> (Broadway)	Mar. 2	176
<i>One for the Money</i> (Broadway)	Feb. 4	72
<i>Rings and Needles</i> (Lobby)	Nov. 27	37
<i>Set to Music</i> (Broadway)	Jan. 1	94
<i>Stars in Your Eyes</i> (Majestic)	Feb. 9	68

Thomson, the actor, has sold his *Carnegie Trade*, a comedy, to George Abbott for production in the fall. . . . Cecil Holm, who wrote *Three Men on a Horse*, is ill at Clifford Farms, Wallingford, Conn. . . . Boobery is resurgent again: Lloyd T. Binford, chairman of Memphis City Censor Board, has ruled that the Lunts must submit all scripts for inspection hereafter before being allowed to play in that Southern citadel of purity. He says that "that fellow Lunt" in the evening performance of *Idiot's Delight* in Memphis recently, "slipped in" a lot of objectionable language that he didn't use at the matinee performance, when a member of the board was present. Mr. Binford didn't hear it himself, tho; somebody just told him.

Feagin School Presents Last Play of Season

NEW YORK, April 8.—Last Saturday evening the Mercury Theater was again the scene of two plays presented by the senior students of the Feagin School of Dramatic Art. The first, *This Thing Called Love*, of which only one act was given, included in its cast Mitchell Meyers, Annette Canter, Nancy Boyle, Andrew White, Patricia Harris, William Hollenbeck, Miles Winslow and Verbeth Stuart. Once again Hollenbeck does the trick by giving the best performance; he played the part of Fred Garrett, an extremely bored husband, to perfection. Myra, who in the past has not done any too well, showed a marked improvement; his performance as Henry Bernstein was not half bad, but apparently he still lacks confidence in himself. Annette Canter did very well as Florence Bertrand, the jealous wife, and also deserving commendation are Nancy Boyle, Patricia Harris and Verbeth Stuart. Miles Winslow forgets his lines too frequently.

The second offering was *Scandalous Square*, the cast including Rita Scandore, Andrew White, Thea Wood, Marjorie Dickens, William Hollenbeck, Erin-Jo Gwynne, Miles Winslow, Carolee Sheldon, Donald Harman, Jane Evans, Mitchell Meyers, Elizabeth Young and Peter Month. Somehow this performance did not come up to expectations. William Hollenbeck, Donald Harman, Marjorie Dickens, Carolee Sheldon, Erin-Jo Gwynne and Andrew White created an impression with really splendid performances, but it is regrettable that the same cannot be said for the rest of the cast. Hollenbeck proves beyond a doubt that he is definitely fitted for a professional career; his characterization of Mr. Throate was again by far the best. Carolee Sheldon did excellent work as Mrs. Barwick; the elderly housekeeper, and Donald Harman is another who shows much improvement, turning out a very fine portrayal of Peter Standish.

On Thursday evening the senior students presented two characters from Noel Coward's group, *Tonight at 8 1/2*. Originally three plays were scheduled, but due to the sudden illness of one of the cast, *Family Album* was omitted. In the first, *Ways and Means*, the leads were assumed by Annette Canter and Meyers. Miss Canter did not click because of her

Another Southern Circuit Is Set To Go Next Season

Associated Activities, with 73 local orgs lined up, will guarantee at least 30 dates thru 12 States—plans to route four legit shows and four name bands in 1939-'40

NEW YORK, April 8.—Having made money last month booking Tobacco Road over an auditorium circuit in the Southeast, the Associated Activities, a new booking outfit, plans to buck United Booking, Office and the Kinsey Circuit again next season and route about four legit shows and as many name bands, with a guarantee of at least 30 dates, thru 12 Southeastern States. Success of the AA and the Legitimate Theater Corp., which already has contracted Southern cities for its four legitimate productions next season, will provide the South with a steady stream of Broadway entertainment.

N'Orleans Blushes And Remodels Aud

NEW ORLEANS, April 8.—Following sharp criticism over the absence of flesh theater facilities in the Crescent City by the Lunts after their recent appearance here, when they alleged they were forced to about parts that should not be shouted in the big Municipal Auditorium, city officials announce plans for remodeling the "small side" of the auditorium to improve acoustics, build an incised floor and completely arrange seats.

"The Lunts' complaint, together with publicity given their remarks in such papers as *The Billboard*," a city official said, "has given the city a black eye nationally. Plans call for work to prepare the small side of the auditorium (seating about 2,500) for use as a regular theater, leaving the large side for conventions, exhibits and other shows."

The local auditorium has been a pain in the neck ever since it was built. For concerts its acoustics are terrible, and for legit shows its facilities are next to impossible. Unless one is seated in the balcony it is impossible to get a full view of anyone on the stage, sight being mainly of the upper part of the actors' body. Several leading business men of the city are complaining about the plans to change the auditorium, asking for erection of a separate theater for flesh acts.

Sherwood Heads Academy

NEW YORK, April 8.—Election of Robert E. Sherwood, president of the Dramatists' Guild, to the presidency of the American National Theater and Academy Tuesday is figured to encourage Summer drama festivals and a national theater. Plans are not unlike those projected by the American Theater Council and the Societe Universelle de Theatre. The Societe, world-wide theater conference here, fell thru for lack of funds.

Thru private patronage the Academy hopes to finance a huge theater building and subsequent festivals at the College of William and Mary, Williamsburg, Va.

inability to remember her lines, and Meyers missed up on his lines also. Deserving mention are Donald Harman and Erin-Jo Gwynne. Others in the cast were Thea Wood, Andrew White, Miles Winslow and Rita Scandore.

The second, *Still Life*, was done very well indeed. Nancy Boyle as Myrtle Bagot would have gone over big if she too had not suffered from loss of memory. Erin-Jo Gwynne impressed with her antics as Betty Waters, Patricia Harris and William Hollenbeck as the lovers did a fine piece of work. Jess Wynn, substiting for Andrew White, deserves great credit for lighting thru splendidly, having had only a 15-minute notice. Verbeth Stuart and Miles Winslow also rate a big hand. Others were Marjorie Dickens, Donald Harman and Mitchell Meyers. E. C.

Representing the 73 member organizations such as American Legion Posts and ladies' auxiliary clubs are Mrs. John Pierpont Constable and Virginia Trapp, who do the actual booking on percentage basis generally. Members pay \$50 yearly membership dues for promotion and advertising expenses, box-office personnel, stagehands, etc., and lease the auditorium. AA has tried to sign up picture houses for flesh attractions, but the chains turned thumbs down on the proposition. Where auditoriums were not available for Tobacco Road AA resorted to armories and hotel ballrooms.

"Big Blow" Hits Chicago

CHICAGO, April 8.—Some sincere acting and lifelike settings turn *The Big Blow* into possible entertainment, as interpreted by a Federal Theater group at the Greek Northern Theater. Youthful Fred Hagan does nice work as the male lead; blond Kay Fisher looks and acts the role of the heroine, but loyal heroine, and Dorothea Bates lends conviction to the art of the big-brother aunt. Edna Weston is really weak as the hero's mother (no pun intended), but then her activity is comparatively unimportant.

Duke Watson makes a hateful Carney Jelix, self-appointed boss in the district, and William McBride is acceptable as the hunted Negro. Others contributing brief but good characterizations of Florida "crackers" include Lawrence Reed, Harrison Rankin, William Olson, Robert Hardaway, John Lee, Gertrude Lyall, Tom Kray and Charles Coons.

Victor Sutherland's direction is brightest in the last two scenes in which he capably handles a mob during the big blow. Hal Kopel constructed the settings, and some striking lighting effects have been devised by Charles G. Wilson. Sam Honigberg.

Lincoln Gets Road Show

LINCOLN, Neb., April 8.—First road show: happy in more than a year will be Tobacco Road, which comes in May 6 for matinee and night. Is spotted in Sioux City, Ia., and Council Bluffs, Ia., just ahead. Bluffs rate a night across the river from Mayor Buller's Omaha, where even a suggestion of "hells" and "damns" brings censorship ban.

Alviene SCHOOL OF THE Theatre

44th Year: 2-to-1 Course—Stage, Screen, Radio. Choice—Drama, Dance, Opera, Each Department a School in Itself.

GRADUATES—Una Merill, Lee Tracy, Fred Astaire, Peggy Shannon, Etc.

Specialties in directing, developing and creating new plays, screen and radio talent.

ALVIENE THEATRE & STUDENT STAGE CO., 44th Year, New York appearance while touring, plus touring picture filming, radio recording and radio-grammatic stage children's school. Acting Dept. For Catalog apply Secretary, T. HELL, 66 W. 58th Street, New York.

The 1939 Supplement to FRENCH'S CATALOGUE OF PLAYS

IS NOW READY FOR DISTRIBUTION

Send for your copy today!

SAMUEL FRENCH
25-27 W. 45th St., New York
811 W. 7th St., Los Angeles

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1898 BY FRANKLIN H. SARGENT

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.

FOR CATALOG Address Secretary, Room 405, CARNEGIE HALL, NEW YORK

Levey Agency Puts Manage't Clause Into Vaude Contracts

Eos Angeles AFA leaves it up to acts to strike out clause—Levey office says clause not new—"strictly form affair"—10 per cent of outside earnings asked

HOLLYWOOD, April 8.—Following trend to cut in on earnings performers might get in radio and films, Bert Levey Circuit, 1100 Earl Carroll, requires the acts it books to accept personal management clauses in its contracts guaranteeing the circuit's 10 per cent out on act's other earnings for a period of at least four months. These contracts seemingly have the approval of the American Federation of Actors, which has a closed shop clause in Levey contracts. For every vaude date booked thru Levey, the act "engages the management as his sole and exclusive manager and representative" for a period of at least four months, turning over 10 per cent on the immediate vaude date and any other job he may obtain thru any one else in all other fields of show business "which now exist or which may hereafter be used, developed or invented, both during the term of the contract and after expiration thereof, for so long a period thereafter as the artist shall continue to be employed on contracts entered into before expiration of the personal management contracts and renewals thereof, plus all options exercised." Hence, if actor signs a long-term film contract the day before expiration of a Levey Circuit contract he pays Levey for a full run of his picture earnings.

Levey office may cancel the contract upon two weeks' notice. Thus a performer who trekked across continent on a six-week vaude contract with Levey can find his Levey bookings dropped after the second week.

For vaude dates in L. A. and S. F. contracts carry the clause: "The above actor hereby warrants he is a member in good standing in the American Federation of Actors. In the event said actor is not said member, the agent or theater is hereby released and absolved from any and all obligations by virtue of this contract."

Also, for dates at the Orpheum act must agree to put in an extra "guest appearance" on the Monday before or after his regular engagement without additional salary compensation.

When questioned as to its stand on the matter of personal management clauses in Levey contracts, spokesman for the AFA claimed this clause has nothing to do with AFA. Acts which do not want this stipulation in pacts should ink them out, was the further union advice. It was stated that if any act has a fear about a clause of this kind it should take it up with the State labor board, which assertedly has jurisdiction over such matters.

AFA points out that new contracts for agents go into effect April 15. But when asked if this would alter the present form of personal management clauses, union officials said there would be no change. AFA says it is concerned only with hours, wages and general working conditions. It was denied that AFA had its agents "get away" with this personal management clause in contracts in order to insure a closed shop for this area. AFA claims it is strictly up to an act whether to sign such a contract.

Glenn Apperances Monday nights at Orpheum are not favored by the AFA, but it does not feel that now is the time to start a beef with Orpheum. AFA says the evil will straighten itself out in time and that it does not want to start labor trouble now. It was pointed out that it already has two local vaude houses on the sunfall list, the Million Dollar and the Hippodrome, and did not want to jiggle the already shaky vaude structure here. AFA states that many acts have received pay for appearances on the Monday night spots.

Bert Levey office, when contacted regarding personal management clauses in its contracts, stated that practice has been in effect for last several years and is nothing new. It was claimed that the contract was strictly a form affair. Object of clause was stated to be due to responsibility agency has of bringing acts from East to West Coast.

Spokesman for agency claims that so far he is known no money has ever been collected by booker for acts which have appeared in films. Also that the clause is inserted for duration of four months. Time Levey has lined up on the Coast from Vancouver to L. A. It was claimed that after acts play Levey time agency doesn't care where they work.

Kelly's Cincy, Is Sold; Levy Against Wonder Bar

CINCINNATI, April 8.—Kelly's popular Barbary Coast bistro here, changed ownership this week when Lawrence Kuhl and Mendell J. Block acquired the spot from Mel Fernberg. Niterly is now known as the 1320 Club. Kelly's liquor and night club licenses were revoked last week when the Supreme Court upheld a conviction against Fernberg on the charge of employing a 16-year-old waitress.

A levy was made against the Wonder Bar, another Coast spot, last Saturday on two judgments held by the Central Trust Co. The judgments, totaling nearly \$2,000, represented two notes signed by Albert and Cora Ostendorf, Wonder Bar owners. Spot has been permitted to remain open pending settlement of the judgment claims.

Club Talent

New York City:

THREE ALOHA MAIDS have become a foursome, Lillian Iala having joined the trio at the Hotel Lexington. . . ALFRED TRENKLER, May Judala, Du Reine Farley, Bobbie Doree, Morice Sherwood, Clara Wilkens, Eileen Thompson, Billie King and Iringardo Merkle are set by Rockwell-O'Keefe for a Warner ice-skating short. . . SCOT MURKIN and orchestra, with Grace and Scotty, have been at the Victoria Hotel for 10 weeks now—a record for the spot. . . JUDITH AND JACQUES claim they introduced the new dance, the Chestnut Tree, last January at the Bessert Hotel, Brooklyn. . . JACK AND JANIE MILLER have split due to Janet's recent accident. Jack is rehearsing a new girl.

Chicago:

HARRIS AND SHONE, who moved to the Nicolet, Minneapolis, are taking another of their "See America First" tours this summer. . . JACKIE HELLER will fill a couple of weeks at the Hill Hotel opening Friday before starting rehearsal for Tost Boy Makes Good. . . NAY BLAKSTONE returns to the Colony May 6 for four weeks. Russell Swan will be on the same bill. Hoystrud follows. . . DON JULIAN AND MARJORIE opened for Eddie Sigh at the Brown Hotel in Louisville. On the same bill are Lois Kate and Evelyn Farney.

TOMMY SACCO, Chicago booker, will hire his right arm in a plaster cast for the next few weeks as a result of a recent auto smash-up. . . DANNY ORAHAM, Chicago agent, is handling Sam Roberts' acts during the latter's vacation on the West Coast.

EDGEWATER Hotel Beach Walk opens for season June 10 with Lawrence Welk's Ork. . . J. P. BINNS, formerly of the Claridge, Atlantic City, became the new manager of the Stevens Hotel, yesterday, succeeding Otto Eitel. . . HARRISON SMITH, line producer at the Edgewater, is now booking all talent in that hotel. . . HIRSH LOUVE, the Weasel and the Hungry Five, Old Heidelberg veterans, are closing tomorrow to leave for New York, where they will appear in Balantine's Three-Ring Inn at the fair.

HARRY'S DALL-upped its talent budget to compete with the cluster of near-by Bush street spots. . . STEVENS HOTEL execs were in Minneapolis over the weekend to look over Joe Rudy, who is scheduled to be the summer attraction in their Continental Room. . .

Paderewski 50-Year Mark

CHICAGO, April 8.—Paderewski still pays off if properly promoted and if the right attractions are offered, as proved by the appearance of Paderewski in a recital at the Auditorium here recently. Receipts totaled \$13,020.70, a new one-performance record for the house, previously held by Adelina Patti, who 50 years ago attracted \$10,235.49 on the theater's opening night.

Bon Air Budget 8 Grand a Week

CHICAGO, April 8.—Advance bookings for Bill Johnson's Bon Air Country Club in near-by Wheeling, Ill., indicate that summer spot will spend between \$8,000 and \$9,000 a week for entertainment. Johnson has been active for the last several weeks listening to name bands and looking over long lists of acts to shape his opening show May 25. Bill will have two bands (one in the main glass), a line of 18 girls, four show girls and six to seven big acts.

Opening show will include Tony Martin and Georges and Jaina. No band has yet been bought, altho a contract for network broadcasts has already been signed with WGN-Mutual. Sammy Rose will produce.

New Club in New Iberia

NEW IBERIA, La., April 8.—New Show Boat Dinner Club has been opened on Bayou Teche, one mile east of this city, under management of Charles J. Moore.

Film Names in Demand in Chi Vaude, Niteries

CHICAGO, April 8.—Movie names are finding a good outlet in this area, both clubs and theaters remaining open markets. All four Loop vaude houses buy flicker people, with the State and Oriental even giving return engagements to players who have already appeared either at the Palace or Chicago.

Altho ops agree that few cause any storms at the box office, the movie celebs do prove a selling point and, in most cases, stimulate a little extra business. Clubs, as a rule, will use cinema material with a glamour angle and people with talent. Also, there are several one and two-day stands around Chicago that will pick up available names on open dates.

Among movie personalities to work Loop houses since the beginning of the year are Joy Hodges, Joan Davis, George Civot, Tony Martin, Maucore Whitney, Lillian Roth, Romo Vincent, Harriet Hillard, Benny Baker, Patricia Ellis, Hugh Herbert, Masha Auer, Shirley Ross, Rosemary Lane, Stepin Fetchak, Frank Jenks, Dorothea Kent, Mital Green, Ann Sothern, Roger Pryor and the Three Stooges. Arthur Treacher goes into the Chicago next Friday and Hugh Herbert returns to the Oriental the same day.

Richman \$42,000, 10 Days at Walton

PHILADELPHIA, April 8.—The 10-day stint of Harry Richman at the Walton Roof broke all records for Jack Lynch's spot with a terrific gross of \$42,000. Capacity crowds were present at 13 out of his 22 performances. About 300 were turned away at the Saturday afternoon lunch.

The Roof operated without a minimum or cover charge except opening night (minimum, \$5) and Saturday night (\$1.50).

The engagement netted Richman \$4,500. Guaranteed four G's and a percentage. Joe E. Lewis opened Thursday night.

Merrill, Wis., Club

MERRILL, Wis., April 8.—Barney Wyland and Art Halderson have taken over Adam's Resort here. Spot features LeRoy Martin's Orchestra.

Here and There:

LENA GINSTER is in her sixth week at Yoder's Nite Club, East Alton, Ill. Bud Yoder and his singers and dancers are also in the show there.

GARRON AND HENNETT and Lois Harper are in the new show at the Peck Marquette, Peoria, Ill.

MAKEL AND ZITA are at Corbin's Tavern, Lewistown, Pa. . . TED AND ETHEL WALKER playing the Green Shag Club, just outside of Lancaster, Pa. . . RED O'DAY, Bud Widmer and orchestra and Ethel Brown working at Trimble Springs, night club, Durango, Colo. . . JOE BALDWIN and Wally Bristol, held over six weeks at the Roosevelt Patio Grill, Jacksonville, Fla., are set for another six weeks at the Royal Palm, Miami, Fla. . . HERB REYNOLDS, part of the act of Daisy the Wonder Girl, is doing a single in conjunction, the act of Reynolds and Rita, consisting of himself and a dummy girl. Act returns next month to the Green Shay, near Lancaster, Pa., for a four-month engagement, together with the De Mayos, who just opened a four-week run at Palumbo's Restaurant, Philadelphia. RADEA and Ben Perry also set for Green Shay next month.

TED MERRILL and his Hollywood Stars closing four weeks at the College Inn, San Diego, and follow with two weeks at Hollywood Gardens, Hollywood. Unit also set for San Francisco fair. . . JOHNNY JAY, band leader, now resting a bit since his accident at Hot Springs, is wielding the baton exclusively for the Oassess, French panto duo. . . THREE SENATORS at the Desher-Wallack Hotel, Columbus, O., for an indefinite stay.

SHEILA BARRETT has been penciled in for a June 7 opening at the San Pablo Ranch at the San Francisco fair. . . MICKEY ALPERT and Catherine Rand are in the Powalton, Detroit, for a four-week stand. . . THE FOUR MARSHALLS are set to follow Alpert and Rand. . . GLORIA GRAFTON closing at the Hi-Hat Club, Chi., this week. . . JIMMY RAY is doing a single dance act and opening the show at the Nixon Restaurant, Pittsburgh.

MANNO AND STRAFFORD moved from Cincinnati to Detroit to open at the Book-Cadillac Hotel. . . BALLANTINE AND BURNETTE, after five weeks at the 25 Club, Dallas, have departed for Juarez, Mexico, from where they will head for California. . . JAY

MASON has closed his line of girls, the Rhythmettes, and is now working with the Paul Sisters as a trio. . . ISOBEL DEMARCO, pianist-accordionist, opened a month's stay at the Helden Hotel, Canton, O., Monday. Bookings on Pick Hotel chain to follow. . . GUS SANZERE, who closed his Nine-Mile House, Cincinnati, New Year's Eve, is due back in the Queen City soon after his all-winter vacation in Miami, Fla. . . ESTRELLITA LUCAS opened at the Grove, Gulfport, Miss., last week. . . GARNETT SISTERS and Rita De Vere are in their third week at Club Bess, Detroit. . . DORIS BROTHERS and Mary and Joe Arena are in the new floor show at Lookout House, Covington, Ky.

KIDDIE SOUTH'S engagement at Bluff Hotel, Milwaukee, has been extended until April 27. South originally went into the spot for two weeks, and will have been there 80. . . ESTRELLITA VILLANUEVA, dancer, recently at Bowery Cafe, Detroit, is now working at Corktown Tavern, Detroit. . . CHERLEY (RED) HALL, emcee appearing at the Golden Grill, Rochester, N. Y., is being held over indefinitely but expects to join a unit soon with Ricardo and Cleo and Loretta and Navarra. . . HARRY MCKAY, emcee, Charlotte, White, Joy Davis and Mabel and Therese being booked by O. D. Mack Theatrical Enterprises into the Black Bear Inn, Reading, Pa.

BERNIE LIT, emcee, booked for an unlimited engagement at Abe's Browning Lane Inn, Bellman, N. J. . . MONT-ROSE AND TRAIL just finished an eight-week engagement at Delmonico's Gay Nineties, Miami Beach. . . THEODORE held over indefinitely at the Cat and Fiddle Club, Cincinnati. . . DE MAYOS have been held over another week at Frank Palumbo's Cafe, Philadelphia.

Casa Manana, New York

Billy Rose reopened his Casa Manana Sunday night with a revue called "Casa Manana" that ought to draw its share of the "big" crowd for World's Fair crowds.

The new show is modestly called "The Big Show" and subtitled "The Story of American Show Business." Rather a large order for a cabaret show, but if customers don't take the title too seriously the new John Murray Anderson revue, in four parts, will please and amaze them.

The show is divided into sections labeled Circus, Vaudeville, Cinema and Television. The circus part gets the show off to a colorful, lively start. Tibor's Seals (3) got the customers in good humor right off the bat. James Barton, star of the show, offered a full clown fisherman bit. Then the Eight Facoplas-jazzed things up with spectacular teeterboard stunts, with Arthur LaFleur adding flash to the finish with his whirling iron-jaw act. Sixteen chorines and eight showgirls in lovely costumes helped.

The vaude section opens with Allen and Kent, youthful tap dancers and their Mom and Pop, who did old-style boofing. A swell dance novelty by usual. Then the Jivelys presented their unusual juggling and balancing stunts; followed by Barton in a comedy boxing bout with Jack Johnson and Don Barclay, Syvill and Christian, a tall, good-looking mixed team, socked over a routine of fancy acrobatic dancing spiced with adagio stunts. Charlie Klar and the chorines, in bewitching green costumes, closed.

The cinema portion sketches the history of movies in a mixture of comedy bits, satires, old films, screen trailers and special lyrics. Barclay does an amusing talk bit. Yola Quill makes a sock impression with her beauty and attention-compelling soprano voice. The Debonairs return for a swell take-off on a Roxy usher, followed by Barton in a song-and-dance satire as a Roxy usher. This leads into a Ball scene, which is a build-up for Jack Cole and his two girl dancers doing swingy modernistic dancing in Ballroom style. They are easily the show's outstanding novelty turn. The Three Berry Brothers, misplaced in this scene, do their fast, unusual leaping acrobatic dancing. The Ball number is a glittering sumptuous affair.

The television number closes the show. It has the Debonairs, a holdover from the last show here, doing their sock machine dance, followed by Barton doing a swell drunk scene with Charlie King and beautiful Aina Constant. A lot of fancy costumes are paraded for the surreal scene, including one featuring a cage of white mice. Lucienne and Arthur are the last act with their surprise appeal, another nifty novelty.

The show is too long and there isn't enough comedy. Barton failed to really get going opening night. But these defects can be straightened out for the show is a sumptuous affair full of novelties, gorgeous costumes, bewitching costumes and hitting music.

Osce Nelson croons and leads his dance band with a lively blonde handling the vocals nicely. Jay Freeman leads the band handling the show and also supplying some of the dance music. Paul Denis.

Chez Paree, Chicago

It is diversified entertainment this new spring revue in the Loop's leading nightery. Show draws dependable material from the dance, song and novelty fronts, and is well buttressed with six versatile routines by the dancing line of Fred Evans-directed girls. Changed considerably from the old show chorus set-up, the kids these days really dance and adapt themselves happily to expressive ideas.

Most entertaining line effort during the evening is the second show finale in which the kids present in a disarrangement conference take-off, with leading world figures portrayed with the aid of amusing masks. It is a good bit of mimicry and really gives the audience a reason to pay attention to line work. Another impressive number is a Pierrot and Pierrette fantasy in which the gals write in gay carnivalesque costumes to a pop melody warbled by the affable production team Bob Hannon, Kay Taylor, small and capable solo dancer, follows opening line numbers with tricky offerings, scoring in particular with a difficult headspin.

The wavy-dance work of the prominent Mary Page and Naldi is again featured. It is one of the bill's more worthy

Night Club Reviews

highlights for the team, with its natural interpretations of various dance moods, pop songs and art. Their lifts and spins in their dances, tango and novelty border perfection. Appearance is admirable.

Cross and Dunn are also back and are heard in a series of new and familiar comedy songs favored with the team's customary ace treatment. What is so different about this pair is that they adapt their showmanship tricks to suit the tastes of a modern night spot gathering. Allan Cross is still generous with a bright personality and Henry Dunn pitches in with the stronger voice that comes in handy in some of the special lyrics.

The Weire Brothers, novelty dance trio, are on early with their familiar vaude occasion. The boys work with a charming Continental style and apply admirable timing to their pantomimic nonsense.

Adelaide Abbott, blond society singer, has a good enough style of her own but it is one that should go best in smaller rooms. She is ballyhooed as a blue-blood warbler and may draw some of the Gold Coasters around here. Assistance is also contributed by band vocalist Hannon, pleasing tenor, and by alternative, Carolyn Clark.

Russ Morgan is held over and his sweet and rhythmical music blends well with the pleasant atmosphere of this club. It is the type that is easy on the ears and works like magic on the dancers. Don Orlando's outfit fills intermissions with an assortment of pop tunes and a generous sprinkling of rumbas and tangos.

Ted Weber carries on as p. a. Sam Hontzberg.

Royal Pines, Lake George, New York

Tony Reed's roadhouse on the road to the Lake George village is probably the only all-year road spot in this section. Beginning April 8, the spot added a six-girl line and will continue with six to 10 people shows thruout the warm weather.

When caught the spot was holding on with the Jimmy Smith colored band; Bobby Winchell's combo emcee-singer-waiter, and three dancers and a singer. Smith (string bass) is a good musician, but his new men are not so good, altho his drummer is hot stuff. The band is strictly rhythm and not brilliant enough to avoid becoming monotonous.

Winchell emceed each and then sang the tearjerker "I Can Get Along Without You Very Well" with no expression whatsoever, except to beam all over the place. Emma Rose, tall blond dance school owner from Troy, did a couple of competent hard tap, solo and comedy drunk numbers and brought on a couple of her students for song and dances. The kids obviously were not ready for professional work.

Chickie Bellino, comely brunet, sang a few pop songs and wavered between balladeering and swinging out. Has a pleasant voice, but delivery needs improvement.

Reed bought most of his talent last year from Sid Hall and Harry Dell (New York) and Stanley Willis (Boston). Paul Denis.

Cocoanut Grove, Park Central Hotel, New York

Launching its policy of name bands, the enlarged Cocoanut Grove (now seating 400) brought in Will Osborne's combo Wednesday.

Osborne, fresh from a couple of weeks at the Strand Theater, is set for five weeks. Then the room closes for a week and Larry Clinton opens. A girl show will be added later in the summer.

Osborne should have no trouble clicking here. He has a swell dance band and one that is pleasurable for the listening. His slide music style has been well popularized over the radio and Osborne himself has a radio and road rep behind him. He conducts the band in lively fashion, cutting up a few comic poses, and then croons occasionally.

The floor show is composed of the band doing a number, then numbers by the band's own Lynn Davis and Dick Rogers, with the dance team of Enrica and Novello (holdovers here) closing.

Not much of a floor show—but certainly enough, considering that the band is the attraction. Miss Davis is a comely contrast to who vocalizes in pleasing fashion. Rogers is a definite sock, and his comedy songs make the customers sit up

and listen. His parodies on "Night Flight" and "Dinah" are swell.

Enrica and Novello are a graceful duo. Did three numbers (waltz, tango and bolero) and drew applause with each one. Miss Enrica was especially attractive in a yellow Kuhn gown, and Novello's smooth Latin looks round out the team's fine appearance. Their routines have the usual spins and lifts, but these are done with exquisite grace.

Dinner from 12. Food excellent. Business good.

Ed Wetner is the p. a. still. Paul Denis.

Empire Room, Palmer House, Chicago

Orrin Tucker, the up-and-coming maestro, turned quick-change artist opening night of the new Empire Room show to pinch hit for Billy Duchin, who was grounded on his way from Los Angeles to the Windy City and arrived late in a chartered plane. Tucker switched from his gas-buggy outfit into full-dress regalia and delayed his trip to the Lyric, Indianapolis, to guide the opening bill from straying off its rehearsed path. Duchin wandered in in time for his little piano show and was heatedly welcomed by the mob. He turned on his irresistible personality, told the customers that his baby in California is fine, and all was forgiven.

The Abbott Dancers open in grandiose dresses to welcome the spring season with a gay, airy routine whipped in shape with several acrobatic tricks. Kids are charming youngsters, do fresh, neat work and are a fine asset to the room. In their closing number the Abbott doesn't in tennis shorts, close with sock solo once over, holding their tennis racquets with both hands while executing the stunt.

Anderson and Allen, singing hand. (See EMPIRE ROOM on page 33)

Red Gables, Indianapolis

Because it is the only night spot in the city or county making an attempt to present floor shows nightly, the Red Gables, located west of the city, is the most successful local night club.

One of the most popular features is the Art Berry Orchestra. The customers have liked its danceable tempos so well that the band has been playing here for several months. In addition, Berry and his men play accompaniments for the various acts in swell style.

Current are Hammond and Kennedy, boy and girl team offering tap and novelty dancing. As tappers they are extremely fast, while their novelty steps will undoubtedly be improved with more practice. There are also Billie and

Buddle Carr, a couple of skaters who have an unusually clever skating turn.

Between the two nightly floor shows, James and Hurley, singer and instrumentalist, appear as soloists. Bob Handy is master of ceremonies and also sings. The show could be improved greatly with the addition of a girl singer.

Spot specializes in steak and frog-leg dinners. There is a nightly minimum charge, but never a cover. Prices are very reasonable. Herbert Kohnen.

Mary Murray Room, Hotel White, New York

Hotel's Mary Murray Room, which features an augmented talent layout Tuesday evenings, has been drawing fairly heavy patronage lately. Spot is small but when caught last week was doing nice business. Regular entertainment includes Doll O'Dell, femme magician, and Lou Lang's Orchestra for dancing.

Guest line-up opened with Grace Audre, brunet vocalist, who did four lines, including pop, novelty and sophisticated lyrics. Her best was a take-off on "My Heart Belongs to Daddy" the delivery being fluid, facile and well modulated in keeping with the size of the room. Makes a nice appearance.

Mala Gatica, a 17-year-old importation from Chile, has a peach-and-cream complexion. Seated in the center of the floor, she strums guitar, smiles sweetly and in a subdued voice flashes the audience with South American tunes. Miss Gatica has got something, and it isn't that quiet.

Pedromino, South American dancer, clicked the castanets and seemed very intent while doing his turn—but failed to register. Might have been attributed in some degree—but not entirely—to the audience, which by this time had become rather noisy.

Zora Layman, singing comedienne, did a better job in her own line than Pedromino but also could not hold the patrons. Miss Layman did not use a mike for her first two renditions but did on her third, but by that time the audience was out of hand.

George MacMurray is the p. a. Paul Asherman.

Continental Room, Stevens Hotel, Chicago

Bernhardt and Graham, charming ballroom team are featured in the revised show here which will be retained until the summer. Pair do refreshing work, gliding thru waltzes, tangos and novelties with equal ease. Their routines are admirably airy, both in design and execution.

Starring the shows are the Dorothy Byton Girls, five lively kids captained by Eleanor Christian. Numbers are seasonal and versatile, with the most impressive

The original and only name "DARO & COSTA" is in circulation again, my friends

GINO DARO AND ELLEN COSTA

INCOMPARABLE

ARTISTS OF THE DANCE

JUST COMPLETED 8 WEEKS CLUB BLANTATION, CORPUS CHRISTI, TEX.

Now Playing Return Engagement Palace Theatre, Houston, Texas; Week of April 12 With National Food Show, Sam Houston Coliseum

P. S.

I, ELLEN BLAIR, 19 years old, formerly Single Dancer, have appeared in several pictures and hold the record of 20 consecutive weeks at the Empire Room, Palmer House, Chicago. I'll defy any girl dancer to equal my work in Ballet and Breathtaking Acrobatic.

I am proud now that I have established partnership with your International Friend, GINO DARO.

being a fencing tap conception. Other offerings include a throbbed tap to *Hummer's Rhapsody*, an Easter parade and a baton twirling flash. Jerry Willow, Denis Kokesch, Eleanor George and Kay Costa comprise the line.

Eddy Brandt's Rhythm Boys hold over. They excel in novelty sprinkled about the dance sessions and spotted in the shows. Eddy is a young chap with a pleasing personality and voice. Comedy is carried by Jules Mandelson, drummer and mimic, and Ray Miller, vocalist.

With the Lent season over, stunts are planned for this room to stimulate business. One of the first shaped by Tom Montgomery, the p. a., is a contest among society warblers, with the winner to be rewarded with a limited engagement.

Minimum is \$1.50 nightly. Fred Thelen is the affable room manager.

Waikiki Room, Rockwell Hotel, Glens Falls, N. Y.

This is the only local hotel using music and probably the only up-State New York hotel spot going in for Italian get-up. Only talent current is Murray Powell (electric guitar) and Swing Stringers (string bass, guitar and banjo). Combo is okeh and dishes out music that fills the room and makes dancing pleasing.

Floor talent was used recently and will probably be restored next month. Mr. and Mrs. Sweet manage the hotel and book talent direct.

A basket ball tournament was housed in the hotel last week and the kids were tearing up the room when we were last around.

El Chico, Miami Beach, Fla.

Altho George Wells and Paul McCasland wouldn't want to be quoted on "We're not sorry the season's over," the boys aren't at all unhappy about it.

The duo took over El Chico in mid-February, 1938. Spring and summer of that year found them in the "unique" class—actually making well over the rug in a summertime Miami Beach niter.

With a terrific winter boom, local

Quite a Load

CHICAGO, April 8.—Even the colored waiters help carry the burden of the new Panther Boom in Sherman Hotel's College Inn.

The boys are wearing four-pound turbans without the evening in keeping with the atmosphere of the new setting, and if you will ask them they will tell you that that's quite a load.

politicians went berserk and ordered a midnight music curfew for all drinkeries and night club license, a two gee-affair. This, coupled with a 2 a.m. lock-up, turned this season into a skullache for more than one spot.

El Chico's books, however, while not showing as many lovely numbers as they should, went ahead of '38 in spite of one hour less music and two hours less action.

The opening paragraph should now be somewhat clearer.

The club has signed a rumba band for the summer. Don Quintana's Cuban crew with Rudy Cortez as vocalist, maracas and front man, Cortez has an excellent tenor voice and is well liked.

The "country store" which "made" the summer and which has been put on every Tuesday since May has now been augmented by movies of the action on that evening. The first week the place was jammed and a hot double attraction is now on the horizon. Set-up is simple, with a small 16mm. camera recording and with pictures shown the following week. Expense is minor and entertainment is great.

Rumba contests are held Thursday and draw a Latin and American crowd. Specialty and novelty nights are definitely the answer here for plausible and profitable summers.

HAMMOND, La., April 8.—Felix's night club was opened on Highway 51 last week by Felix Costanza. New building contains 1,800 square feet of dance floor with a semi-circle stage for acts. Frank Silva and ork, with Carmen Ossa, booked for first month.

Talent Agencies

JACK LEAR, former publicity man for the Park Central Hotel, New York, and other spots, has joined the New York MCA office. Handling advertising and publicity.

... ANNE FRINGOLD is up with the WEIN Artists Bureau, New York.

... JACK W. KINGSBLEY has opened the Variety Entertainment Bureau, Hartford, Conn.

AL BENSON, manager of Brunner Productions, Cleveland, is again booking the Club Regal and Avalon Club, that city.

... WALTER S. WEDDS has left the Affiliated Booking Agency, Chicago, with Bert Peck remaining in sole charge.

MARTY WHYTE, former Chicago booker, returns to that city this month to join Eddie Sligh's office. Whyte has been in New York for the last several months.

TOMMY SACCO, Chicago, is booking Carl Ellis' remodeled Club Silhouette in that city. Placed Dee Downing, Betty Jerome and Larry Forbes for indefinite runs.

HAROLD AUSTIN, Buffalo, books his own as well as other bands. His mainstays are Bunny Wilson, Les Erlenback and Allen Brook. He started at the Glen Park Casino last week and will also handle special engagements after hours for St. John Canteen's annual dance April 9 and Canine College dance at the Statler Hotel April 10.

... RAY E. KNEELAND, Buffalo, has under exclusive management the Four Jay Sisters. He is booking Les Brown and his Duke Blue Devils for the Medina Hospital dance April 14.

SAM ROBERTS, Chicago agent, has left for the West Coast on a month's vacation.

STANLEY WOOLF, New York, now is the exclusive booker for Butler's Tap Room, New York.

RAY E. KNEELAND, Buffalo, just added the Marconi Club, Warren, Pa. Also booking the Buffalo Athletic Club Saturday night dances.

... MANTZ KILGORE, Buffalo, will supply talent for the Buffalo Athletic Club's Backer's Frolic; also for the Junior Chamber of Commerce.

Barney Rapp Opens April 12

CINCINNATI, April 8.—Barney Rapp, ork leader, formally opens his own night spot, Barney Rapp's, at 440 Reading Road here next Wednesday night. Rapp has spent the last two weeks rehearsing a new combo and completely reamping what was the former 444 Club. In addition to early-evening network strings Rapp Band will do a daily stint over WLW's 500,000 at 1 a.m., when the station ups its usual 50,000 wattage. Rapp may put in 1939 shows at a later date. The new Cincy niter has an attractive outdoor sanctum for the hot days. Doris Day has been engaged as singer with the Rapp combo.

Providence Club Reopens

PROVIDENCE, April 8.—Hollywood Supper Club, 78th road, Warwick, reopened last Thursday under new management. Plans to use floor shows, dance orchestras. Emphasizing lower price policy in ads.

Dick Harris Buys Club

ST. PETERSBURG, Fla., April 8.—Dick Harris, president of Model Shows, has purchased the Greyhound, night club here. Place has been laid out anew and an orchestra booked in. New policy is no cover and spot is reported doing very well.

New London Vaude Spot

LONDON, April 8.—A new vaude house on Old Kent road south of the Thames will open soon with a seating capacity of 1,800.

Movies in Night Club

MILWAUKEE, April 8.—Latter spots to offer the 16mm. on-time silent movies is Billy Knack's New Trocadero cafe. The niter is playing comedies, melodramas and shorts on a full-size screen.

Before its conversion into a night club the Trocadero was the Comfort Theater.

Service!

CHICAGO, April 8.—Strange as it seems, the only reason the Stevens Hotel is keeping the 14th floor open between conventions is because the team of Rodrigo and Francine have their rooms there.

The management does not want to bother them moving and, as a result, is keeping the floor of 130 rooms in circulation.

Paul Field Stages Units

DETROIT, April 8.—First of a series of Paul Field Revues opens April 10 at the San Diego Cafe here. Field, who has produced revues formerly playing over the Butterfield Circuit, is making his night club debut with these units.

First show will feature *The Daughter of September Morn*. Miniature revue style, with five principals, will be followed. Shows are being booked thru the Artists Service Bureau.

AFA Hits Forced Mixing

PITTSBURGH, April 8.—AFA has begun drive against clubs that demand that entertainers mix with patrons at tables. Spot's compelling double-duty for single wage are primarily in suburban and country areas, according to AFA agent George LaRay.

Plantation, N. O., Reopens

NEW ORLEANS, April 8.—Pete Belmont, is planning an Easter reopening of his Club Plantation under new title of Swing Club, with Louis Prima and ork for opening night.

Bum's Reopens April 12

PHILADELPHIA, April 8.—Benny the Bum's will reopen April 12. The entire place has been engaged by the Philadelphia Retail Druggists' Association. The Rimac open.

Torrington Goes Vaude

TORRINGTON, Conn., April 8.—State Theater, operated by the Strand Amusement Co., has switched over straight pictures to unit stage shows the first three days of the week and amateur shows Saturday nights. New policy is doing very well, according to Manager Pearce Parkhurst.

RKO Shifts in Dayton, O.

DAYTON, O., April 8.—Joe Coetz, assistant to Col. A. F. Friedmanfeld, RKO division manager at Cincinnati, has been named RKO manager for Dayton, succeeding Millard M. Bhettner. William H. Clark, recently in expectation work with United Artists, has been appointed manager of the RKO Keith house here, succeeding Duane Hatfield. Changes take effect immediately.

HILDEGARDE Singing Star of "99 MEN AND A GIRL" Wednesday, 10 P.M. (EST), Over CBS. Appearing Nightly SAVOY PLAZA HOTEL, N. Y. Exc. Rep.: JACK BERTELL. Per. Mgr.: ANNA SOJENOE.

JOHN GALLUS Presenting An Original Clarinet Juggling Fantasy and Dancing Puppet Revue currently with the **MAE WEST SHOW** via MARK & EDDY

RALPH COOK "THE IDIOT'S DELIGHT" NOW STATE-LAKE THEATER CHICAGO Personal Management—JOHN KING ALSO 15TH WEEK BALI BALI CLUB CHICAGO

MARY STONE "Crown Princess of Pep" NOW—STATE-LAKE THEATER, CHICAGO

A Tip to SMART AGENTS and BOOKERS

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

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

Int'l Casino Show To Cost 50 Grand; Weekly Talent \$10,000

NEW YORK, April 8.—The International Casino, which was recently taken over by Alex Pinn, proprietor of the Club Mayfair, Boston, at a cost of approximately \$100,000, is set to open May 3 with a revue type show costing \$50,000, according to Pinn.

If the present plans for the show are carried out, talent costs will run almost \$10,000 per week, says George Hale, who is staging it. While no acts have been set yet, Hale said that they are dicker-ing for a couple of names and about a half-dozen novelty acts, in addition to a line of 40 girls. Show will be a departure from the type of entertainment the International Casino has been running in the past.

The upstairs room, formerly the Streets of Paris, will be converted into a cocktail lounge which will be open after-noon. Cost of alterations will run around \$50,000. House will operate on a \$230 minimum. Oscar Blum-ovich took over the hat-check conces-sion for \$50,000.

Pinn and Hill also signed an agree-ment with the American Federation of Actors. New agreement calls for a \$40 minimum for chorus girls and \$50 for principals, as compared to the \$40 and \$45 minimums of the old International Casino management. The contract also provides that the chorus receive rehearsal pay of \$15 for the second, third and fourth weeks of rehearsal and \$30 and \$20 for the fifth and sixth weeks, with full pay from then until the show opens. First week is free. Chorus will receive \$10 and \$15 respec-tively for "trial performances."

Joe May signed an agreement to pay back a percentage of the old salary debt when the Casino folded several months ago, after the bank liquidates the ownership.

Terrace Room Revamps

The Terrace Room of the Hotel New Yorker, which has been playing name bands for the past year, is being redecorated into an ice palace for the opening of its new ice show beginning April 25. Room will be called the Ice Terrace. Jan Garber's Band will be on the stand. Only new club scheduled to open, outside of

Int'l Nitery Owners Meet in N. Y. June 13-16

NEW YORK, April 8.—Night club and restaurant owners from all over the world will participate in a four-day convention to be known as the International Restaurant Conference at the Hotel Astor from June 13 to 16, inclusive. June 15 and 17 will be spent in Atlantic City. Approximately 10,000 delegates from the United States, South America and Europe will gather here to discuss restaurant and night club conditions, food costs and talent problems.

Benito Collado, owner of El Chico, local Spanish night spot, is chairman of the reception committee, which will have charge of arrangements and reservations. He revealed that many talent agencies and agents have offered to "addition" talent on the cuff by putting on free shows but they turned down.

Out-of-town night club owners, Collado said, will make the rounds of the elite dark spots, night houses and night shows and judge for themselves.

Manufacturers of nationally advertised products who have sponsored radio programs have also contacted the committee to put on their air shows and special exhibits for the delegates but were also nixed.

Pans Studio Audiences

ST. LOUIS, April 8.—The Post-Dispatch, reprinting an acute obser-vation by Lou Schuler, said in a recent issue:

"If the patrons of local theaters would respond to stage acts with the same hysterical, frenzied applause they accord ordinary singing, pass-jokes and common jazz music in radio studios, it is safe to assume we would have vaudeville back in a short time, and cheap vaudeville at that."

LaConga, previously announced, will be in the heart of Greenwich Village and operated by Don Dickerman.

Also scheduled to open April 26 at 47th and Broadway is Morton Dale's Alcazar Music Hall, theater-restaurant, showing streamlined matters, on a policy patterned after John and Jerrald Krinsky's late American Music Hall; Alcazar show, *The Fall of Mabel Gray* will have audience participation. Show is in verse, authored by Dale. Linda Fraser will have the lead. Music by Dale. Kenneth Bartlett and Art Stanley. Spot will have a per cent charge of 55 and 95 cents. No dancing.

Arabian Nights Club folded Wednesday. Bayo and Waldi will appear in the opening show of Ben Marden's Riviera, starting May 4, with Joe E. Lewis as emcee, and Faith Bacon. Chester Hale staging the show.

Also set to reopen May 4 is the Pierre Roof, atop the Hotel Pierre, which has been redone at a cost of \$33,000. Talent will feature name performers and name bands.

Better Niteries, Club Dates Keep Detroit Acts Busy

DETROIT, April 8.—Activity among local bookers indicates business is concentrated chiefly in better class night clubs, and in private club dates, with business generally poor in other night spots.

Typical is the switch to booking out-of-town lines at the Bowery. Peter J. Yodice brought in a line, Six Debutantes, for a two-week run instead of the cus-tomary holding the girls indefinitely.

Michigan Vaudeville Office (Ray Conlin) has added the Main Street Bar, with Al Bolasco, as emcee, and Dog Carlin to his list. Manager Jack Schryer is using a weekly change of bill.

Conlin has just completed three Cana-dian shows, using four acts, with him-self as emcee.

The Conlin office is booking occasional spot shows in up-State theaters, chiefly Pontiac, for the Butterfield Circuit, handling about the only vaude booked locally, aside from the experimental policy booked at United Detroit theaters.

The one week of vaude with Major Bowes' *World's Fair* unit at the Broad-way-Capitol will be deflated, all the vaude the UDT Circuit will put in this house. House returns to straight pic-tures. This show was in a "stale" booking, due to the fact that the Bowes unit was open and UDT just made a spot for the show.

Club Esquire, Toronto, Closes Following Raids

TORONTO, April 8.—Club Esquire closed its doors "definitely" Monday night as a result of continued police visits since March 17, when it was said a few pieces of equipment were seized from the game room. Mr. Beasley, prop-rietor, declared he had no other alter-native, complaining that the police raids killed his business.

The climax came Monday night when the officers visited the club twice, frisk-ing the patrons for hidden flasks. (Ontario liquor laws do not permit clubs to sell or dispense alcoholic beverages.) The late floor show was canceled Monday night and the cast left for New York on the midnight train.

Providence Law Easier

PROVIDENCE, April 8.—Bureau of Police and Fire has partially lifted re-cently imposed restrictions on liquor sales and granted light holders of first-class tavern licenses privilege of selling drinks until 1 a.m. except Saturday and Sunday nights. Hotels affected are Bil-more, Crown, Drayfus, Narragansett, Republican, Rialto, Washington and Heidel-burg.

Milwaukee Club's Talent

MILWAUKEE, April 8.—Karl Ratnow's Restaurant is now presenting nightly entertainment except Mondays and Tuesdays, featuring Walter Merhoff, tenor and singer, Helene Sturm, con-tractor, and Seppi Bock's Bavarian Or-chestra.

Reviews of Units

"Folies des Femmes"

(Reviewed Saturday Afternoon, April 8, State-Lake Theater, Chicago)

This show has been patched together by Leon Miller, of the A. B. Marcus school, with the aid of the Balaban & Katz officials who contributed a generous sum for talent and opened their cos-tumes and scenery warehouses. It is worthy of mention, for this type serves as a relief from standard vaude bill set-ups and has many exploitation possi-bilities.

Miller did a good job with the produc-tion numbers, considering the fact that the 24 girls do little dancing and are not unusually attractive. They wear costumes well, however, and with some proper padding create an illusion of color and loveliness. Routinings are typical of any Marcus production and it is ripe for the local rounds again.

Ralph Cook, hit comic, carries the burden well in a show of this type. It's mostly low but amusing comedy. Works in several spots, using three stooges to advantage in a magic burlesque, and reaches the best-comedy spot with Dorothy Oliver, heavyweight prim, when he supplies his hands for one of her opera numbers.

Real high spot is the unusual adagio turn of the Knight Sisters, two graceful kids who display stage tricks in an offer-ing that is above the average. They are youthful and person winning per-sonalities. Another equally strong turn is contributed by Armand and Lita in a sensational apache. It is fast and crammed with thrills.

Miller himself makes a good impres-sion with a solo dance act in which he interprets steps of 60's. Very entertain-ing. Mary Stone capably fronts the line in a swiny routine and holds the attention in a comedy walk with Miller, latter follows the straight number danced by DeHenri and Oergine, which is only mild fare.

Frank Statet, three singing teams, dis-appoints. Voices do not blend and pres-entation of songs is inferior league stuff. June Hart, a Simone Simon looker, glazes in an early spot with an accor-dion and tap session.

Orlana and Brona are featured in an *Artist's Dream* spectacle and they stand out with a novel gold-point number, dra-matically executed. Les Mason and Sharon DeLond are able production singers.

Prevue N. Y. World's Fair

(Reviewed Friday Afternoon, March 24, Paramount Theater, Newport News, Va.)

Despite its cumbersome name and an absence of anything in the way of flash acts, this one actually achieves smart-ness and shapes up into a good hour's entertainment.

Nicholas Bolla's current formula, for success is Elaine Dowling and a 10-piece girl band, around whom he has built a show with three neat specialties and a shapely eight-girl line.

The Dowling lass is what makes the show go. Blond, personable, versatile, she leads the pit band, serves as emcee, sings a couple of numbers in good voice (her diction is excellent) and dances acceptably.

Jed Dooly, comic, kids the audience along in rare informal vein. Some of it went over the customer's heads, but he's there just the same. Audrey Dooly is the decorative half of the act.

Don Zeleny, roly-poly pianist, was well received here. The crowd went for his comedy, rather than his lighy-tickling. Other specialty is the Three Arnolds, girl and two men, doing some mighty difficult acro stuff in a different way. This act could be built up with brighter costuming and a few trappings.

There are two specialty dances, Merky Hart leading the chorus in a wholesale fan dance behind a unique lighting ar-rangement, and Mile, Cheryl doing a bat dance of which the only novelty was the costume. Cheryl is nicely costumed and showcased well here but was handicapped by shabby stage.

"Mikado in Swing"

(Reviewed at Chicago Theater, Chicago, Friday Afternoon, March 31)

This city, for one, has been Mikado-conscious for months due to Uncle Sam's recent enterprise in the Great Northern Theater which, after a lengthy run, was moved to New York to compete with

another Mikado production staged by a professional cast. In this case the ac-tivity stimulated Harry Rogers, Chicago unit producer to fly to vaude-house measurements of swing version of the Mikado and Sullivan garment which for years has been displayed with so much pompousness by the D'Oyly Carte Opera Co.

The story remains of secondary im-portance and the dialog is scissored to a meager minimum, with most of the 60-some minutes taken up by jitterbugging spectacles of song and dance, intended as it is for mass consumption, a good many of the movie house audiences prob-ably have never seen *The Mikado* in its flesh-and-blood form and will con-sequently not scoff at the sight of its true form.

A cast of over 50 Negroes participate, grotesquely costumed in fresh outfits and backgrounded by a pretentious Oriental setting. The talk by the principals, partly the fault of the careless script tappers and partly due to improper delivery (exaggeration of satirical pas-sages, in particular by the players.

Best are the swing dances of the show's hit tunes, arranged with streamlined ef-fects by Anton Lamb and grunted by a large mixed chorus of lively steppers. These moments find the stage filled with rhythm and color. The singing is com-paratively good, particularly during the feverish renditions of *Three Little Words* and *Let the Punishment Fit the Crime*.

Jimmy Stanton is credited with the direction. Sam Hontigberg.

"Rodeo of Rhythm"

(Reviewed at the Weller Theater, Zanesville, O., Friday night, March 24)

A round-up of song, dance and mu-sical varieties, featuring the Texas Cow-boy Swing Band, unlike most hillbilly and cowboy touring unit is full of real entertainment.

Jack Shea, sponsor, has wisely selected the personnel, all of whom are talented. Offering is diversified and expertly presented.

The Western whoopee revue reveals yodeling, swing music, hillbilly and Western tunes, dancing and many novel-ties. Cowboy bands versatile and plays its assignments with much gusto. Gen-eral of the boys have good voices.

Billie Berger, cute little girl, offers an acrobatic novelty that is sock. She introduces a triple twist seldom at-tempted by dancers of her calling. Middle Joyce sings well. Mary Keller sings in fast tap and her work came in for a good share of the applause.

Standout of the lineup is a May we'llly song, Little A-Flat, which does a routine of the most difficult tricks, many seen here for the first time. Canine bows out after doing *The Big Apple*.

Unit has been playing *Choo Ohio*, mostly at de luxe film houses. House at the early show was almost full.

Film fare, *The Saint Strikes Back*, (RKO), Rex McConnell.

Major Bowes' Swing School

(Reviewed Friday Evening, March 31, at the Hippodrome, Baltimore)

Holding forth for 60 minutes is Major Bowes' *Swing School* unit, with the youngsters being billed as hand-picked by the Major himself. What the per-formers lack in polish is made up by their earnest efforts to entertain, and, for the most part, they did just this, judging from audience response.

The four jitterbugs open with crazy cavorting. The team in blue is the better of the two, but this entire type is over-run and on view at any public dance hall. A combination of rhythm and comedy swinging stamp the *Swing School* as having possibilities. Bill, colored, does an out-poclar sound and provokes laugh-ter with their unique facial expressions and antics. Receive a big hand. Loda Cort follows with *Always and Always* and, the she has a pleasant voice, *Always and Always* and the *Swing School*.

Initiating various bands with remark-able accuracy, Jack Murray clicks big, using only his hands and mouth to pro-duce the instrumental sounds. The Boyle team hops in with some neat dancing. A difficult tap routine is revealed on small step platforms, while their drunk skill is combined with a novelty song. Jerry Lane, emcee, proves he is far a better emcee. His over impersona-tions bring forth heavy applause. Lynn Yee

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

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Aaron, Hugh, & Sanford (Chicago) CHI, t. Adams, Guy (Le Mirage) NYC, re. Adams, Emily (Earle) Washington, D. C. t. Adams, Richard (Dancers) (RKO Keith-Boston) Boston, t. Allen, Roberta (McAlpin) NYC, t. Allen & Kent (Casa Manana) NYC, re. Allen, Kirk (Palomar) Los Angeles, re. Aloma Princess (Jimmy Kelly's) NYC, re. Amey, Jimmy (Gay '90s Club) re. Amey, Albert (Duke Society) NYC, re. Anderson & Allen (Palmer House) CHI, h. Andrews, Joanne (Olmstead) Providence, R. I. Antoine & DuBarry (The Top) Montreal, Que., re. Anthony, Lynn & Hodge (Royale) (Proctor) CHI, re. Apollo, Dave (New Orleans) NYC, t. Argen, Dorothy (Hurtler) San Francisco, re. Arnes, Kay (Mad-Hell) CHI, re. Aruda (Oriental) CHI, t. Armstrong, Harry (Diamond Horseshoe) NYC, re. Asch, Mischa (Chicago) CHI, t. Baird, Bill (Colosseum) CHI, re. Baker, Bonnie (Hill) Indianapolis, t. Baker, Marc (Hill) CHI, re. Baker, Jule (House of Murphy) Hollywood, re. Baker, Eddie (Clover Club) Portland, Ore., re. Baker, Eddie (Old Romanians) NYC, re. Baker & Gray (Club Tivoli) Juarez, Mexico, re. Barclay, George (La Fonda) Hollywood, re. Barclay, Don (Casa Manana) NYC, re. Barclay & Bates (Paramount) NYC, t. Barclay, Sheila (Dorothy Hill) Newport, Ky., re. Barston, Dick (Palmer House) CHI, h. Barston, James (Casa Manana) NYC, re. Barston, Lulu (Diamond Horseshoe) NYC, re. Barstons, The (Colton Club) NYC, re. Barstons, Pierre (Monte Carlo) NYC, re. Barstons, Arthur (Gay Nineties) NYC, re. Bell, Carolyn (Queen Mary) NYC, re. Bell, George (Earle) Washington, D. C. t. Bell & Gray (VFW Club) Albany, re. Bell's Hawaiian (Palace) Miami, O. H. (Ohio) Xenia, 12-12; (Hilbert) Pontiac, Mich., 12-12; (Shelbygan) Shelbygan, Wis., 12-12. Belostsky, Boris (St. Regis) NYC, h. Bennett, Elmer (Old Romanians) NYC, re. Bennett, Tony (808 Club) CHI, re. Bennett, Herman (Romanian Village) NYC, re. Bernhardt & Graham (Stevens) CHI, h. Berry Bros. (Casa Manana) NYC, re. Bishop, Freddie (Radio Franks) NYC, re. Blair, Kay (Top Hat) Union City, N. J., re. Blanche, Jeanne (Paradise) NYC, re. Blough & Harding (State-Lake) CHI, t. Blough, John (Colonia) Dayton, O., re. Boak, Inga (Jimmy Kelly's) NYC, re. Boeck, Major, World's First Show (Capitol) Detroit, t. Braillon, Bernie (Bradford) Boston, h. Bress, Lou, & Band (Oriental) CHI, t. Briker, Gertrude (Top Hat) Union City, N. J., re. Brock, William (Pan-Pacific Rink) Los Angeles, t. Brodie, Artie (Chalmers) Rochester, re. Brown, Jimmy (Comedore) NYC, h. Brown & Ames (Pal.) CHI, t. Brown, Robert (Nubian's Casino) Huntington, N. Y., re. Bruce, Don (Hick Club) NYC, re. Buck & Bubala (RKO Keith-Boston) Boston, re. Burns, Jimmie (Radio Franks) NYC, re. Burns, Betty (Lookout House) Covington, Ky., re. Byrns, Bernice (Pennsylvania) NYC, h. Byrnes, Jimmie (Chalmers) Milwaukee, t. Byron, Dorothy, Girls (Stevens) CHI, h. C. Caffer, Emma (Harry's New York Bar) CHI, re. Campbell Trio (Monte Carlo) Tucson, Ariz., h. Carlson, Joyce (Club Tivoli) Juarez, Mexico, re. Carlson & Shalita (Big Rock Club) Baltimore, re. Carman, William (Wallon) Phila, h. Carnegie, Andy (B & B Nut Club) Brooklyn, re. Cassinger, Imogene (Weylin) NYC, h. Carr, Billy (808 Club) CHI, re. Carron, Dorothy (The Brook) Summit, N. J., re. Carron & Dale (Huron Cafe) Pittsburgh, re. Carter, Betty (Jimmy Kelly's) NYC, re. Carter & Bowler (Barbary Coast) NYC, re. Carter, Sonny (808 Club) CHI, re. Carter & Schaub (Jimmy Kelly's) NYC, re. Catter, Joan (Rainbow Room) NYC, re. Cassard, Julius (Show Bar) Forest Hills, L. I., re. Castle, Three (Paradise) NYC, re. Castle & Lyle (Havana) Madrid) NYC, re. Chamber & Fox (Wallon) Phila, h. Chamber, Lila Grey (Hill) CHI, re. Chamber & Barbara (Henderson) Phila, re. Chamber's Marionettes (Merry-Go-Round) Dayton, O., re. Chamberlain, Eleanor (Stevens) CHI, h. Chair, Dorothy (Blackhawk) CHI, re. Chair, Deborah (Hill House) Columbus, O., h. Chair, June (Belmont Plaza) NYC, h. Clark, Kenneth, & Mary Carroll (Midnight Sun) NYC, re. Clark, Lew (White) NYC, h. Cohen, Mary (Mad Funn) NYC, re. Cole, Jack, & Bellini Dancers (Casa Manana) NYC, re. Collins, Jack (808 Club) CHI, re. Collins & Berry (Hill House) Columbus, O., re. Collins & Bradley (Plantation) NYC, re. Collins, Orice (Club Monte) Atlanta, Ga., re. Collins, Eddie (Fountain) Detroit, re. Coll. Ethel (Barrymore) (Earle) Washington, D. C. t. Condon & Mella (Oriental) CHI, t. Cook, Ralph (State-Lake) CHI, t. Cook, Joe (Bradford) Boston, h. Cook, Elizabeth (Kil Kall) NYC, re. Cooper, Beryl (Leon & Eddie's) NYC, re. Cooper, Rod (Florentine Gardens) Hollywood, re.

Cortez, Sammy (Kil Kall) NYC, re. Cortez, Nadine (Russian Art) NYC, re. Cortez & Palmer (Ches Casolino) London, re. Cotter, Mary (Wallon) Phila, h. Covert & Reed (Warwick) NYC, h. Coy, Johnny (Earle) Washington, D. C. t. Coyle, Dorothy (Rocky) NYC, t. Cross & Dunn (Ches Parlor) CHI, re. D. D'Arcy Girls (Pittsburg) Kan. D'Avales, Rita (Veranda) NYC, re. Dabidoff, Opal (Penthouse) NYC, re. Dagmar (808 Club) CHI, re. Dale, Sam (Berkeley) Brooklyn, re. Daniels, Jimmy (Le Ruben Bleu) NYC, re. Daniels, Billy (Mammy's Chicken Farm) NYC, re. Darc, Yvette (Midnight Sun) NYC, re. Darc, Joan (808 Club) CHI, re. Darling, Jean (Huron Cafe) NYC, re. Davidson, Gregory (Rainbow Room) NYC, re. Davis, Dolly (Lebanon) NYC, h. Davis, Joan (State) NYC, t. Davis, Ruth (Palmer House) CHI, h. DeBevoise & Johnson (Lyons) Seattle, re. DeBorja, The (Casa Manana) NYC, re. De LaFonda, Peggy (Jimmy Kelly's) NYC, re. DeBren & George (State-Lake) CHI, t. DeLaney, Edith (Two o'clock Club) Baltimore, re. DeGuz, Donette (Florentine Gardens) Hollywood, re. DeHise (Paramount) NYC, t. DeHahn, Sister (Edward) Jamestown, N. Y., re. De Marco, Isabel (Madison) Canton, O., h. Devlin, Helen (Bradford) Boston, h. DeVoed, Johnny (Hilbert) Newport, Ky., re. Diamond Brothers (Barry) London, h. Dick, Don & Dixie (Chicago) CHI, t. Dickson, Ray (Mad-Hell) CHI, re. Dimes & Anita (Clover Club) Portland, Ore., re. Dominguez, Paquita (El Chico) NYC, re. Donahue, Walter (Baltimore) Providence, h. Donahue, Ralph (Hilbert) Dayton, O., re. Donnelly, Harry (Gay Nineties) NYC, re. Dore, Princess (Barbary) Brooklyn, re. Dorn Bros. & Mary (Oriental) CHI, re. Dory, Vera (Wooder Bar) Union City, N. J., re. Dorsey, Tommy & Band (Paramount) NYC, t. Doyle, Buddy (Diamond Horseshoe) NYC, re. Drachen, Russel & Jackie (Top) NYC, re. Drayton, Sisters (Jack-Palm Gardens) Columbus, re. Dreyer, Rod & Franice (Book-Cadillac) Detroit, h. Driscoll, Chester & Co. (Colonial) Dayton, O., t. Dunbar, Dixie (Riverdale) Milwaukee, t. Dunn, Jerry (Hawken Gardens) San Jose, Calif., re. Dupont, Dora (RKO Keith-Boston) Boston, t. Dwyer, Agnes (Little Club) NYC, re. E. Elard, Jimmy (Indigo Cafe) North Hollywood, re. Entenza, Johnny (Geo. Washington) Jacksonville, Fla., h. Ertice & Novello (Park Central) NYC, h. Eva Marie (Le Ruben Bleu) NYC, re. Everett & Conway (Riverdale Club) Oesper, Wyo., re. F. Farley, Billie (Orlando Tavern) Kansas City, Mo., re. Farrell, Bill (Huron Cafe) NYC, re. Farrell, Jack (Belmont) Hempden, Mass., t. (Lyons) CHI, re. Fay, Vivian (Earl Carroll's) Hollywood, re. Faye, Gladys (Jimmy Kelly's) NYC, re. Faye, Frances (Penthouse) NYC, re. Faye, Gloria (Rose Bowl) CHI, re. Feltz, Mrs. (Hilbert) Washington, re. Feltz, Kay (Diamond Horseshoe) NYC, re. Fellows, Marie (Two o'clock Club) Baltimore, re. Florentine Notes, Four (Club Mayfair) Boston, re. Fryson, Bobby (Dude) Ranch) Berwyn, Md., re. Fuchs, Eileen (Oriental) CHI, t. Fuchs, Edna (Shoreham) Washington, D. C., h. Furella & Boyette (Baltimore) Providence, h. Flowering, Opal (Green Mary) NYC, re. Folsie de Fremont (State-Lake) CHI, t. Ford, Mickey & Marion (Leon & Eddie's) NYC, re. Forrest, June (Earl Carroll's) NYC, re. Foster, Gae, Gloria, & Charles) Washington, t. Foster, Gae, Gloria (Earl Carroll's) NYC, t. Fox, Vivian (Village Brewery) NYC, re. Francis, Emma (Diamond Horseshoe) NYC, re. Francis, Anne (The Hill Spot) Ft. Worth, Tex., re. Frank & Jean (Looking Home) Covington, Ky., re.

Franklin, Rod (Florentine Gardens) Hollywood, re. French, Eleanor (Stark Club) NYC, re. Frick, Ruth (Nissa Cafe) Pittsburgh, re. Frost, Jack (Indigo Cafe) North Hollywood, re. Fulton & Wells (Oriental) CHI, t. G. Gaby, Frank (Paramount) NYC, t. Galante & Leonard (Harry's New York Bar) CHI, re. Gallagher, Rubber Face (Radio Franks) NYC, re. Gallagher, Ruth (Huron Tavern) NYC, re. Gall, Yola (Casa Manana) NYC, re. Gable, Geo. & Pal Rowdy (Rocky) Cleveland, 14-15, t. Gentry, Tex (Chateau Moderne) NYC, re. Gerra, Dorothy (Earl Carroll's) Hollywood, re. Gerrita, Paul (Earl Carroll's) Hollywood, re. Gilbert, Ethel (Radio Franks) NYC, re. Gillick, Pat (Osborn) Cincinnati, h. Ginn & Jenkins (Cotton Club) NYC, re. Glover & James (Cypriotes) Rio de Janeiro, re. Gomez, Roberto (El Chico) NYC, re. Gomez & Moore (Earle) Phila, h. Goodale & Christine (Jimmy Kelly's) NYC, re. Goodale, Lulu (Colosseum) CHI, re. Gower & Jeanne (Rainbow Room) NYC, re. Grace, Teddy (Oxy) NYC, re. Grace & Scotty (Victorian) NYC, h. Gray, Bernice (Gay Nineties) NYC, re. Gray, Jack (Park Lane) NYC, t. Gray & Bergen (Harry's New York Bar) CHI, re. Green, Michel (St. Regis) NYC, h. Green, Al (Swing Club) NYC, re. Green, Bernice (Earl Carroll's) CHI, re. Greer, Mrs. (Cairo Room) NYC, re. Grey, Betty (Bismarck) CHI, h. Grey, Joan (Earle) Phila, re. Griggs & Hyman (State-Lake) CHI, t. Guy, Harrington (Plantation) NYC, re. Gysander, Baron (Wivel) NYC, re. H. Haskin, Paul (Chicago) CHI, t. Hager, Clyde (Diamond Horseshoe) NYC, re. Haines, Dale & Simpson (Leon & Eddie's) NYC, re. Hale, Chester, Girls (Pal.) CHI, t. Haley, Patsy (Oscar Diner Club) San Antonio, re. Halloway, Tige, American Band; Cleveland, Tenn. Hammond, Earl P., Casino Troupe (The Bellies of 1937) Atlanta, Ga. Hancock, Do (B & B Nut Club) Brooklyn, re. Hans Bros. (Huron Cafe) Pittsburgh, re. Harp, Les (Oriental) CHI, t. Harrington, Pat (Earl Carroll's) NYC, re. Harris, Mary (Barbary) Brooklyn, re. Harris, Kathleen (Earle) Washington, D. C., re. Harris, Val (Indigo Cafe) North Hollywood, re. Harrison, Spike (Gay '90s) NYC, re. Harrison & Fisher (Earl Carroll's) Hollywood, re. Harris & Hoot (Nocell) Minneapolis, h. Hart, Orla (Palomar) Los Angeles, re. Hart, June (State-Lake) CHI, t. Hartman, The (Hilbert) NYC, re. Hartwig, Bernard (Village Brewery) NYC, re. Haskin, Seaver, Steve (Earle) Rocky Mountain, N.C. 15 (Carolina) Burlington 12; (Carolina) Ochsboro 13; (Ocm. Kar. napolis 14; (Carolina) Asheville 15; t. Healy, Dan (Top Hat) Union City, N. J., re. Healy, Jackie (Riverdale) Milwaukee, t. Herbert, Frances (Billie) NYC, re. Hill, George (Huron Cafe) NYC, h. Hill, Edna (Earle) Phila, re. Hill, Holliday, Billie (Gay Society) CHI, re. Holmes, Joanne (Barbary) Buffalo, re. Hope, Glenda (Barn Bowl) CHI, re. Hopkins, Bob (New Village) Toledo, O., re. Houston & Harden (Royal Palm) Miami, re. Hovler, Winnie (Earl Carroll's) NYC, re. Howard, Shamp (Huron) Hollywood, re. Howard, Sharon (Monte Carlo) NYC, re. Howard, Joe E. (Diamond Horseshoe) NYC, re. Hoyward, John (Rainbow Room) NYC, re. Hubert, John (Fifth Avenue) NYC, h. Huber, Lybeth (Baltimore) NYC, h. Hutchinson, Hal (Baltimore) NYC, h. I. Iles, Steve (Gay Nineties) NYC, re. Istinia, George (Russian Art) NYC, re. Jack & Jill (Netherlands Plaza) Cincinnati, h. James, Harry (Pennsylvania) NYC, re. James, Jacquelyn (Marjorie Tavern) Lima, O., re. Jarrett, Ari (Rocky) NYC, t. Jarvis, Sam (Earle) NYC, h. Jenkins, Patsy & Ted (Village Barn) NYC, re. Jennings, John (Florentine Gardens) Hollywood, re. Jennings, Don & Sally (Lookout House) Covington, Ky., re.

Johnson, Myra (Colton Club) NYC, re. Johnson, Jack (Casa Manana) NYC, re. Jones, Oren (Leon's) NYC, re. Jovely, The (Casa Manana) NYC, re. K. Kamin, Lilla (Colosseum) CHI, re. Kamin, Kapert (RKO Keith-Boston) Boston, re. Kaplan, Klara (Russian Kretchma) NYC, re. Karavoff, Simon (Russian Kretchma) NYC, re. Karole (Baltimore) Los Angeles, re. Kap, Dolly (Royale) CHI, re. Karson, Maria, Musicales (Oscar) Canton, O., re. Kay, Beatrice (Diamond Horseshoe) NYC, re. Kaye, Evelyn (Baltimore) NYC, h. Kemp, LaRus (Orlando Tavern) Kansas City, Mo., re. Kendall, Sonny (Book-Cadillac) Detroit, h. Kennedy, Pat (Armando's) NYC, re. Kennedy, Billy (Cortez) El Paso, Tex., h. Keenan, James (Leon & Eddie's) NYC, re. Khan-Ahmed (Cairo Room) NYC, re. Kilgus (RKO Keith-Boston) Boston, t. King, Charles (Casa Manana) NYC, re. King, Leo (Hilbert) CHI, t. King, Carol (Paradise) NYC, re. King, Maxine (Harry's New York Bar) CHI, re. Klara, Tiny (Casa Manana) NYC, re. Knight, Sam (State-Lake) CHI, t. Kola, Herbert (Russian Art) NYC, re. Kruger, Jerry (Midnight Sun) NYC, re. L. La Bruun & Campbell (Merry-Go-Round) Dayton, O., re. Lader, Pat (Casa Manana) NYC, re. Lane, Lorebirds, Jack (Paradise) NYC, re. Lane, Mary (Jimmy Kelly's) NYC, re. Lang & Lee (Shrine Temple) Springfield, Md. Lathrop Bros. & Virginia Egan (Beverly Hills) Newport, Ky., re. LaVale, Billy (Wonder) NYC, re. LaZelle, Aerial (808) Cleveland, t. LeBeau, Ross (Barbary) Buffalo, re. LeChaire, Jack & Trade (Clover Club) Portland, Ore., re. Lee, Bob (Wivel) NYC, re. Legg, Harris (Pan-Pacific Rink) Los Angeles, re. LeMaire, The (College Inn) CHI, re. Leonard, Hazel (Romanian Village) NYC, re. Leonard, Bobby (Pioneer Nat) NYC, re. Leonard, Ada (Colosseum) CHI, re. Lester, Max (Lyman's) Los Angeles, re. Leslie, Lee (Jimmy Kelly's) NYC, re. Lester, The Great (Oscar's Cafe) Brooklyn, re. Levin, Tiny (Perkins Club) Kansas City, Mo., re. Levitt, Pat & William-Henderson, Ky. Lewis, Ethel (St. Regis) Oakland, Calif., re. Lewis, Mauds Lux (Cafe Society) NYC, re. Lewis, Dorothy (St. Regis) NYC, h. Libuse, Frank (Diamond Horseshoe) NYC, re. Lind, Stella (Diamond Horseshoe) NYC, re. List, Margaret (Hilbert) NYC, re. Little, Joe (Marjorie Tavern) Lima, O., re. Little & Ardo (330 Club) San Francisco, re. Lombardo, Guy, & Orch. (Strand) NYC, t. Long, Avon (Plantation) NYC, re. Lorraine, Jean (Earle) Washington, D. C. t. Lorraine, Billy (Gay Nineties) NYC, re. Lorraine Sisters (Lyric) Indianapolis, t. Los Banchores (Weylin) NYC, h. Louise, Leona (Orlando Tavern) Kansas City, Mo., re. Love, Violet (Harry's New York Bar) CHI, re. Lucas, Lyn (Beverly Hills) Newport, Ky., re. Lucas, Estrellita (Plantation) Jackson, Miss., re. Luciani & Ashour (Casa Manana) NYC, re. Lujan, Tommy (Hilbert) NYC, re. Lynn, Terry (Plantation) NYC, re. Lynn & Marion (Chateau Moderne) NYC, re. Lynn, Patricia (Earl Carroll's) NYC, re. M. Madison, Rod (Gay Nineties) NYC, re. McFarland, Frank (Barney Gallant's) NYC, re. MacFarland, George (Village Brewery) NYC, re. McKay, Sylvia (Midnight Sun) NYC, re. McNeill Sisters, Fox (Lookout House) Covington, Ky., re. Mack Bros., Three (Riverdale) Milwaukee, h. Mack, Mac (Lookout House) Covington, Ky., re. Madam & Thomas (RKO Keith-Boston) Boston, t. Mance & Stafford (Book-Cadillac) Detroit, re. Mangum Sisters (Diamond Horseshoe) NYC, re. Mara (Old Romanians) NYC, re. Marco & Romola (Club Tivoli) Juarez, Mexico, re. Mando & Kane (Colonial) Dayton, O., t. Marilyn & Michael (Rainbow Grill) NYC, re. Marsh, Gloria (Jimmy Kelly's) NYC, re. Martin, Claire (Hilbert) NYC, re. Martin, Gene (Warwick) NYC, h. Martin, Tom, & Orch. (Stanley) Pittsburgh, t. Mason, Les (State-Lake) CHI, t. Massey, Tommy, & Miller, Jo Ann (Palomar) Los Angeles, re. Massey, Emma (Midnight Sun) NYC, re. Merman, Jean (Earle's Cafe) Brooklyn, re. Merriman, Ted (Earle) San Francisco, re. Michon, Michel (Russian Kretchma) NYC, re. Miller, Jacqueline (Hilbert) NYC, re. Miller, John (Club Nomad) Atlantic City, re. Miller, Pat (Show Bar) Forest Hills, L. I., re. Miller, Leon (State-Lake) CHI, t. Miller, George (Gay Wolf Tavern) Youngstown, O., re. Moffet, Adelaide (Ches Parlor) CHI, re. Mohr & Pote (Plantation) NYC, re. Monday & Jane (Hilbert) Ft. Worth, Tex., re. Montmartre Boys (Jimmy Kelly's) NYC, re. Mont, Mimi (Earle) NYC, h. Moody, Gertrude (Village Brewery) NYC, re. Morgan, Johnny (Beverly Hills) Huntington, L. I., re. Moran, Grace (Earle) NYC, re. Morris, Will & Betty (Madison Sq. Garden) NYC, re. Morton, Edy (Dodge Ranch) Berwyn, Md., re. Morton, Ray (Rainbow Room) NYC, re. Moss, Lila (Le Mirage) NYC, re. Mott, Mimi (Earle) NYC, re. Murray, Larry (Le Coq Rouge) NYC, re. Murray & Alan (Old Romanians) NYC, re. (SEE ROUTES on page 65)

\$350-a-Day Smaller Units Getting Work

CHICAGO, April 8.—Small units managed to get by this season, a check-up among local producers reveals. A couple attempts were made to route pretentious shows, but were met with disappointment due to the limited bookings and the uncertainty of percentage dates.

Nick Bolla's latest show featuring Benny Baker, which recently returned from a 32-day jaunt around the East, is a good example of the small budget units that have been keeping the wolf from the door this season. Picking up two and three-day dates scattered around chain and independent operators in Ohio, West Virginia and Pennsylvania, the show, reportedly, had only one losing day. It gets going again this week in the Kentucky area and is booked for another four to five weeks.

Similar routings have been employed by Bolla for his two other units, enlarging them when on occasion big-toss dates popped up and keeping the budget shows to around \$350 a day for the hinterlands.

Mike Taffin nabbed up the Platinum Blower title again and reopened with a new line-up, featuring Nick Lucas, in Zanerville, O., today. Unit has Hank Browne and an all-girl ork, among others, and has five and a half weeks in the tri-state area.

Example of trials and tribulations of expensive shows is furnished by Harry Rogers' Mikado in Suruga, which has a cast of some 60 Negroes. After a short break in date here it picked up Holy Week at the Chicago Theater and has at this writing booked nothing ahead. Originally set for the Michigan, Detroit, opening yesterday, the house canceled it when informed by the local musicians' union that it will have to run stage shows for four consecutive weeks once the theater returns to flesh.

Fox, Philly, in Musicians' Squabble

PHILADELPHIA, April 8.—Vaude may be discontinued at the Fox Theater for 15 weeks, from May until Labor Day, according to a notice given the musicians' union by Warner. Altho Warner may be persuaded against the move if the union will allow it to take advantage of the 15-week lay-off clause in the Fox contract by exchanging that band with that of the Earle.

An arbitration committee has been hearing arguments regarding the shift of orks. The contract was made at the time the Earle was the vaude outlet and the Fox a straight movie house (using an orchestra).

Shubert 3d Indie Vaude for Brooklyn

NEW YORK, April 8.—Al Rogers has leased the Shubert Theater, Brooklyn, and is operating with a split-week policy of attractions and pictures beginning today. Rogers now has two Brooklyn houses, other one being the Riviera, which he books and has percentage interest in.

Following current Nils T. Grandlund unit, Rogers has set for April 11 to 13 Benny Rubin, Fifi D'Orsay, Bob Howard, Eight Hollywood Jitterbugs, France and Ben Pel and Zinn Arthur's Orchestra. Rogers has got Milt Britton's Band and Ben Blue April 14 to 17.

Utica, St. George Vaude Plans Flop

NEW YORK, April 8.—Original plans of bookers Al Rogers and William Miller Agency to inaugurate vaude in Utica and Staten Island did not materialize this season, tho there is some hope half may be salvaged next season.

Utica proposition is out definitely, because the negotiations with Warner theaters revealed operators were interested only in a four-week experiment. It took so long to reach terms with all the unions that the season had neared its end. Management will probably turn its thoughts of flesh again next fall.

Giving Cafes a Black Eye

AUSTIN, Tex., April 8.—Vice clean-up being carried on by County Attorney Paul Holt has collected much damaging evidence regarding conditions in local beer taverns.

Testimony thus far indicates girls' salaries are from \$3 to \$5 a week; they are "permitted" to mix with customers, get a commission on drinks; and told to "hurry back quickly" after meeting boy friends.

Liquor board is co-operating in the clean-up.

Two osterias have already been shuttered owing to evidence already revealed.

More Vaude Being Used in Milwaukee Area Indie Houses

MILWAUKEE, April 8.—There has been during the past week, a mild revival of flesh in several State cities, due in part to the appearance of Paul Stone with Duke Dingley and orchestra for two-day stays at the Capitol theaters in Manitowoc and in Madison.

This show, Night in Miami, included the Glee Club, Nick and Vicki Collins and the Tennessee Hillbillies, and played to better than average business in both spots.

Other houses spotting flesh for one-night stands have included the Supertot Theater at Superior, showing Gordon's Trained Pets and Yoyo the clown; the Majestic at Sheboygan, featuring Percy, the clown, and John Dudley Ball, magician, and Fox's Fopi du Lac at Fond du Lac, which conducted a Jitterbug Jamboree, with Arch Adrian's Men of Note doing the musical honors.

Lulu Belle and Skyland Scotty with the Hayloft Fiddlers, booked March 21 at the Rio Theater in Appleton, were unable to appear because of illness.

Elaire Boyd and her Sisters of Swing, plus Hedy, The Ecstasy Girl, played three shows, daily, March 28 and 29 to good business at the Hollywood Theater in La Crosse.

Chicago, Chicago, Shakes Up Bookings

CHICAGO, April 8.—Percentage picture contracts signed by Balaban & Katz for their Chicago Theater will keep the stage bookings for that house in a state of confusion for the next several weeks.

Obligated to give at least two-week runs to Alexander Graham Bell, Union Pacific and Dark Victory between April 14 and May 19, these high percentage flickers will force changes of early-booked attractions to meet the budget.

Joe Bander's Ork, slated for week of April 21, will probably be moved back to May 5 in order to permit a fortnight run for Bell, starting next Friday, and Orrin Tucker's Band, originally scheduled for a week, will be held for two with a reshuffled set of supporting acts.

Clyde McCoy's Band will come in April 28, and May bookings already set include Guy Robertson week of the 5th and Eddy Duchin's Band week of the 19th.

Godfrey-Linder Booking 7 Spots

NEW YORK, April 8.—Jack Linder, who had been on the Coast for three weeks, has rejoined the George Godfrey office and will work under a partnership arrangement as long as a number of theaters are set.

Office now is booking vaude Wednesdays into the Queen Anne, Bogota, N. J.; Thursdays and Fridays at the Opera House, Bayonne, N. J.; Fridays at Orpheum, Jersey City; Wednesdays at Liberty, Freshford, N. J.; Thursdays at the Peace, Toms River, N. J.; Carlsons, East New York house, Fridays, Saturdays and Sundays, and the Lyric, Bound Brook, N. J.

New Seattle Club

SEATTLE, April 8.—St. M. Lyons, creating a new cabaret and floor-show spot here, has resumed construction work. Started 15 months ago, it had been halted for some time. Cost is estimated at \$60,000. Lyons now has the Lyons Music Hall.

Vaude Grosses

Music Hall Only Bright Spot On B'way; Fay Vaude Slips; Galento Weak at Loew State

NEW YORK.—Frank Fay's vaude show at the 44th Street Theater has been continually slipping, with the result that Fay may drop the straight vaude show and put in a new show April 16, which will be more in revue form. Gross for the past (fifth) week, which ended April 5, was \$10,000, as compared to the previous week's take of \$11,300. Gross indicates that the show is running close to \$2,000 under the net. House is putting in four extra matinees for the Easter week, with price scale running \$1.05 and \$2 on Saturday matinees and 50 cents to \$2.50 evenings.

Third week of the new vaude policy at the Flatbush Theater, Brooklyn, with Willie and Eugene Howard and Rita Rio's Band as the headliners, drew \$11,000, compared to \$15,000 the week before.

Holy Week played queer tricks with the Broadway houses, where some of the theaters did smash business and others just died along the wayside. Radio City Music Hall, with an Easter spectacle on the stage and The Story of Irons and Vernon Castle on the screen, grossed \$49,000. Show will run another two weeks.

Paramount, in its second week of Dorothy Lamour, Mischa Auer and Charlie Barnett on the stage plus the picture, I'm From Missouri, drew a thin \$29,000.

Art Jarrett, headlining the bill on the Broadway stage, and Alexander Graham Bell on the screen did good, considering the holidays, with a take of \$40,000, compared to \$25,000 for the show the preceding week.

Jimmy Dorsey's second week at the Strand, along with a shtinko picture, You Can't Get Away With Murder, was good for only \$17,000, against \$28,000 the first week. Strand's attraction this week, with Guy Lombardo on the stage and Dodge City, which had the biggest picture exploitation job this year, opened to staid business and should better the house record with around \$35,000.

Loew's State, despite its freak attraction with Two-Ton Tony Galento, in addition to Bea Saxon, Lew Parker, Bryan's Raines and Young and Eubank Hawkins Ork, did only \$18,000. The film was Honolulu.

Para Dives to 136

LOS ANGELES.—Paramount, with Fanchon & Marco revue and pic, Midnight, dropped to \$13,000 week ending April 5, which is five grand below the house average.

Clinton Clears \$15,500

CLEVELAND.—Larry Clinton did slightly better than the house average at IKO Palace for the week ending March 31. Take was made with poor pic, Blackwell's Island.

Ross Ups House Take

WASHINGTON.—Shirley Ross and Peggy Taylor company topped the Hippo Theater's bills for an additional grand week ending March 30, grabbing off \$17,000, as against average take of \$16,000. Pic was King of the Turf.

Loew's Capitol, with Buddy Clark, Cinda Glenn and pic, Wife, Husband and Friend, fell \$1,500 below house average with a take of \$18,000 for week ending March 30.

Fifi D'Orsay B. O. Terrific

MILWAUKEE.—Fifi D'Orsay at the Riverside for week ending March 20, doubled the house average take by enticing the burghers for a cold \$10,200. Pic, Society Smugglers.

Satchmo's Strong \$9,500

KANSAS CITY.—Louis Armstrong Band, with Sonny Woods, Mable Williams, Red Allen and Louis Russell, upped the usual house take \$1,500 for week ending March 20 at the Fox Tower. Pic was Society Smugglers.

Palomar Fair Take

SEATTLE.—With Norvell heading stage show, Palomar, for week ending March 31, did slightly better than its \$9,000 average. Pic, Navy Secrets.

Fox Takes Slight Dive

DETROIT.—With Mitz Green, Mario and Florida; Love, Hite and Stanley and 18 Danconettes, Fox did \$19,000 for week ending March 30. Figure is one grand under average. Pic, Three Smart Girls Grow Up.

Orpheum's Sensational 146

MINNEAPOLIS.—With Lou Broeze Band, Stepin Fetchit and Arnela, plus pic, Yes, My Darling Daughter, Orpheum separated its patrons from \$14,000 for week ending March 30. This is nearly three times the normal house gross.

Venuti-Lewis Fair

PHILADELPHIA.—Rain and generally bad weather didn't help the Holy Week business in town. No b.-o. sensation registered at the Fox, even tho the flesh show is of standout caliber. Estimated gross there around \$16,000, with the Joe Venuti Band, Joe E. Lewis and Hal Leroy. Film, I'm From Missouri, no more.

At Pay's, extra hard publicity with good publicity breaks hyped the gross to \$7,000, with Faith Bacon heading the Bare & Rasch Revue, including Walter Dare Wahl, Earl LaVere and Helen Wire, Arthur and Morton Havel, the Rutons and Swaine and Gordon. On screen, Parade Story, DeLia-Carroll opened April 7.

A four-act bill at the Carman netted \$3,600 for eight days. Show consisted of Mills, Starr and Tracy; Ming and Toy; Tryon Sisters and the four Robeyas. Pic, Teletop.

Chi Shows Up Well

CHICAGO.—The Easter holiday and strong attractions at the Palace and Chicago will give the two of the four Loop combo houses their best grosses in several weeks. Palace has a winner in The Story of Vernon and Irene Castle, with the Roxettes on the stage, and the initial week points to a nightly \$30,000. Chicago, with the expolited Dodge City and Mischa Auer and Paul Haakon in the flesh, will probably top that figure by a couple of grand.

Oriental back to single features this week, and Lou Broeze's Band unit with Arnela and Stepin Fetchit, will gross a good \$15,000, a better-than-average take and more than \$2,000 over last week's business, held down by Holy Week and a mild twin screen bill and six-act combination, Mike-Lake, with Leon Miller's first unit, Folies des Femmes, and Paramount's Disabled, opened nicely. Each week Patricia Ellis in person helped house out of dumps with a fair \$13,000.

Week of April 1 at the Chicago was off, Mikado in Swing unit and screen's Wife, Husband and Friend giving in to the Holy Week slumber with a mild \$28,500. Palace, with second and final stanza of Love Affair and Chester Hale line revue, finished with a comparatively good \$16,500.

Boyes Unit Not So Hot

PITTSBURGH.—Major Bowes' World's Fair Revue drew \$15,000 at Embassy, less than most of preceding 15 weeks' units, due to usual Lenten lull. On the screen, Joe Folies of \$839 (MGM).

Indianapolis Not So Good

INDIANAPOLIS.—The city's two vaude houses didn't do too well for week ending March 31. The Lyra, with Tony Martin and Anson Weeks' Orchestra, flattered a few hundred dollars under normal to a \$6,800 total. Pic was The Adventures of Japs Arden. Week's ill-deck the first day was somewhat responsible for show getting off to a bad start. The Circle, with Vincent Lopez and Orchestra, plus Betty Hutton, Abbott and Costello, Ben Blue and Patricia Ellis, grossed a not-too-good \$11,787. Figure was several O's above par but show's net was very high, reportedly more than \$7,000. Pic was Say Die.

State, New York

(Reviewed Thursday Evening, April 8)

House this week combines the usually sure-fire "in person" lure with the time-tested appeal of a vaudeo veteran...

Joan Davis, 20th Century-Fox comedienne for the past couple of years and fresh in moviegoers' minds thru her work in Hold That Co-Ed and Tail Spin...

More in the proper groove is Dave Apollon, who with his familiar assortment of amusing, mandolin playing, dancing and general hitting tricks...

Six Hoopys (three boys, three girls) start things off with a sensational acrobatic and tumbling exhibition...

Singing and dancing interludes are presented in single turns by Ruth Petty and Mildred Lay, respectively...

These Oxford Boys were the bill's most entertaining feature. In their second appearance here...

Whole show, with the exception of the Davis p. a., is played against one of the State's colossally gaudy full-stage sets...

Palace, Chicago

(Reviewed Friday Afternoon, April 7)

The honors for the next four weeks will go to The Story of Verano and Irene Castle, RKO's mortgage litter co-starring Fred Astaire and Ginger Rogers...

Its chief attraction is the work of the Roxettes, New York's hollywood gas imported by Fanchon & Marco off the

Vaudeville Reviews

heels of their own Chester Hale girls. The 16 kids don't garner any honors until the finale...

Frank Paris, on second, has brought with him some new marionettes that retain lifelike actions thruout their "performances"...

Randall Sisters remain a vocal trio of the backyard variety. They are in a class by themselves with engaging voices that lend a pleasing aroma to their arrangements...

The Peggy Taylor Trio, in their comical adagio routine, have many things that are amusing, particularly in their legitimate tricks...

Brown and Ames are next-to-closing with a somewhat changed offering of comedy patter. Brown's initial sponza goes well, but the change in Miss Ames' appearance weakens the act...

Second show his was fair.

Strand, New York

(Reviewed Friday Evening, April 7)

Strand this week should drag in a load of lure with terrific exploitation pic, Dodge City (Warner), and Guy Lombardo Band on stage...

Lombardo Band delivers a gentlemanly brand of schmaina, the maestro doing some very snave baton-swinging and the boys keeping definitely within conservative limits...

Doris Rhodes, radio singer, a definite click. She is a brunet, looks well and, what is more important, delivers with plenty of vocal sex appeal...

Gene Sheldon, banjoist and panto comic, offers assorted nonsense. Much of his turn is built on hokey banjo playing, combined with mugging and panto...

Paramount, Los Angeles

(Reviewed Friday Afternoon, April 7)

This week's bill recalls memories of the top-flight fare which used to fill this spot in the old Public days.

Show opens with a few lines of Fanchonettes in an adequate precision number. Gals come on the stage thru the door of a bantam auto...

Hank, "the mule," with Joy Adrian, presented one of the cleverest acts caught in months. Hank, dressed as mule, offers antics which gets the crowd off their heads...

a sojourn thru the audience, much to the amusement of the patrons. Climax shows Hank to be a femmo. It's a mother and daughter act and it's tops.

Darby and Co., direct from England, present some amusing quicker-than-the-eye tricks. Darby, working with femmo, produces, playing, sans from behind his ear find out of his mouth...

Andrini Brothers, billed as South Americans, use plenty of showmanship with their guitar and mandolin presentations. One of the boys makes his mandolin literally talk and finally finds them working with two banjos.

Eddie Stanley does a capable emcee job and shows plenty of stuff, working with a femmo billed as Miss Penny, formerly of Jack Oakie show...

Fanchonettes close with an Easter tableau, with church windows effect for backdrop being effective. Dressed in white gowns, line works with candleabra, presenting some striking effects...

Oriental, Chicago

(Reviewed Friday Afternoon, April 7)

It is a loose affair from a booking standpoint, but the Lon Breese Band unit has several specialties that stand out well individually...

Breese looks and acts the veteran, and that helps things considerably. He paces the boys in a hot version of Bugle Rag Call, and Lois Harper, radiant tapstress, follows with a couple of well-designed routines...

Billy Leach, band vocalist, did well with several tunes, displaying a pleasing voice and a natural personality that clicks with the mass type of audience...

Fulton and Wells appear briefly with a good hand-balancing session, and Earl Hoffman, trombonist, slides thru his flight of the Bumblebee with the finish of an expert...

Jay Hargl, winner of an amateur contest conducted here Mondays, let out with some amusing sound impressions. Improvement in presentation would give him a fair act...

Armla, the Mexican pepper pot, is a good salesman. She is not strong on a stage as a dancer, but she leaves the impression that she is...

Consola and Helba, ballroom team, spun thru a waltz and tango in stock fashion. Make a nice appearance but as this showing seemed to work with more than necessary efforts...

Business was good at end of first show opening day. On screen, Boy Steve (RKO-Radio), Sam Honigberg.

Paramount, New York

(Reviewed Wednesday Evening, April 5)

Tommy Dorsey and his band are back at the Paramount for their umpteenth repeat stage bill including the Del Rioe, Barr and Este and Frank Gaby...

All in all, it's not an especially forte stage show, lacking real punch and being only moderately diverting. The special Dorsey Band seems to be somewhat submerged and doesn't do as much as it

should, which goes double for Dorsey's trombone playing. Band opens with two numbers, second being the crackerjack Dorsey arrangement of Heubroner War Dance...

Barr and Este are principally the man end of the act, a good comedy eccentric boomer with several amusing routines. It's an act that can play any vaude house or nitery...

Jack Leonard, voted the second most popular male vocalist in The Billboard's college band poll (see Music Department, this issue), was warmly received, doing Hebron Cox, Walt, Deep Purple and I Get Along Without You Very Well...

Frank Gaby is a subtle comic, but his material fell far short and suffered from laugh anemia. He and the dummy have a fresh kid-teacher routine, more or less the usual line of ventriloquist stuff...

Dorsey's closing number is a weak sister, Miss Wright, Streets Herturt and two misadventurers singing about making the rounds of Broadway. This led to quick imitations of Hal Kemp, Ray Krer and Henry Burr...

Don Sager, organist, and Gigg Lano, vocalist, did not show at time caught. Photos in Midnight and Trade Good.

RKO-Boston, Boston

(Reviewed Friday Evening, March 31)

Headlined by Lorraine and Rogan, the Keith-Boston offers one of its most entertaining bills and fully justifies the theater's springing to full-week vaude next week.

Jeanne Lorraine and Roy Rogan are one of the most laugh-producing acts in vaude. Unlike most mixed comedy teams, their offerings abound in novelty and versatility...

Tommy Trent, youthful puppeteer, offers a series of puppet characters that are both original and amusing. Really has something here.

The Oxford Boys present rhythmic voc...

McNALLY'S BULLETIN No. 20. PRICE ONE DOLLAR. 15 Minutes, 7 Acts for Ten Hats, 7 Acts of Magic and Fun...

WINDOW CARDS. 14122. EBBE Paper, Cardboard, Plastic, Heralds, Banners, Signs, etc. Special display for Radio, Motion and Television...

SCENERY. Do Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Mechanisms. SCHELL SCENIC STUDIO, Columbus, O.

RKO THEATRES. 1270 SIXTH AVENUE. RADIO CITY - NEW YORK.

cal impressions of name bands. Amusing, entertaining and, cleverly original. The Honey Family produces an amazing interlude of youthful dancing and acrobatics and brings back a bit of nostalgia for the good old days when acrobatic dancers were on every program. Wally and Verdys Stapleton present international dances in such a way as to make one wonder at their endurance and versatility. Clever and graceful stagers.

Two feature pictures, *My Son Is a Criminal* and *Frontier Scout*. Next week Buck and Bubbles inaugurate full-week vaude. Floyd L. Bell.

Pantages, Birmingham

(Reviewed Saturday Evening, April 1) On a return visit, Calvert the magician and his Oriental Novec were again the whole stage show. Audience knew "miracles" couldn't happen, but they were unable to catch him in the act.

Not a hitch occurred in Calvert's apparent cutting off of heads, making a girl disappear first like that. During all his manipulations he smoked one cigarette after another, getting them from nobody knew where.

The crowd came expecting everything and wasn't disappointed. For instance, his assistants were in a cage with a pretty girl in it. Then she disappeared, and if there was a trap it wasn't visible.

Calvert used the old approach of calling a person from the audience who is picture of bewilderment as magician draws bouncing balls from every direction, including one from the spectator's mouth. Then he calls another spectator and proceeds to stab him thru the head with a knife, following by cutting off head of Spectator No. 1. Then he replaces the head.

In addition, Calvert mixes in responsibility-stuff, warbling, singing and chatter. Screen offered *Saxie de Luxe*, Biz above average. George H. Watson.

Cirque Medrano, Paris

(Reviewed Tuesday Evening, March 28)

After several months of musical fantasy vaude returns here. The present program is not all it should be, lacks pep and good talent and limps along for three hours of poor entertainment. Carol-Bell Troupe of 12 acrobats and an American act—the Frenzels, furnish the only pleasing numbers.

Topping are the three absent clowns, Fratellini Brothers, whose combined age is just 218 years. Their repertoire is slightly older.

The Carol-Bell Troupe, six men and six women, have a fine horse number in the first half of the program. They fill in for a missing act in the second half and show some of the most daring trapeze work seen this season.

The Three Frenzels, with good singing voices, acrobatics and lots of horseplay, are a sock hand for a good act.

Other numbers were the "Singer's head balancing" Francis and Poney, dog act; Concha and Concha, hand to hand; Rudi Graf, good vocal imitations of musical instruments; King Repp, comic juggler, and the usual clowns, Alex, Porter, Recorder and Rottlieb.

Closing number is the New China Troupe, formerly with Ringling Bros. Appearing in a new act, they appear listless in their gorgeous costumes and seem to lack the animation and speed of action that made them tops in "big time" two years ago. C. N. Chambers.

Loew-Globe, Bridgeport

(Reviewed Monday Evening, April 3)

Nice floor layout here. Gus Meyers Sr. and his pit boys, in a snappy overture, gave the show a good start. Allen Reno, classy juvenile, emceed and brings on Troy and Lynn, mixed dance team, for the opening turn. Miss Lynn, a stunning redhead, looks nice in a beautiful gown that shows off her shapely form. Nice routine of precision ballroom and eccentric dancing, and close with a crowd number which they call *College Spring*. Off to a big ban.

Jama Halliday came on with his trombone. Works a good deal of hoke with

Husband Asks Mac West To Come Up and See Him

NEWARK, N. J., April 8.—In an attempt to cash in on Mac West's name, Frank Wallace, who claims to be her husband, is being booked into every city on the West coast itinerary. Wallace runs "an open letter to Mac West" ad in dailies wherever the unit happens to be.

Touching episode, as printed in Newark Ledger Week ago last Friday, follows:

"Dear Wife: Now that you are in Newark, and I am at the Club Miami, 116 Clinton avenue, Newark, N. J., starting tonight, I thought you would want to come over and see the act I am doing with Trixie La May (it will bring back memories, dear), and see a fine supporting show of Broadway Artists, including George Scotty as Master of Cerimonies; Ray Trotter, a real Swing Singer; Hank Moore, a fine Dancer, and many others.

"Listen, Honey, if you call Elgetow 2-691, the management will send a car to the Paramount-Newark to bring you to the Club Miami. BEST OF LOVE ALWAYS, YOUR EVER-LOVING HUSBAND, Frank Wallace."

P. S. The first show starts at 11:15 p.m. and the second one at 12:00 a.m.

the pit boys and, as a novelty, has them play different tunes all at the same time. Where it or not, it works out into a nice number. Solos several numbers and mixes in wisecracks. His *Deep Purple* was very good, altho his effectiveness was very much lessened by Halliday's interpolating wisecracks.

Rio and Rita, an attractive miss and a miniature screwball comic, provided the comedy high spot in the bill. Rita reveals nice singing voice in her one number and had no difficulty getting over. Rio's nutty antics were just what the audience was waiting for and his Helen of Troy imitation was a riot as well as his love number with Miss Rita.

Allen Reno then came on for a nice tap and swell violin playing. His burlesque imitation of a French concert violinist was not so forte. Stayed on entirely too long. Should stick to straight stuff and leave comedy to comedians.

The Four Vernons, a gaggle turn, dressed in Colonial costumes, execute some fast startling work, their catches being nothing short of marvelous. Three boys and a girl.

Two first runs, Star Reporter and a Western, complete the show, all for a two-bit top.

Harry Rose, formerly manager of Loew's State, Providence, is house manager here. Samuel A. Leskowitz.

ABC, Paris

(Reviewed Monday Evening, April 3)

Program is satisfactory. First half is top-heavy with poor vocal numbers; last half balances with a lot of good entertainment.

Featured is Lys Gauty, just returned from Canada, and G. de la Poichardiere, in his second stage appearance at 70 years of age. His first effort, a few months ago at the same house, was to relate experiences he had as editor of a large Paris newspaper. This time he appears in a too short comic sketch and reads the show.

Standouts are Marion Daniela, American acro dancer, making her first appearance in Paris and the battle of interviews with dentists flying around as to what she said regarding her feelings during the "command appearance" to Her Hitler. She is doubling into the Bal Tabarin.

The Calgarys, drunk act, are great. Marion and Lynn, contortionists, are one of the better sister teams. Jacques Chevalis gives the best marionette exhibition ever seen in Paris.

Others on the program are Jacques Orsello, Lynda Myren, Jane Stick, Jean Tranchant and Pierre Dec, all producing vocal efforts with more or less success. G. M. Chambers.

Dayton RKO Vaude Out

DAYTON, O., April 8.—Stage shows will bow out at the RKO Colonial, where combination bills have been in vogue the last seven months. After current bill featuring John Boles, dearth of suitable attractions is given as main reason. Understood Goodwin Babie, manager of RKO State, will become city RKO manager, succeeding Millard Bluettnar, resigned.

AFM and Circuits Again Meet on Pit Musicians' Problem

NEW YORK, April 8.—Executive board of the American Federation of Musicians and representatives of the major film producers and circuits go into a huddle here Friday to discuss musician employment.

Whatever trend the discussion takes, concrete results will be dependent to a large degree upon outcome of the pit musicians' probe currently going on in Washington—angle being that AFM will have to deal with independent theater operators in the event the courts see fit to divorce production and exhibition phases of the film industry. Should this occur, the confabs thus far will have been waste motion, but AFM will find itself in an advantageous position.

Charles Yates-CRA Discuss New Deal

NEW YORK, April 8.—Charles Yates, who has had one foot in Consolidated Radio Artists' act department the past few months, will decide one way or another early next week to either fold his own office and head CRA's act department or sever ties completely with the band booking office.

Ever since Yates joined CRA on a percentage basis, meanwhile retaining the agency that bears his name, he has been dickering with Charlie Green, CRA head, to move his organization into CRA and establish a co-ordinated acts section.

Yates indicated, however, that if he and Green do not come to an agreement next week he will quit CRA. Conditions of agreement Green has offered Yates have not been accepted, but Yates has been dissatisfied with them. Still, he says the deal under consideration "looks pretty good."

Nick Schaefer is at present head of CRA's club booking department.

Detroit Circuit Tries Out Moge Vaude Policies

DETROIT, April 8.—Vaude is to be introduced at the Hamona and Regent theaters of the United Talent Circuit April 11 following a successful tryout at the Annex Theater. It is planned to extend the policy to other houses of the circuit.

The introduction of vaude at the Annex resulted in an increase in attendance of 60 per cent, according to Abe Schiller, booker.

Matinee Show Offered

MANTOWOC, Wis., April 8.—The 5 o'clock club here has something new in evening entertainment. Offers two acts at a 4 p.m. matinee and several shows in the evening. Opening attractions are Elleg Cayber, one-man clown band, and John Ball, magician.

Another Explanation

CHICAGO, April 8.—Walter Carson, of Gale and Carson, who lost a week at the Oriental due to an auto accident, is in the American Hospital with a fractured hip.

Before he was removed from his hotel room a friend rushed in and wanted to know what happened. "They're trying to kill vaudeville," Walter replied.

Neal Returns to N. Y. in 3 Weeks

NEW YORK, April 8.—Frank Neal, representative of the Tivoli Circuit in Australia who came here to book 100 American acts, to be broken up into 10 units, sailed for England suddenly yesterday and will remain there for three weeks.

Charles H. Allen, his New York representative, with whom he made headquarters here, says Neal has his eyes on a lot of acts and also tentative agreements with some. When he returns here he is expected to sign contracts and complete his bookings for the circuit. Prior to his sailing Neal signed the Mills Brothers for a tour of the Tivoli Circuit, to open in Australia in mid-August.

Sailing April 12 to open in Melbourne, Australia, is the Alex Gerber unit, *Fanzapoppis*, which has been booked, and will be accompanied by Alex Hanlon in addition to Gerber. Unit will consist of Balco Puppets, Cam Brothers and Betty, Rose and Edwards, Bono Snyder, Loretta Gray, Murray Greens and *Blue King*, Jack Bickell, June and Trudell Van and Dorothy Holbrook's 12 Dancing Debutantes. Show is set for 36 weeks in Australia, New Zealand, Africa and India and will be under the direction of Sir Benjamin Fuller.

Nick Stuart Stunts Click

POST WORTH, Tex., April 8.—Nick Stuart, whose orchestra is current at the Deo, in Texas Hotel, has inaugurated "Champagne Nights" Fridays. A quiz of champagne is given to winner of a musical quiz contest which Stuart conducts each week. Four contestants are selected from the dancers to compete in the 30-minute musical question bee.

Stuart at previous engagement here started *Camde Camera Nights* on Wednesdays, which are very popular with camera fans and other patrons. Henry Love is manager.

Milwaukee Club New Show

MILWAUKEE, April 8.—Jimmy Botas' band replaced Stan Jacobson's Orchestra at Sam Pich's Club Madrid here last week, the latter shifting to the Chateau. Club Madrid has a new floor show booked by the Walter Weiss agency, Chicago, and bringing Dick Haviland, Phyllis Roche, Marguerite Claudette and the Page Dancers.



KNIGHT SISTERS

"Adagio Beautified"

SIGNED FOR 1939 SEASON WITH
GEORGE WHITE'S SCANDALS

Currently
STATE-LAKE THEATER, CHICAGO

Princess and Baby

YVONNE

"PSYCHIC WOMAN"

SALE OFFICE ALAN DOC. M. IRVING
SENSATION 438 Broadway St., Phila. Pa.

Vaudeville Notes

JOHNNY SANNA is back in Chicago after his Australian tour which lasted several months. Scheduled to go to London this summer. . . . **MARDO AND KAYE** sail for Australia, June 7. Will work the Lucas & Jenkins chain of houses in the South before then. . . . **JACKIE HUDSON**, the comely xylophone act of DeBee and Hudson, received a deep cut in the arm last week from a piece of steel that fell from the fly of the Palomar Theater, Seattle. She was treated at a near-by clinic and the wound is healing satisfactorily.

JACK LEONARD, comedian, goes into the State-Lake, Chicago, week of May 13, with the Strand, New York, tentatively set to follow. . . . **SEILER BROTHERS** filled in a week-end at the Stratford, Chicago, while remaining in the city to await the production of a novelty perfume package they are manufacturing for the World's Fair trade.

FIFI DORSEY goes into the Oriental, Chicago, week of May 8. . . . **DOROTHY MAUEL**, girl Friday in the Balaban & Katz booking office, is back on the job in Chicago after a long rest. She'll say "I do" to a Chicagoan this spring.

CHARLIE OLSON, of the Lyric, Indianapolis, has already set his shows until May 12. . . . **CINDA OLSON** has been signed by the Shuberts for the Farling Show at the San Francisco Fair, starting in May. . . . **TOY AND WING** go into the Golden Gate, San Francisco, week of April 12, with the Orpheum, Los Angeles, following. Team will be on its way to London next month.

IRONE SMITH, member of the girls' orchestra in the Staff of Broadway unit at the Jefferson Theater, Auburn, N. Y., did not go with the company when it left for Gloverville. Instead she was taken to Auburn City Hospital suffering from illness.

SHIRLEY ROSS goes into the Paramount, Newark, N. J., week of April 14, and Glenn Miller Band and Eddie DeLange OK play the house April 21 and 28 respectively. . . . **BOB HALL**, Ben Dover, Sensational Yo Yo, Norma Kello, Mary Burton and 16 Kristel Girls go into the State, Hartford, April 12 to 16 with the World Fair Previews Series. . . . **ANNA**

held down that spot next Friday. . . . **BOB BROWN** headed the new cast opening at the Gayety, Milwaukee, Friday. Bill also includes George Grafe, Charles Holloway, Bono, Joan DeLee, Audrey Allen and Olive Sharon.

From All Around?
PAUL AND QUETA, dancers, are back at the Gayety, Cincinnati, for a return engagement this week. The house entered a stock policy Friday (7). . . . **FRANCES PARKS**, well known to burly, who had her debutantes in Midwestern night clubs the last several months, will produce the line for the new His Parade tent show, which bows April 20 in Tennessee. . . . **FRANK AND WINNIE SMITH**, after a season on the First Circuit, joined the stock troupe of the Gayety, Cin. last Friday. They will again spend the summer on their Indiana farm. . . .

PAUL DRAPER called Saturday for Camp De Paris, opening April 12 for seven weeks. He will double in theaters and drag down \$2,500 per week, according to Jack Davis, agent. . . . **OWEN McGIVNEY**, after playing Europe for two years, booked into Lippitt's State, New York, week of June 23 and Erie, Washington, June 30. Set by Bernard Burke. . . . **SIGGY LINO**, ballroom, has returned to Paramount Theater, New York, for an unlimited engagement.

NICK LUGAS, who just completed a short for Columbia with Vince Barnett, sails for Australia June 7 to open July 10. Set for 10 weeks, with two broadcasts weekly and option of one to 20 weeks. . . . **JOHNNY BURKE** has been added to cast of *Streets of Paris*, Broadway musical which goes into rehearsal next month. . . . **THREE STOOGES** sail June 21 for a four-week engagement at Palladium, London, and one-week dates in Liverpool and Dublin. . . . **RANDALL SISTERS** playing a four-week engagement at the Palace, Chicago. . . . **IRVING ANE, RAINES AND YOUNG** open at RKO, Boston, April 14 for one week.

DANDRIDGE SISTERS and June Richmond playing the Howard, Washington, thru Joe Glasser. . . . **NATIONAL VARIETY ARTISTS** will hold Billy Gison's Clown Night April 14 at the Sharon Hotel, New York. . . . **JACK BARRETT** is in New York from the Coast. . . . **MARION POWELL** goes into Loew's (See VAUDEVILLE NOTES on page 31)

NEW YORK, April 8.—Status of circuit vaude throughout the country remains in status quo, with no wholesale slash set for the summer months thus far. RKO will retain vaude in Chicago, Cleveland, San Francisco and Boston, and Columbus will play both attractions from time to time. Cincinnati has been dropped.

Warner's not definitely decided, but no axing announced yet. Still booking full weeks in New York, Philadelphia, Pittsburgh and Washington and two days in Reading.

In New York vaude takes a temporary spurt, with 14 RKO houses participating in the RKO-Jesse Lasky-Wright's Quiz He-up on *Galaxy* to Hollywood, beginning April 21. Finals will be held May 12.

In connection with talent quest, RKO Flushing will play vaude Tuesday and Wednesday, and RKO Madison, Coliseum and Kenmore on Fridays. Flushing opens Tuesday (11) with five acts, and follows April 18 and 19 with Ouby and Smith, Claude and Corinne, Vallee and Lynn, The Bull, Don De Leo and Jack Lee Swingopators. For April 21 entire show moves to the Coliseum.

Loew's two vaude houses, the Strand in New York, Capitol in Washington, indicate no change thus far. Loew continue to spot attractions occasionally into Norfolk, Atlanta and other straight movie spots.

Hirst Circuit Cast Changes
NEW YORK, April 8.—Billy (Scratch) Wallace, Harry Ryan and Ann Smith close in Reading, Pa., April 12. Manny King and Gress Hillary replace Happy Hyatt and George Murray in Pittsburgh tomorrow. Steve Mills, Sammy Spore, Coo Coo Mortuary, Vickie McNeely, Earl Root, Jack Ryan, Jal Leta, Ann Powell, Rhythm Brown and Paul Rish opened in Washington April 2. Billy Fields, Billy Ainslee, Connie Ryan, Eddie Hayward, Renee, Joan Mavis and Guido and Ben opened in Baltimore April 2. Sherry Britton, Harry (Hickey) LoVan and Lettie Bouffie open on the one-nighters tomorrow.

Ann Corio extra attraction in Newark, Georgia Sothorn in Union City, Nora Ford in Boston. Valerie Parks in Washington and June St. Clair in Philadelphia week beginning tomorrow, April 17 to 19 finds Valerie Parks on the one-nighters.

Takes Our Advice

PHILADELPHIA, April 8.—The day after release of *The Billboard* issue which contained a suggestion that Joe Frassetto could use a femme chirper in his band at the Walton Roof Betty Brodell was added to the ork.

MAY WONG set for the State, Newark, April 19. . . . **PAUL DRAPER** called Saturday for Camp De Paris, opening April 12 for seven weeks. He will double in theaters and drag down \$2,500 per week, according to Jack Davis, agent. . . . **OWEN McGIVNEY**, after playing Europe for two years, booked into Lippitt's State, New York, week of June 23 and Erie, Washington, June 30. Set by Bernard Burke. . . . **SIGGY LINO**, ballroom, has returned to Paramount Theater, New York, for an unlimited engagement.

NICK LUGAS, who just completed a short for Columbia with Vince Barnett, sails for Australia June 7 to open July 10. Set for 10 weeks, with two broadcasts weekly and option of one to 20 weeks. . . . **JOHNNY BURKE** has been added to cast of *Streets of Paris*, Broadway musical which goes into rehearsal next month. . . . **THREE STOOGES** sail June 21 for a four-week engagement at Palladium, London, and one-week dates in Liverpool and Dublin. . . . **RANDALL SISTERS** playing a four-week engagement at the Palace, Chicago. . . . **IRVING ANE, RAINES AND YOUNG** open at RKO, Boston, April 14 for one week.

DANDRIDGE SISTERS and June Richmond playing the Howard, Washington, thru Joe Glasser. . . . **NATIONAL VARIETY ARTISTS** will hold Billy Gison's Clown Night April 14 at the Sharon Hotel, New York. . . . **JACK BARRETT** is in New York from the Coast. . . . **MARION POWELL** goes into Loew's (See VAUDEVILLE NOTES on page 31)

Circuits Plan No Summer Cuts

NEW YORK, April 8.—Status of circuit vaude throughout the country remains in status quo, with no wholesale slash set for the summer months thus far. RKO will retain vaude in Chicago, Cleveland, San Francisco and Boston, and Columbus will play both attractions from time to time. Cincinnati has been dropped.

Warner's not definitely decided, but no axing announced yet. Still booking full weeks in New York, Philadelphia, Pittsburgh and Washington and two days in Reading.

In New York vaude takes a temporary spurt, with 14 RKO houses participating in the RKO-Jesse Lasky-Wright's Quiz He-up on *Galaxy* to Hollywood, beginning April 21. Finals will be held May 12.

In connection with talent quest, RKO Flushing will play vaude Tuesday and Wednesday, and RKO Madison, Coliseum and Kenmore on Fridays. Flushing opens Tuesday (11) with five acts, and follows April 18 and 19 with Ouby and Smith, Claude and Corinne, Vallee and Lynn, The Bull, Don De Leo and Jack Lee Swingopators. For April 21 entire show moves to the Coliseum.

Loew's two vaude houses, the Strand in New York, Capitol in Washington, indicate no change thus far. Loew continue to spot attractions occasionally into Norfolk, Atlanta and other straight movie spots.

Hirst Circuit Cast Changes
NEW YORK, April 8.—Billy (Scratch) Wallace, Harry Ryan and Ann Smith close in Reading, Pa., April 12. Manny King and Gress Hillary replace Happy Hyatt and George Murray in Pittsburgh tomorrow. Steve Mills, Sammy Spore, Coo Coo Mortuary, Vickie McNeely, Earl Root, Jack Ryan, Jal Leta, Ann Powell, Rhythm Brown and Paul Rish opened in Washington April 2. Billy Fields, Billy Ainslee, Connie Ryan, Eddie Hayward, Renee, Joan Mavis and Guido and Ben opened in Baltimore April 2. Sherry Britton, Harry (Hickey) LoVan and Lettie Bouffie open on the one-nighters tomorrow.

Ann Corio extra attraction in Newark, Georgia Sothorn in Union City, Nora Ford in Boston. Valerie Parks in Washington and June St. Clair in Philadelphia week beginning tomorrow, April 17 to 19 finds Valerie Parks on the one-nighters.

Burlesque Notes

(Communications to New York Office)

New York:

GINGER WALDRON, new at the Eltinge March 31 and first time on any New York stage, was found by Max Michaels, of the Columbus, Boston, who promoted her from chorine to principal. Also in Boston Ginger doubled in niteries as a fan and bubble dancer. . . . **MANNY KING**, comic, until he joins a first circuit show, will do vaude, with Dudley Douglas as straight man. . . . **MURRAY GREEN** and Max Lang, former burly singers, and Tommy (Bozo) Snyder, pantomime comic, left town April 6 for Melbourne, Australia, where they open in the Sir Benjamin Haller theaters on a two-year contract arranged by Alex Hanlon. . . . **LEO (POP) STAVINS**, number producer, was removed to the Elks' Ward, Knickerbocker Hospital, March 28 for medical treatment. . . . **AGY FONG** opened as the feature attraction at the Gaiety March 31.

PATSY GINGER JOHNSTONE, of the National, Detroit, was birthday partyed by the 10-11 Club April 7. . . . **HUGAR TAYLOR** (Jayne Wallington) is in Sydenham Hospital recovering from an abscess operation. . . . **TOMMY LEVENE**, bocker, spent Jewish Passover with his mother at the family home in Lawrence, Mass. . . . **NATALIE CARTER**, who produced the *Impassible* for the current Valerie Parks show, has been assigned to do another First Circuit unit. . . . **RONNIE VALOR** opened at the Clover, Baltimore, April 2 instead of the 16th and writer: "Have been called back every show and twice when the scenes had started." . . . **JOYCE HREAZELLE**, dancer, hereafter will be known as Jonelle. . . . **PAUL MOROKOFF**, dance producer, is tripping between the Capitol, Toledo, O., and the National, Detroit, and the swanky Oasis Club. . . . **GAY KNIGHT**, Jane Dobbins, Paul Rich and Bert Carr replaced Walter Brown, Mona Lee and Gypsy Nina at the Tiboro April 9.

GUS SCHILLING, former burly comic, was the center of all eyes and greeted with humorous jibes at the BAA's affair April 2 because of his long locks he had to adopt to portray one of the kings in the Orson Welles *The Five Kings*, now closed. . . . **DAVE MALLON** and Harry Reed emceed the BAA show and fittingly introduced the talent of which some of the clubs included such ex-burlesquers, now in loftier spheres, as Jean Bedish Abbott and Costello, Eddie Green, Hal Sherman and Eddie Nelson. Only female to do a turn was Carrie Fennell. Bob Rogers and MacDonnell also entertained, as did Fred (The Great) Raymond, of the Eltinge. Sammy Kurts' 10-piece ork on hand. Even President Tom Phillips sang. . . . **JOYCE COAKLEY**, a graduate from a Columbia University dramatic course, is now Joy DeLya, eccentric and gude novelty dancer. Placed by Jack White into the Embassy, Rochester, N. Y., April 14, her initial burly try. . . . **JACK LAMONT**, George Murray and Happy Hyatt playing stock in Buffalo. Opened April 7.

VALERIE PARKS goes on an extra-attraction tour after Union City week. From Washington to the one-nighters. Thence to Park, Philadelphia, and two weeks (April 28 to May 12) at the Roxy, Cleveland. Then to Hollywood for a screen test at Monogram. . . . **SAM BRISKE** says April 20 is definitely the date set for the Continental's reopening, with Eddie Lynch producing. Engaged are Bert Marks, Harry Rose, Phil Silvers and Jean Quinn. . . . **MANNY KURTZ**, who returned to the Republic's office from Dr. Kellogg's reducing sanitarium in Battle Creek, Mich., last week minus 30 pounds in avoirdupois and looking more juvenile, is giving away stout-made wafers to any comics in need. . . . **MARGIE KELLY** is to replace Maxine Dushon in the strip-tease version of the Frank Fay act in the 4th Street Theater. Jenn Mode was also on the selected list. Maxine is leave for rehearsals with the new Schubert musical, *Streets of Paris*. . . . **TIRZAH**, dancer, returned to the Gaiety April 7. **DNO.**

Chicago:
JIMMY LENNON, of Lennon and DeLight, had his mother Monday. She passed away in Chi and was buried there Wednesday. . . . **TRUDY BERGER** featured at the new show which opened Friday at the Rialto. . . . **ROSE LAROSE** will

hold down that spot next Friday. . . . **BOB BROWN** headed the new cast opening at the Gayety, Milwaukee, Friday. Bill also includes George Grafe, Charles Holloway, Bono, Joan DeLee, Audrey Allen and Olive Sharon.

From All Around?
PAUL AND QUETA, dancers, are back at the Gayety, Cincinnati, for a return engagement this week. The house entered a stock policy Friday (7). . . . **FRANCES PARKS**, well known to burly, who had her debutantes in Midwestern night clubs the last several months, will produce the line for the new His Parade tent show, which bows April 20 in Tennessee. . . . **FRANK AND WINNIE SMITH**, after a season on the First Circuit, joined the stock troupe of the Gayety, Cin. last Friday. They will again spend the summer on their Indiana farm. . . .

Burlesque Review Columbia, Boston

Manager Max Michaels has produced this week the most elaborate burlesque show of his season. A sizzling Black and White revue with an actual cast of 65 performers cavorts about the stage of the rejuvenated Columbia.

Ben Bernard must be given credit for the clever manner in which he has blended the show. The 30 *Hamadolla*, always a class dancing chorus, seem to have doubled their efforts to keep pace with the fast-moving show.

On the white side of the revue are Loyo Astrid, Jean Carter, Leo Harmer, Bunny Mitchell and Romayne, all of whom were well received. The comedy section has that laugh-provoking head, min. Manda Kay, ably assisted by Harry Evarson, Al Pharr, Floyd Halliey and Tommy Oliver.

But to the colored half of the show goes the credit for "top" in entertainment. Deserving special mention are Celestina, Billie Galloway, Frances Martini, Edith Wade, Hazel Cheeks, Una Bailey, Dolores Townsend, Sarabaga Blair, Marjorie Trent, String Beans Harris, Kenny Williams, Charlie Allen, Red Grafe, William Mitchell and Bob Wright.

Songs and dances are especially well done by both white and black and several catchy numbers are sung. Leo Harmer and Jean Carney do an excellent job of *Reading*.

All in all, an unusual burlesque attraction. Gross receipts for the week should be greater than those of any preceding week this season. **Floyd Bell.**

BILLY (BOOB) REED

First time around the First Circuit after five consecutive years at the AVENUE, Detroit, Mich.

for

ARTHUR CLAMAGE

Thanks to

IZZY HIRST and PHIL ROSENBERG

JOY De LYS

COMEDY, ECCENTRIC AND NOVELTY DANCING

Also News and Talking

Current at the EMBASSY, Rochester, N. Y.

Directed by JACK WHITE

PEARL MYLIE

FAST STRIP — SINGING DANCING — TALKING

At Four HIRST CIRCUIT.

Direction: PHIL ROSENBERG

GIRLS WANTED

Your talented girls for specialties will make Chicago work. Top, comical, high class. All experience work. No time wasted. Let us know. Express all that matter. Photos returned. Good piano player wanted. Write.

BOX 0-189, care The Billboard, Cincinnati, Ohio

Gorgeous --- Glamorous

GINGER WALDRON



A Real New Talented, Versatile Strip Sensation on the New York Stage

A FAN AND BALLOON DANCER

SINGER — TALKER

Currently at the ELTINGE THEATER

Direction

Dave Gels, Palace Theater Building, New York City

Mitchell Readies For Canvas Trek

SOUTH SIOUX CITY, April 8.—Leroy Mitchell, manager of the M. & M. Players, after a winter spent in Hot Springs, Ark., returned to the show's winter quarters here today with Mrs. Mitchell to make final preparations for his annual under-canvas tour thru Nebraska and the Black Hills of South Dakota.

En route here, the Mitchells sojourned several days in Kansas City, Mo., where they had conferences with dramatic agents, performers and playwrights. A new 60 by 120 tent has been purchased from the Rogers Tent and Awning Co., Freeman, Neb., and the show this season will be transported on 10 trucks and four trailers. Three-night stands will be played exclusively and rehearsals will begin soon.

Besides Mr. and Mrs. Mitchell, roster will include Jimmie Masters, director; Walter Nixon, orchestra leader; Walter E. Polce, concert producer; Sunny Dexter, Ardye Deater, Helen Gentry, Madge Norris, Master Lew Ayers, George Selos, Jimmy Alexander, Donald Beck, Wayne Mitchell, Joseph Sweet, Mary Mitchell and Virgil Anderson, master mechanic.

Does Him Good To See Flesh Back in Old O. H.

Wellington, O.

Editor The Billboard:

I retired from show business years ago to get into other lines of endeavor. However, my heart still is in the profession.

I want to tell you about one of "our shows" putting it over on the local "can factory" (picture show). A party recently tried to rent or lease the local opera house, which needs a new roof and looks very badly, but I understand, was refused by the local powers-that-be. However the house was rented for a show last Saturday night and naturally I was there.

I tried to find out the attitude of the townsmen toward a flesh show and many of those I talked to threw up their hand in horror. The local ministers were uniformly against it, as was naturally the local picture man.

Well, the old opera house was packed, not by the younger generation but by the older folks of Wellington. It did me good to watch their expressions and to see how they DID enjoy the show, which was cleverly done and above all CLEAN.

Next week they have another show and I am anxiously awaiting Saturday night to again enjoy a real entertainment.

You can realize the memories it brought back to me to again see real flesh and blood performers on a real stage. Every act was roundly applauded and the audience "ate it up."

Three cheers for the broad-minded folks of Wellington, O., and there're plenty here. May the stage come back to its own.

JOHN A. BARCUS.

"Hit Paraders" Begin Preliminary Rehearsals

BROWNSVILLE, Tenn., April 8.—Preliminary rehearsals for The Hit Parade have started at the fairgrounds here, winter quarters of the new one-night stand girl show. Rehearsals will be in full swing next Thursday preparatory to the opening April 20. Fred Yale is manager.

Francesa Paré, after spending the winter months working Midwestern night clubs with her Debutantes, has arrived with her sister Verne Perry, musical director, will have a twin in his band and orchestra. Benée, bubble dancer, and La Fañette, fan specialist, will be featured in the concert.

Recent visitors were members of the Babees Comedians; Fred Jason and wife; Henry Larson, circus agent, and Estelle Morgan, vaudeville performer.

Rose City Unit Resumes

KOBENNEWICK, Wash., April 8.—Rose City Players, of Portland, Ore., who spent the past month playing in Southwestern Washington to fair business, resumed here Monday after a 10-day vacation. Show now features Beverly Dorech, dancer, with a line-up of five vaude acts and a three-act play, Relief Be Hanged, by Eugene Blackman. Troupe will make one-nighters thru Washington, Idaho and Montana. Many of the spots will feature an after-the-show dance, with music by Taylor's Troubadours. J. H. Laidwick in advance, with De L. Clarke doing the follow-up.

Rep Ripples

JIMMIE AND EDITH BRIXON, formerly with Wallace Bruce Players, have joined Fred Brunk's Comedians in Texas. . . . HARRY V. WINSLOW, out of the bit for some time, has signed to blaze the trail for the Morgan-Helvey Players. . . . SAM BRIGHT and Betty Fremen are recent arrivals in Kansas City, Mo., after closing a long engagement with the Jennings-Porter Comedians in California. . . . RAY ZARLINGTON Players are slated to open the canvas season this week in Illinois. . . . AUSTIN AND GLADYS RUSH have terminated their contract with the Henry and Ruby Neal Players to sign with the Jack Kelly Players. . . . WALTER PRUITT is again directing the cast of Allen Bros.' Comedians, who open under canvas in Southern Missouri this week. . . . S. SWANSON has changed the policy of his Big Ole show. Drama has been set aside for a hillbilly dance band and vaude unit to one-night it until midsummer when he will resume his dramatic policy. . . . RALPH BRAY was in Kansas City, Mo., visitor this week-end, on route from the Deep South to Wolf Point, Mont., where he will reopen his circle. . . . ERMAN GRAY and Carl Orandi have closed their New Mexico unit and are headed for the Midwest. . . . DAVIS BRUNK Comedians open their tent tour this week in Arkansas. . . . GRADY AND DOT McCLURE, formerly with Thibon-Guthrie, were spotted in Kansas City, Mo., last week-end en route south. . . . VIRGINIA BLAKE, who closed recently with the Orville Kirkman circle, sojourned briefly in Kansas City, Mo., last week, en route to an Eastern spot. . . . MICKEY AND BERTHA MAE ARTHUR have joined the Christy Obrecht show.

MILES LITTLE, who recently closed his Kansas circle, has signed for the summer with Allen Bros.' Comedians for the tent tour thru Missouri and Arkansas. . . . JACK COLLIER'S Comedians will continue on their Missouri merry-go-round for several more weeks before opening under canvas. . . . FRANK CAPP, of the Baker-Lockwood Co., was guest of honor when Mr. and Mrs. James McFarland, formerly with George Sweet Players, Mr. and Mrs. Gene Masters, formerly of Frank North Players, Mrs. Jack Whitney (Gladys Turner), formerly with Chick Boyce, and Irene Parker, former Ziegfeld chorister, prearranged to meet in Kansas City, Mo., last week. The party was held at the Hotel Buchanan Grill. . . . JACK AND DORA SCHAAP have signed with Skippy Lamore's Comedians for the summer tent trek thru Michigan. . . . JOE AND GEORGIA HOFFMAN, after four years with Swanson's Big Ole Show, have severed their connections with the troupe and are now in Kansas City, Mo., visiting relatives. . . . FRANK SMITH Players have brought their merry stock season to a close and

are now in rehearsal in Missouri, preparatory to an early opening under canvas. . . . KEITH AND EDNA GINGLES having closed a successful program tour with Along Came Juliet are now sojourning in Iowa spot. They will be seen with a tent copy this summer.

CHARLES WHITCHURCH Players, who have been circling all winter in Northern Missouri closed their season recently. The troupe is slated to go under canvas again this summer. . . . DODD BROTHERS, who have played their regular route in Iowa for the past six years, have decided not to troupe this summer. They are now in California. . . . ARNOLD AND THELMA BLOKIN have severed their connections with Nag and Jessie Allen Players to sign with Ward Hatcher's Comedians for the under-canvas tour. . . . BLANCHE BRADLEY, formerly with Sid Kingdom Players, has signed with the Dixie Queen Showboat in Kansas City, Mo. . . . HARRY DUBBAR, who has been associated with E. Swanson, manager of the Big Ole Attractions, has terminated his contract and will play his regular territory thru the Dakotas and Minnesota this summer. . . . MERTON CRAIG, postals that the Craig Bros. Show is playing to fair returns in Southern Pennsylvania and Maryland. Jimmy Johnson, magician, and wife recently closed with the outfit to join Cannon's Comedians under canvas. . . . BUD HAWKINS, erstwhile tent-show owner and manager, now has the Dixie Dandy Dog and Monkey Circus in schools in the Carolinas. Unit is now in its 12th week, and business, Hawkins info, has been very good. N. P. Patton (Selwyn the Magician) is handling the advance. Hawkins plans to remain in schools until May 1.

Tent Shows as Training School

By E. F. HANNAN

THE "best school of training for the dramatic stage" is a subject that has long been discussed. Even now, with the road out and drama at large, young men and women go right on taking up stage careers. The stage itch is inborn, and the big moments in a great many lives were those spent in amateur theatricals in youth. While the stage flare in most cases is short-lived, those who do succumb to the real disease find it hard to shake.

Most of our present-day Broadway legit talent are products of dramatic schools or dramatic tutors. The legit in summer is honeycombed with amateur groups working the summer theater idea, which, in most cases, are merely schools of acting. Some of the summer ventures are branches of "more pretentious winter schools in the larger cities. They have their place and when conducted legitimately and not as a racket give adequate training. Stock is off the boards and it is doubtful if the old-time city stocks with a weekly change of bill, ever will come back. Salaries and production overhead spell doom, so any rate until the movie slide off. Stock today is a poor gamble almost anywhere.

During the last 10 years-circle groups have sprung up over the country. Making their headquarters in a central spot, they play a circuit of surrounding towns or cities, returning to their headquarters nightly. Many of these groups are the

outgrowth or are comprised of former little theater enthusiasts and are in reality more advanced amateurs than professional working at other pursuits by day and having a fling at acting at night. This does not apply to all groups, as many are out-and-out professionals. The only real out-and-out, down-to-earth performance of legit type left in the business, outside of New York, are those connected with tent operations and a few showboat ventures. If you wish to see the last remains of the road of the 20s you'll find it holding forth under canvas in the West, Midwest and South, and here is the best training school for aspiring thespians.

Geared somewhat to the spirit of the 10-20-30 rep show of old days, with change of bill nightly, and forced by such frequent change of play to become a quick study, these organizations offer a sure way to all the tricks of the business. Plays are the short-act variety, where every actor gets a good whack at the script, so all must be principals, as this type play requires such players.

Plenty of work results, so that tent actors are more interested in a night off than they are in getting a chance to strut their stuff. These bills must go over without costly set-dresses or elaborate dress—they must hit the mark. If practice must perfect and it should, then the tent show qualifies as the best training school of the drama.

GOPPS COMEDIANS, in Texas, have reorganized and now have the following cast: Joseph P. Schad, Jack Rooney, Ralph Nicol, Jessie Nicol, Ollie Smith, Betty Evans, Wayne Bates, Vick Griffin and Mr. and Mrs. Goff. . . . OSCAR HOWLAND, with the Sid Kingdom circle the past winter, has signed for his fifth season with Frank Smith Players. . . . WARREN'S COMEDIANS, now playing three-night stands under canvas in Louisiana, are Arkansas bound with the following folk: Shirley and Marjorie Anderson, Bob and Betty Bly, Velda Lee Curry, Buck Sawyer, Sid Snider, Glendon Carter, King and Hazel Pelton, Poonia Hinson, Holly and Iris Hollingsworth, J. O. Watson and Manager Jim Warren. Jack Gould is blazing the trail, and Jack Driscoll has charge of the canvas. . . . MONTE MONTROSE will again be seen with Morgan-Helvey Players under canvas. . . . LITTLE OLE SHOW, management of Cecil Vernon, will continue on its present merry-go-round until the last of May. . . . DICK MILLER has signed for the summer with the Judy and MacQueen Players rehearsing at Newport, Ark. . . . HILT MORGAN Players opened under canvas April 10 in Atkins, Ark. . . . DELL AND FLORENCE PHILLIPS have

signed with Henry L. Brunk's Comedians for the summer. . . . FRANK SMITH PLAYERS will begin rehearsals for the tent season April 17 in Arkansas. . . . MR. AND MRS. Low Childre and son are vacationing in Hot Springs, Ark., the Mrs. taking the baths and the rest of the family indulging in fishing. . . . FERREL COMEDY CO., playing schools and halls in Utah, will go out under canvas soon. . . . HUNTER PLAYERS, a new outfit now readying at New Rochelle, N. Y., will make the Billboardack reefs this summer.

Wehle Show Bows In Moultrie, Ga.

MOULTRIE, Ga., April 8.—Billy Wehle's new mammoth tent show, Star-o-Nome of 1939, featuring Gene Austin, radio and recording crooner, makes its season's bow here Monday.

Organization has eight days in Georgia, moving into Tennessee at Chattanooga April 19. From Tennessee, the show hops into Virginia April 29.

The troupe is said to be the biggest venture Wehle has ever staged and will feature play one-nighters.

Dixie Queen Makes Debut

KANSAS CITY, Mo., April 8.—Dixie Queen Showboat, built here by Al Cooper, is scheduled to open Monday with The Amusement of John Steyer, Bosden Mr. and Mrs. Cooper, cast includes Al W. Clark, director; Loretta Huff, Wayne Huff, Herb Clark, Turner Depinbrink, Blanche Bradley, Norman Cooper, Brad Crandall, Ruth Clark, Norine Anstett and Walter Arthur.

signed with Henry L. Brunk's Comedians for the summer. . . . FRANK SMITH PLAYERS will begin rehearsals for the tent season April 17 in Arkansas. . . . MR. AND MRS. Low Childre and son are vacationing in Hot Springs, Ark., the Mrs. taking the baths and the rest of the family indulging in fishing. . . . FERREL COMEDY CO., playing schools and halls in Utah, will go out under canvas soon. . . . HUNTER PLAYERS, a new outfit now readying at New Rochelle, N. Y., will make the Billboardack reefs this summer.

DANNY SHARP and wife left Cincinnati last week to join the SeaBee Hayworth circle in North Carolina. . . . P. J. TIERNEY reports fair bit with his small trick in Northern Illinois. . . . GARDNER PLAYERS will again take a shot at the Coast towns of Maine this summer. . . . GRACIE AND MABEL PORTER, formerly of the Porter Stock Co., have purchased a new trailer and are at present parked on a lot in Temple street, Los Angeles. . . . WILLIAM CARROLL, stock and rep veteran, who put in many years with West Coast shows, stopped off at the rep desk last Friday (7) en route into Pennsylvania to make over territory for summer circuit season in hopes. . . . DOBOTHY RACQUET, ingenue with the John Lawrence Players the last three seasons and in Indianapolis burlesque this winter, will be back with the Lawrence organization for the canvas swing. . . . MARVIN DYER, rep juve and drummer, has leased a building in Worthington, Ind., and will open a dance hall there this week.

DANNY SHARP and wife left Cincinnati last week to join the SeaBee Hayworth circle in North Carolina. . . . P. J. TIERNEY reports fair bit with his small trick in Northern Illinois. . . . GARDNER PLAYERS will again take a shot at the Coast towns of Maine this summer. . . . GRACIE AND MABEL PORTER, formerly of the Porter Stock Co., have purchased a new trailer and are at present parked on a lot in Temple street, Los Angeles. . . . WILLIAM CARROLL, stock and rep veteran, who put in many years with West Coast shows, stopped off at the rep desk last Friday (7) en route into Pennsylvania to make over territory for summer circuit season in hopes. . . . DOBOTHY RACQUET, ingenue with the John Lawrence Players the last three seasons and in Indianapolis burlesque this winter, will be back with the Lawrence organization for the canvas swing. . . . MARVIN DYER, rep juve and drummer, has leased a building in Worthington, Ind., and will open a dance hall there this week.

DANNY SHARP and wife left Cincinnati last week to join the SeaBee Hayworth circle in North Carolina. . . . P. J. TIERNEY reports fair bit with his small trick in Northern Illinois. . . . GARDNER PLAYERS will again take a shot at the Coast towns of Maine this summer. . . . GRACIE AND MABEL PORTER, formerly of the Porter Stock Co., have purchased a new trailer and are at present parked on a lot in Temple street, Los Angeles. . . . WILLIAM CARROLL, stock and rep veteran, who put in many years with West Coast shows, stopped off at the rep desk last Friday (7) en route into Pennsylvania to make over territory for summer circuit season in hopes. . . . DOBOTHY RACQUET, ingenue with the John Lawrence Players the last three seasons and in Indianapolis burlesque this winter, will be back with the Lawrence organization for the canvas swing. . . . MARVIN DYER, rep juve and drummer, has leased a building in Worthington, Ind., and will open a dance hall there this week.

DANNY SHARP and wife left Cincinnati last week to join the SeaBee Hayworth circle in North Carolina. . . . P. J. TIERNEY reports fair bit with his small trick in Northern Illinois. . . . GARDNER PLAYERS will again take a shot at the Coast towns of Maine this summer. . . . GRACIE AND MABEL PORTER, formerly of the Porter Stock Co., have purchased a new trailer and are at present parked on a lot in Temple street, Los Angeles. . . . WILLIAM CARROLL, stock and rep veteran, who put in many years with West Coast shows, stopped off at the rep desk last Friday (7) en route into Pennsylvania to make over territory for summer circuit season in hopes. . . . DOBOTHY RACQUET, ingenue with the John Lawrence Players the last three seasons and in Indianapolis burlesque this winter, will be back with the Lawrence organization for the canvas swing. . . . MARVIN DYER, rep juve and drummer, has leased a building in Worthington, Ind., and will open a dance hall there this week.

DANNY SHARP and wife left Cincinnati last week to join the SeaBee Hayworth circle in North Carolina. . . . P. J. TIERNEY reports fair bit with his small trick in Northern Illinois. . . . GARDNER PLAYERS will again take a shot at the Coast towns of Maine this summer. . . . GRACIE AND MABEL PORTER, formerly of the Porter Stock Co., have purchased a new trailer and are at present parked on a lot in Temple street, Los Angeles. . . . WILLIAM CARROLL, stock and rep veteran, who put in many years with West Coast shows, stopped off at the rep desk last Friday (7) en route into Pennsylvania to make over territory for summer circuit season in hopes. . . . DOBOTHY RACQUET, ingenue with the John Lawrence Players the last three seasons and in Indianapolis burlesque this winter, will be back with the Lawrence organization for the canvas swing. . . . MARVIN DYER, rep juve and drummer, has leased a building in Worthington, Ind., and will open a dance hall there this week.

THE HIT PARADE
Sifts Now for the World's Finest and Largest One-Night Stand Tent Show
Working in all departments, Chief Electrician and Assistant, Programmen, Assistant Mechanics 40 Trucks and Two Men, Second Cook, Party Man and Waiter. Preference to men who can drive trucks. Cook House open. Season starts April 20. Address: THE HIT PARADE CO., Box 312, Brownsville, Tenn.

SHORT CAST SCRIPTS FOR LEASE

Send for complete list and state how your tent is framed and the territory you play. Copies of the ones I am using now this summer are available. JOHN LAWRENCE, Worthington, Ind.

WANT FOR THE ORIGINAL TOBY'S COMEDIANS

See His Peeps, Teams and Singles. These doubling act and specialties give performance. Year round work. Salary over \$1000. State all—size, height and weight and how. Also, send Address of Moultrie, Ga. or Billy TOBY YOUNG, Box 1, Wright City, Oklahoma.

WANTED REP PEOPLE

All Ives, Long and Short. Some Peeps who double. Re with it of one's answer. No features wanted. This is a Tent Show, Touring Gen. Business Women doubling name. Wire or write. Tell all, including salary wanted. J. A. OGLE, Yuma, Tenn.

WANTED TO JOIN ON WIRE

A-1 Operator Powers Emphasis With Tent Show Experience. Man that knows how to build and take care of it. Freely use of Strickland and playing Strickland Instrument. Make salary and expenses first week. Other mail people write. JACK C. GRADY, 2000th Favorite Tent Stage, Macfield, N. C., Week of April 10th.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

45th YEAR The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World... Published Every Week... By The Billboard Publishing Co.

BRANCH OFFICES: NEW YORK—4th Floor... CHICAGO—4th Floor... LONDON—11, Abchurch Lane...

SUBSCRIPTION RATES PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$9...

DISPLAY ADVERTISING—Fifty Cents per Space Line... No display advertising measuring less than 10 lines accepted.

No unclassified advertisement accepted unless returned in triplicate and marked as to each publication.



Vol. 51 APRIL 15, 1939 No. 15

Magic

By BILL SACHS (Communications to Cincinnati Office)

DANTE THE MAGICIAN, whose Sim-Sim-Sim magical device is internationally known, continues to play to success in England...

NEWER FUNNIER Minstrels America's unrivaled tradition of combining Minstrel Fun, Parts, Music, Songs, Games, Puzzles, Riddles and Comedy...

In the 16-month tour just concluded Margolis traveled 23,000 miles thru 28 States, appearing in 370 towns...

TOMMY MARTIN wires from San Francisco to say that he's in his 13th consecutive week on the Coast...

Ill. May Ban Double Bills

SPRINGFIELD, Ill., April 8.—Illinois State Legislature may ban double movie bills in this State...

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Four and One Still Going In Hal J. Ross Derby Show

CINCINNATI, April 8.—Of the 23 teams which answered the starting gun in the Hal J. Ross Derby Show at Tacoma Park...

Personnel consists of Jimmie Passo, night judge, with LeRoy Martone on the day shift...

Chas. Hayden Fatally Shot

CHICAGO, April 8.—Charles M. Hayden, whose walkathon is currently holding forth at the Park Casino here, was fatally shot early Sunday...

visited Dorothy Wolf at the Sphinx office, but missed Bill Williston at his flat... That's a swell preview on the New York World's Fair...

Minstrelsy

By BOB EMMET (Cincinnati Office) THE MANY friends of Willie Page will be glad to know that he is enjoying the sunshine of the Jersey coast...

Attention

Good Social Team, M. G. P. For Ladies, Trainers, Girls, in all departments for Walkers in heart of Illinois...

Opportunity Nox For You!

Cash in Now on \$10,000 Worth of Advertising Detailed set-up for Walkathon, minstrelsy, indoor carnival...

Walkathon—Derby

Opening April 18, Cash in Now on \$10,000 Worth of Advertising...

Attention

Good Social Team, M. G. P. For Ladies, Trainers, Girls, in all departments for Walkers...

Opportunity Nox For You!

Cash in Now on \$10,000 Worth of Advertising Detailed set-up for Walkathon, minstrelsy, indoor carnival...

The Final Curtain

BOEWIG—Henry, 80, retired with oldest member of the New York Philharmonic Symphony Orchestra, March 31 in Brooklyn. He had served also as librarian for the society for more than 40 years, having joined as violinist in 1894. Survived by a daughter and son.

CORCORAN—George (Red), 34, musical comedy actor and writer, in a Los Angeles hospital recently of pneumonia after hospitalization for ruptured appendix. Born in Seattle. Corcoran graduated from the University of Washington, then went on the stage, appearing in a number of New York musical comedies. Three years ago he gave up acting to devote his time to radio writing, in which he achieved national prominence. He was one of the principal writers for the Al Jolson program. Survived by his widow, Mildred, and his mother and stepfather, Mr. and Mrs. O. A. Peterson, of Seattle.

COWARD—Nathan A., publisher and editor of The Shelton News, Shelton, S. C., and brother of Linden Coward, magician, at his home in Shelton March 30 of pneumonia after a week's illness. Coward was a World War veteran, an active member of the American Legion, Lions Club and other civic organizations. Survived by his widow, Susan Victoria, four children, his parents, three brothers and three sisters. Services in Shelton March 31, with interment in Shelton Cemetery.

In Loving Memory of My Husband
DENNIE CURTIS
Who Passed Away April 12, 1938.
There's a little Death can not destroy
Love and remembrance last forever.
EDNA CURTIS

CZERWINSKI—Arthur G., 53, baritone singer, April 1 in a Milwaukee hospital of pneumonia. Czerwinski formerly appeared with the San Carlo Opera Co. Survived by a son, a daughter, his mother, two brothers and two sisters.

DONATELLA—Joseph, 26, dancer and musician, at his home in Englewood, N. J., March 31. Donatella formerly appeared with his parents, Peigo and Rosa Donatella, whose act, *Carnival of Venice*, played the country on RKO and Loew circuits. He also appeared as a dancer in George White's Varieties in 1932. Survived by his widow and three brothers.

ENGLISH—Harry, 79, actor and vaudeville artist, April 3 in the Englewood Hospital, Englewood, N. J. He and his wife had been guests at the Actors' Fund Home for the past year. His stage debut was made in Irish plays. Supporting William Collier Sr., he appeared in 1895 in *Black Nigger*, *Lost in New York*, *The Black Flag* and *The Span of Life*. With Ezra Kendall he played in *A Pair of Kings*. Later he joined Ethel Barrymore's company at the Empire Theatre, New York, before entering vaudeville. In 1934 he became office manager for the National Vaudeville Artists on the West Coast. He leaves his wife, Pauline Palmer English. Burial in Woodlawn Cemetery, New York.

FILLMORE—W. A., 77, active in promotion of Maritime Winter Fair, Amherst, N. S., and a director of Amherst Exhibition Commission, recently in that city. He was a major in the militia and an Odd Fellow. Survived by two sons and a daughter.

FLOWERS—Mrs. Harry E., 30, formerly Gwendolyn LaRue Carter, dancer in the Pioneer Palace Revue at the Fort Worth, Tex., Frontier Fiesta of 1937, in a Fort Worth hospital March 31 of pneumonia after a week's illness. Survived by her husband, who is connected with Station WBAF, Fort Worth; her parents, two sisters and a brother; all of Fort Worth. Services in Fort Worth April 1, with interment in Greenwood Cemetery, that city.

IN MEMORIAM
In loving memory of our dear Husband and Father
CHARLES FOLTZ
Who passed away two years ago, April 12, 1937. He is gone but not forgotten. The more we love him the more we miss him. His grave is in the old old green grave, beneath the trees and the stars above. We often think of the days when he was here and how he loved to paint. We often think of the days when he was here and how he loved to paint. We often think of the days when he was here and how he loved to paint.
MRS. CHAR. FOLTZ AND FAMILY.

FREEMAN—Daniel Curtis, 65, former manager of Oaks Amusement Park, Portland, Ore., recently at his home in that city. At one time he was with the commission of Alaska-Yukon-Pacific Exposition, Seattle, and assistant to the president of the Lewis and Clark Exposition. Survived by his widow and a sister, Mrs. E. Corbett, Lebanon, Ore.

GOETZ—John A., 90, acrobat and violinist, March 31 in Milwaukee. He appeared on the stage during his younger years and also played the violin in the Alhambra Theater orchestra in Milwaukee. Survived by a son.

HALL—Robert, 74, musician, April 2 in an Oconto Falls, Wis., hospital. Hall became well known thru the Middle West for his musical abilities, appearing as a concert violinist and leading and organizing bands and choruses in Michigan, South Dakota and Wisconsin. Survived by his widow, three daughters, two sons, a brother and two sisters.

HAYDEN—Charles M., 52, marathon promoter, fatally shot in Chicago April 9, when he was staging a contest in the Park Casino at the time. Hayden had promoted marathons all over the country and was one of the best known men in that end of show business. Survived by his widow, Olga; a son, Charles W., a floor judge in the current contest, and a daughter, Ann.

HIXSON—Joe, 50, who had been connected with Ohio theaters for more than 40 years and one of the oldest members in Ohio of the stage employees' union, April 1 in Lima, O., from injuries sustained in an auto accident. Services and burial in Lima.

HOLCOMB—Mrs. Chariba, mother of Ray Branch, who formerly operated the Strand and Barry theaters, Hastings, Mich., and now president of Allied Theaters of Michigan, at her home in Fulton March 30. Survived by her husband and two sons. Burial in Fulton.

HUTCHISON—Lester W., 49, manager of the Union Theater, New Philadelphia, O., April 2 in Mercy Hospital, Pittsburgh, after six weeks' illness. Associated with the Shea Theaters Corp. for the past 15 years, Hutchison went to New Philadelphia in December, 1935, to assume the management of the Union and Bexley theaters. Prior to that he had been manager of a Shea house in McKees Rocks, Pa. He had been identified with the theater for more than 25 years. His widow survives. Services in St. Francis de Sales Catholic Church, McKees Rocks, Pa. Burial in Amsterdam, N. Y.

JAMES—Walker Ellis, 52, engineer of the Grand Theater, Columbus, O., April 3 at his home in that city. He had been identified with the Grand since the house was rebuilt following a fire several years ago. Prior to that he was with the old Keith Theater, Columbus. His widow, four daughters and two sons survive. Services and burial in Columbus.

JOHNSON—Harry V., 53, veteran sheet writer, at his home in Excelsior Springs, Mo., March 27. Services conducted by the Masons, attended by a number of paper men.

KAUFMANN—Carl F., 55, composer and opera singer, at his home in Boston April 2. Survived by his widow, the former Elizabeth Cheney.

KESSANDY—Mrs. Bessie Green, 70, mezzo-contralto soloist, at her home near Louisville April 5.

LEMON—Frederick Winfield, bear boy with Crystal Exposition Shows, in Camden, S. C., April 7.

McKINZIE—Robert B., 72, known in the show world as Donald McGregor, "the world's largest Scotsman," in Jefferson, Ia., April 5. Born in Glasgow, Scotland, he was 7 feet 6 1/2 inches tall and weighed 420 pounds. He trouped with vaudeville shows, including the G. A. Woodman Shows, and at one time had his own organization, the Donald McGregor Shows. Survived by his widow and daughter. Services at his home in Duluth, Minn.

MILLAR—Clyde C. C., 71, of the Miller Bros.' Diorama, feature act in vaudeville for many years, in Chicago March 29. He and his brother, Benjamin, perfected their first diorama in 1897 and later played the B. F. Keith theaters. They also appeared with the Princess & West Minstrels for three seasons and at the Circo Orrin in Mexico. In recent years Millar devoted his time to painting marigo scenes.

O'BRIEN—Smith, 78, Irish character actor, in Bellevue Hospital, New York, March 31. His first stage appearance was at Miner's Bowery Theater, New York, in 1882. Following years of vaudeville, he toured left theaters in the *Boy King* and produced *Donny Brook*. Burial in the Elks' Plot, Kensico Cemetery, Westchester County, N. Y.

O'NEIL—John J., 77, in Bridgeport, Conn., March 18 after a short illness. O'Neil was a former president of Local No. 69, American Federation of Musicians; secretary of the Central Labor

Union of Bridgeport for 41 years and father of three former well-known vaudevillians, Fay, Ekins and Fay.

OLIVIER—Rev. Gerald Kerr, 69, father of Laurence Olivier, actor, in West Worthing, Eng., April 1.

OTTO—Ernest, 73, musician, for more than 50 years prominently identified with the Turner musical development, of a heart attack April 2 in Davenport, Ia. Otto came to this country from Germany when 17, traveled with a minstrel show and later settled in Davenport and organized his own band. He served as musical director in the Davenport public schools from 1902 to 1918 and was also district director of the Northwestern Saengerbund, and director of the Midwestern Saengerbund.

POTTS—Alexander W., of Paisley, Scotland, operator of a cafe-restaurant in the Scottish Village on the Gateway at Golden Gate International Exposition, San Francisco, from an abdominal operation in Stamford Hospital there April 6. Remains to be cremated and ashes returned to Scotland.

POLLARD—Waldo, veteran concessioner, mechanic and wheel builder, in City Hospital, Baltimore, March 20 from injuries sustained when struck by an automobile March 15. Burial in Mt. Carmel Cemetery, that city.

RAODDALE—Jimmie, 35, well-known water-snow clown, who had appeared with numerous carnivals at his home in Clarendon, Okla., March 11. Interment in Clarendon Cemetery March 13.

RAMI—Prince Yogi, 37, Lakewood, N. J., Hindu mentalist, killed instantly when his car was struck by a train in Sharonville, O., April 9. Survived by a brother, Prince Yogi Par. Services tentatively set for April 12 in Cincinnati, with burial in St. Mary Cemetery, Covington, Ky.

RILEY—Philena W., 50, stage mechanic at the Paramount Theater, Fort Wayne, Ind., of a fractured skull sustained when he fell down a stairway at the theater March 14.

ROCHE—Dorothy Kingdon, 45, stage and screen actress, recently in County Hospital, Los Angeles.

ROSE—Edward Everett, 77, author, actor and playwright, April 2 in a New London, Wis., hospital. One of his best known works is *The Rosary*, of which he also wrote the stage and screen version. Rose began his stage career as an 18-week actor in a Boston stock company when 17 and received his first big chance by playing a role in the original production of *The Drunkard* in 1893, in company with R. H. Allen and Henry W. Savage. Rose raised \$372,000 to promote the Castle Square Theater, Boston, now the Arlington. He disposed of his Boston holdings four years later and began his writing career on Broadway. Of his 121 plays all of them were published and most of them produced. His writings or adaptations include *The Westerner*, *Janice Meredith*, *Alce of Old Virginia*, *The Line and the Level*, *Turn Back the Hours*, *The Master Thief*, *Yah, Perad*, *David Harum*, *The Port of Munging Men*, *Everyman's Daughter*, *The Grey Horse* and others. During his 20-year residence in Fremont, Wis., Rose produced amateur plays in the village opera house. Survived by his widow, the former Dorothy Stanton, New York actress.

ROSEBURY—Richard, sheet writer who in his early days earned the sobriquet of "Diamond Dick" thru his habit of wearing large diamonds, March 20 at his home in Pleasantville, N. Y. He worked many fairs thruout the country and after he had learned his trade as a sub-getter became circulation executive for numerous publications, including *The New Yorker* and *Curtis Publications*. For the past 10 years Rosebury operated his own business, known as the Rosebury Organization. He was a colorful character and did much towards uplifting the subscription business. He was a world-wide traveler and as one time was correspondent for *The Billboard* in Manila, P. I. Burial in New York March 31.

SADLER—James Allen, superintendent of the Virginia State Fair Association, March 31 in Richmond. Survived by his widow, 2 daughters, two sisters and three brothers.

SEARCH—Charles F., 63, engaged in theatrical work in Sunburn, Pa., and vicinity for more than 25 years, at his home in Rolling Green Park, Sunbury, April 3 of age complications. After having been engaged in the Chestnut Street Theater, Sunbury, from the second year after it opened in the fall of 1901, he was made stage manager in 1908. Seven years later he took a similar

position at the Rolling Green Park Theater. Survived by his widow, Aggy, and two children. Services in Sunbury April 4, with interment in West Side Cemetery, that city.

SHILDON—Clarence (Red), 62, veteran circus and carnival tiger and concessioner, in Houston recently. Sheldon performed years ago with Christie's, Hagenbeck-Wallace and *Baffin & Bailey* circuses. His last show connection was as concessioner with Gray's Loughran Shows. Survived by a sister.

SPRAQUE—Edward B., manager of the Osley Theater, Fairville, N. B., in that city recently after a short illness. Surviving are three sons, one daughter and eight grandchildren. All three sons are on theater staffs in Southern New Brunswick.

THORPE—Fred, 57, well-known Buffalo booking agent, recently in Buffalo General Hospital of pneumonia. Thorpe's real name was Fred Peacock. He was long associated with the National Vaudeville Exchange, headed by Clyde Griffiths, and staged amateur vaude shows for that office in Western New York and Canada. In later years he gave all his time to booking. Survived by four sisters and a brother. Services and burial in Lockport, N. Y.

WALKER—David S., 78, well-known Montreal theater man, in Cannes, France, April 11 days after his marriage to Mrs. Emelyn P. Tipling Staman, Detroit widow. Walker was formerly secretary-treasurer of the J. B. Sparrow Amusement Co., Montreal, which owned the Princess Theater and the Theater Francaise. He numbered many stage stars and members of royalty among his friends.

WERNERMAN—Mrs. Margaret Beyer, 41, former professional singer of Cincinnati, at her home in Mt. Lookout, Cincinnati, April 4. Survived by her husband, a daughter and two sons. Services April 7, with interment in Guardian Angel Cemetery, Mt. Washington.

Marriages

BUDDHA GROUP—Prince Buddha, magician, and Agathe LeBeau, members of Pete Korber's World's Fair Museum, in Birmingham recently.

CARLISLE-STENHEDSON—Eugene L. Carlisle, nonpro, and Lee Stenhedson, actress, April 1 in St. Bartholomew's Church, New York.

CORRY-RAMBEY—Harry O. Corry, concessioner with Hennessey Bros. Shows, and Bobbie Ramsey, night club entertainer and dancer, in Little Rock, Ark., March 23, reports Corry.

CRAWFORD-CARSON—Ross Crawford, lot superintendent of Wallace Bros. Shows, and Mrs. Viola Carson, middle ride operator on the same organization, in Dyersburg, Tenn., March 21.

GORDON-LOEB—Joe (Ace) Gordon, professional wrestler, and Peggy Loeb, booking agent and actor representative, in Philadelphia March 29.

HARVEY-WHATLEY—Charles (Jimmy) Harvey, greeter on the Tulsa World, on the Buckeye State Shows, and Carrie Pearl Whatley, of Summerland, Miss., recently in Forest, Miss.

HOLMES-HOLMAN—Ralph Holman, son of Taylor Holmes, character actor, and Libby Holman, singer and widow of Smith Reynolds, in Washington March 27.

MANSFIELD-SUSAN—Irving Mansfield, publicity director for Dorothy Thompson and John Moses, and Jacqueline Susan, former dancer at the Waldorf Astor, Philadelphia, in that city April 2.

MEACHUM-LEE—Homer Meachum, blackface comic with the Seabe Hayworth show, and Anna Blanche Lee, singer with the same organization, in Greenville, N. C., April 3.

MUZZILLO-HOLCOMB—Ralph Muzzillo, trumpet player in Jimmy Donay's Orchestra, and Eva Holcomb, nonpro, April 1 in the Little Church Around the Corner, New York.

RITCHIE-CUNLIFFE—Cam Ritchie, traffic manager of Station CHLW, Detroit, and Margaret Cunliffe, of the station's accounting staff, in Detroit recently.

RYAN-PIPPINS—Jack Ryan, bass fiddle player in Jimmy Donay's Orchestra, and Louise Pippins, nonpro, April 1 in the Little Church Around the Corner, New York.

THOMPSON-BARS—Clifford Thompson, former giant with circuses, and Mary Bars, circus dancer, in Rockford, Ill., April 9.

WILCOX-RICE—Robert Wilcox, film actor, and Florence Rice, film actress and daughter of Grantland Rice, sports (See MARRIAGES on page 70)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Days' Delay
Parcel Post
Brown, H. H. 200
Cannon, James, 200
Cannon, James, 200

Women

Abbott, Mrs. E. L.
Abdel, Nader
Adams, Rosalie
Allen, Joan

Lee, Miss
Lester, Mrs.
Lester, Mrs.
Lester, Mrs.

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.

Abbott, Mrs. E. L.
Abdel, Nader
Adams, Rosalie
Allen, Joan
Alton, Mrs. Catharine

Allen, Joan
Alton, Mrs. Catharine
Anderson, Mrs.
Anderson, Mrs.
Anderson, Mrs.

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



CA Is Battling On Bus Traffic And Cashier Pay

NEW YORK, April 8.—Concessioners' Association of the World's Fair is battling the expo on two important phases of operation, bus traffic on the midway and cashier salaries. Fair plans to have buses make a circuit of the grounds, including amusement zone "when the crowds are light." Showmen don't want any part of the restriction at any time, regarding the automotive conveyers as a nuisance in general and crowd and tip chasers in particular.

More pocketbook interest attaches to cashier wages, however. Fair hires the cashiers for pay attractions at 50 cents an hour, but showmen have to ante up 60 cents, the 10-cent diff being apparently for administration, pomades or oil for the hair, etc. There will be two shifts of eight hours each, bus showmen pay for a 12-hour day. Reason for extra hour hold-up is not disclosed, but one important showman said it's the fair's protection in case the expo suffers a loss on the extra 10-cent pay.

At the rates demanded by the fair, money handlers will be getting more in salary than many showmen's side personnel. A resolution was drawn up at the association's meeting this week embodying the CA thoughts on the subject for perusal by President Grover Whalen and his colleagues, who do not appear to be (See CA IS BATTLING opposite page)

Co-Operation of Fair Is Assured In Unions' Demands

NEW YORK, April 8.—Delegates from the Theatrical Trades Council met with President Grover Whalen and other officials of the fair today in an effort to arrange wage and hour schedules, general working conditions and a closed-shop agreement for all fair workers coming under jurisdiction of their respective unions. Details of the meeting were not disclosed, although union delegates said later that Whalen has assured them of the fair's co-operation in arranging for a closed shop, definite scales of wages and hours and further demands advanced by the council.

Previously fair management had taken steps that it was not in a position to negotiate contracts and agreements at (See CO-OPERATION OF opposite page)

NTC Will Present Gals and History

NEW YORK, April 8.—Probably leading attraction to become a definite part of the midway this week was Nils T. (NTC) Granlund's outdoor-indoor extravaganza involving variety entertainers, showgirls and name bands. In two parts, attractions will be titled *Carnivale of the American Theater* and *Carnivale of the Beauties of the World*. Enterprise is located in Plot AO 1, large area in lower center of the amusement area.

Location calls for space about 350 feet by 325 and will comprise a tent theater seating about 1,500 and an outside enclosure holding several thousand more. *Carnivale* will depict figures of the theater for the past half-century, reproducing works that made them famous. *Beauties*, Congress will feature parade of showgirls. Total running time of combined shows will be 50 minutes. Admission 40 cents. Project is one of several partially financed by the Fair Corporation. Charles Hertig, burlesque man, is also interested.

2 of 4 Villages To Make Opening

NEW YORK, April 8.—Village-type attractions are pushing construction at top-notch speed to be ready on time; the firm present indications only two of four such enterprises signed to date have fair chance of being ready three weeks hence. The R. J. Sipehen project, Sun Valley, probably the largest and most comprehensive of the villages, is leading the way in construction and if everything goes well, should be ready in its entirety when President Roosevelt opens the gates three Sundays from tomorrow.

Dash Brothers' Cuban Village should be ready, too, and the Merrie England enterprises of J. T. Schless will be near completion when the fair gets under way. Trailing the others from a building standpoint is Old New York, which has undergone financial difficulties from time to time since negotiations began several months ago. Fair is partially financing the project now and construction has been launched, although no hope is held for it being ready to operate April 30. It stands to reason several additional village ideas currently being negotiated cannot be prepared to open their gates by debut day should they be signed by the fair corporation.

Merrie England Dedicated

The Schless Construction Co.'s project was dedicated this week with all the (See 2 OF 4 VILLAGES on opposite page)

Heads Reported Backing a Drive For Refinancing

SAN FRANCISCO, April 8.—With cash said to be at low ebb, the exposition is reported ready to begin a refinancing campaign. So far as expo directors are concerned, the loan is assumed to be in the bag. However, a majority of present investors are said to be set against the present fair management and unwilling to risk more money.

Plans are afoot, it is said, to bring a New York man here to take charge at a reported salary of \$100,000.

One of the heaviest investors in the fair is the Standard Oil Co. of California. All of the government's loan of more than \$8,000,000 has been used up, \$5,000,000 of the amount going into creating the island. State's contribution of \$5,000,000 has gone into pavilions and support of county exhibits.

Paid gate has not been sufficient to pay the expo's way thru several attendance slumps. Concession money is reported being used to meet current expenses. President Leland Cutler is said to be leading the way toward negotiating a loan.

Gates Take Rebound

During the week attendance took a rebound, sunny weather combining with new attractions and an overrun of kids due to Easter holidays and dime days. Week-day attendance was up, also Sunday's, figure going to 75,748. Saturday was fair with 44,446, with rain after 10 p.m. Wednesday's crowd was 51,375. Expo officials hoped for a 350,000 gate on the week.

Concessioners' Association named six new members to its board of directors on Tuesday, bringing total to 15. New board members are Art Belcher, Fisherman's Grotto, temporary chairman; Sally Rand; Max Schwartz, Candid Camera; William Russell, Scottish Village; Elmer Egan, Maxwell House concession, and Louis Lippt, Hydrosphere.

Tex Cameron, operator of a restaurant chain on Treasure Island, was given a surprise birthday party on Tuesday on the upper deck of his Oakwood Barbecue by Cameron employees, of whom there are more than 700. Those taking part included Mr. and Mrs. C. L. Cameron, Mr. and Mrs. P. O. Peterson, Mrs. E. Hauselmann, Adam Schaffer, S. J. Gould, Arthur Stahlman, M. Adams, Mrs. Grace Mortimer, Colleen Adams, George Perconenk, Carl C. Howland, William Conroy, Tom Sharbaugh, Wymen J. Smith. (See READS REPORTED opposite page)

New Monte Carlo Closes

SAN FRANCISCO, April 8.—Monte Carlo, expose attraction, closed on Wednesday after a dispute with the department of foreign concessions over change of name. Operators of the original Monte Carlo objected to use of the name. Pressure from certain interests was said to be behind the move to do away with the show, which presented an alleged expose of means by which customers of gambling houses can be cheated.

New Night Club Is Begun

SAN FRANCISCO, April 8.—John G. Brutsler has started construction on his Cafe Continental, to be the newest night spot. It will go up in Central Square, in the middle of the island, and opening directly on the Vacationland building. Spot will use floor shows.

Paid Attendance

Previously reported	1,408,470
Thursday, March 30	22,003
Friday, March 31	24,918
Saturday, April 1	28,846
Sunday, April 2	25,048
Monday, April 3	27,715
Tuesday, April 4	37,670
Wednesday, April 5	51,375
Total	1,650,084

Big Radio Deal for Elaborate Plant Is Apparently All Off

SAN FRANCISCO, April 8.—Big radio deal for the exposition now appears to be dead, with the management up in the air as to what to do with plans for the most elaborate radio system in the West. Treasure Island heads are unwilling to admit that there is a shortage of money, which, it is said, is the fundamental cause of the impasse.

Expo originally succeeded in propositioning the State to toss in \$400,000 for a radio plant as a ballyhoo, with the fair promising to go after bankrollers for programs as well as seeking promises from the networks for origination of shows from the island studios.

Deal was acceptable to the nets, but so far the expo hasn't nailed down any sponsors and unless this weakness in the set-up it corrected there will be no big expo shows taking to the air from the island.

Studios Out of Use

Three studios in the Radio Building have never been used. Radio Director Arthur Rowe has his office in one of the buildings. California Auditorium, built from State funds for broadcasts, has been used only once for this purpose. Studios deal with stations gave network duplicate lines and furnished loops for 12 radio stations. Aside from opening-day ceremonies, a few building dedication programs, the Eddie Cantor broadcast and Firestone program, which came from California Ballroom, the networks have been mostly silent on fair activities. Webs have nixed a participation for expo broadcasts. Cantor show got by by designating paid customers to the show in on the broadcast.

Failure of the musicians' union to meet expo's and station demands that they not (See BIG RADIO DEAL opposite page)

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, April 8.—This nutty little was inspired by agitation that is fermenting about the many nude shows on the Bayway. Lady Godiva made Coventry Staff. Astride a white horse, dished spang in hair.

She was a swell gal—no bit of a prode! Established a vogue, now called "In the Nude."

While none of the girl shows has been better or worse regarding nudity than those seen in local theaters, some local organizations seem to think that the embryo Sally Rands should wear gaiters and ear muffs, so as not to drag the dignity of the fair in the dust and also to keep out the young (who are not permitted to enter any of these attractions). Most of the women who are complaining have attended the Fettes Bergers in the Auditorium and have raved about the show, which is exceptionally good. But it is a fact that many of the Fettes girls are not only nude but in some cases suggestive. It is also a fact that the Rand girls wear as little as the law will permit and that this is the top-money show of the Bayway by a long way, so it looks as the Mr. Average Man likes his girl shows rich and fast. Lady Godiva would not have had a bak-

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, April 8.—"Play Center" being used frequently by fair now to denote midway or amusement area.

Bill Larkin, show builder and designer, working out of John Krinsky's department of entertainment.

Frank (Doc) Shearn, of amusement control committee, has been out for a week with the cold.

Mayer Publishing Co., printer of Ringing-Barnum program, doing the same for Harold's European Circus.

Some isoborn reported suffering from fat poisoning.

The Baker-Trayer Serpentine Whip and Laffland being party financed by WP. Construction starts Monday.

Dave Eiman's airwaved Hobby Lobby down for space in Children's World. Structure, supposed to cost \$20,000, will house 500 exhibits of hobbies and 12 hobbyists at a time will be on hand to spout off about their pastimes.

Honda Across the Sea, radio program dedicated to exhibiting foreign nations, will be presented over WRNX Mondays, Tuesdays, Wednesdays and Fridays.

Gene Gusters: Arsenal and personal effects of such noteworthies as John Dillinger, Harry Campbell, Baby Face Nelson, Pretty Boy Floyd and Legs Diamond will be exhibited. Also lined up is Juanita Hanson, heroine of silent picture days. Cured of the drug habit, she waged a militant fight to eradicate the evil in this country. She'll be in charge of the anti-drug presentation.

Frank Buck's Jungland, Co-produced by Phil Hiant and reported quarter-million simulators, 1,000 monkeys, 10 seals, 1,000 birds, plus elephants, camels and other whatnots from the African veldt. Denied the use of 24 Ball girls by the Dutch Colonial Government, Buck says he is bringing over about 100 native hunters who trapped with him in the (See FLUSHING FRONT opposite page)

Add World's Fair News in This Issue

Fair-Bound Visitors To Up Page 60

er's dozen on the streets of Coventry when she took her husband's car. If she had worn a cloak, which proves that times have not changed.

The roll-down that was doing so well on the Gayway is a thing of the past, the stand now being occupied by a cigarette flasher, J. M. Wisner, veteran showman and cotton operator, after spending a month in visiting the fair and friends here, returned to his home in Dallas. John Alexander Pollitt has relinquished the idea of operating a string of concessions. He bought a car and fled to Los Angeles.

Sally Rand has taken over the building constructed for the Branson Globe of Death and is having it altered for a Miss America show. Pantheon de la Guerre is out again. It has been in and out more times than one could shake a stick at. A nine-hole golf-driving course is contemplated between Greenwich Village and the Coliseum. J. Moody sold his interest in the Daydream show to his partner, Frederick Beckel. Moody, a retired newspaper publisher, is looking around for another attraction. A branch of Fisherman's Grotes noted Fisherman's wharf restaurant, has been opened opposite Greenwich Village. Midget Village is still dark pending negotiations with the front offices. Tex Cameron is making an addition to his Happy Valley Ranch, carpenters putting up a building adjoining the dance hall. When this addition is completed Tex will have the largest place of its kind in the world; 100 feet have been added to the bar. Goodyear demonstrating track, nearly completed, should furnish plenty of thrills for spectators, this speedway adjoining the Gayway. Children's Village is gradually taking shape. Johnny Branson is trying to find a new location for his Lion-Drome. He has already moved once. Jerry Whitney, formerly of the Headdress Girl, is now with Greenwich Village.

At a recent meeting of the Concessioners' Association, attended by Harris Connick, expo general manager; Milton Esburg Sr., chairman of the amusement committee, and Mel Smith, Gayway manager, Mr. Esburg delivered an interesting and confidence-inspiring talk, which was well received. Mr. Connick spoke and answered numerous questions, which were received with general satisfaction. Mel Smith outlined a plan for bringing people to the fair, included in which was Standard Oil Co. Day. The company has arranged to have about 25,000 of its employees on Treasure Island on April 22. Each employee will be provided with a ship ticket with admission to all shows at reduced prices. Concessioners will be paid for tickets used at their attractions at reduced prices. All members agreed to the reductions. What a spot for Doc Morris!

Bill Pitzer, of the Sally Rand opera, who says he's tired in calling him a second man in the roster published, declares all of the talkers are first men and work in shifts. About 250 Hollywoodites here for opening of the Story of Alexander Graham Bell, were all provided with badges that would have admitted them to all attractions on the Gayway, but as they were all headed into elephant buses for the trip around the Island, few of them took advantage of free passes into the show. Rex Austin, former manager of the Al-G. Barnes Circus, blew in for a brief visit to the fair. Rumor is that the loud-speakers are out unless one wants to hire two technicians and a union announcer. This may be a little far-fetched some of the shows that started to use these devices are not using them now.

H. A. Deveau, prime factor in the Children's Playground, has worked very hard to put this deal over. He is personally operating kiddies' auto ride, Miniature Ferris Wheel, pony track and two concessions. A building is being erected for a show especially for children. Buck Jones' horse, Silver will be one of the attractions. Best time for shows and rides is from 10 till 12 at night, after buildings are closed and Follies show is over. Tom Hart, in charge of the show for Danors of the World, makes all opening, sells tickets and is doing a good job of turning them. William Judkins Hewitt was guest of Fred Weddington while taking in the fair. Ed Beckinridge is handling the after-show in the Incubator show. J. Ed Brown is finally getting spotted with his breadfarter and hamburger stand.

Chinese opera company in the Chinese Village was brought here especially for

the expo from China by George Jue, manager of the Village. Costumes are gorgeous. There is no question but what it is helping business of the Village. George Haley, back in harness, is operating a restaurant with Tex Cameron to occupy part of the front of Happy Valley Ranch, a prime location. DeLay-Vesaux, who brought two Carousels from Paris and located them on the Gayway, has settled difficulties with fair authorities and they should be in operation shortly. Counterfeit money in all denominations has appeared on the Gayway but cashiers have been alert enough to catch most of it. On a walk thru the big parking lot I saw plates from all except two States and many from foreign countries.

Difficulty of securing world's fair pay attractions is evidenced by the fact that the new amusement administration, all of these hustlers, have not since their inception four weeks ago added one new attraction to the Gayway and the same dark spots still exist, Esthonskin Village, Television City, Midget Village, Miss America building and French Carousels.

BIG RADIO DEAL

(Continued from opposite page)

Required to pay radio scale plus casual rate, which is \$3 an hour, has held up musical programs from the fair. With line haul amounting to \$19 a day, station paying the bill, radio feels the extra cash outlay for casuals. Expo bands are paid less than radio scale, getting around \$75 minimum, and the union declaring bands must be paid radio rates before being permitted to broadcast.

Soured After Build-Up

Incidentally, radio soured on the expo after the air build-up given Follies Bergere. Reason: When it came time to open the expo spent plenty of money buying ads in local dailies and passed up radio. Protest brought a new arrangement with the fair buying only time schedules in papers and cutting out billboards.

Squawks also included inadequate parking facilities, with the press grabbing nearly 125 choice spots in restricted area in front of the Administration Building.

CA IS BATTLING

(Continued from opposite page)

giving concessioners the break and 60-operation promised earlier.

Insurance Hangs Fire

Another subject hanging fire is the public liability insurance problem. No decision was made as to carrier, the parking with items at the WF, notably in the ride class, appear to favor the NAAPPB risk plan. Several other prospective carriers are under consideration. It was stated that basic rates are still "very, very high." If the fair itself is included in the plan as a participant, which appears likely, added premium tab will be 10 per cent, a reduction of 10 per cent over the original estimate, according to a statement by Harry O. Travis, Concessioners' Association president.

Fire insurance was also under heavy discussion. Local rate of 5 per cent is 2 per cent more than prevails at the GGIE in San Francisco. Prospected saving of 1/4 of 1 per cent, if operators install specifically described fire alarm systems, is not considered worth while by individual concessioners and the association as a whole. About 50 contractors of Fun Zone projects attended the meeting.

CO-OPERATION OF

(Continued from opposite page)

fecting individual concessions and exhibits, claiming that the enterprises were strictly private propositions. Unions, on other hand, insisted on fair's co-operation because of fact that all construction work on these same enterprises had been done on a closed-shop basis.

Thomas Murtha, head of the TTC, spoke at the meeting for the unions. TTC is composed of Local 306, Motion Picture Operators' Union; Local 4, International Association of Theatrical Stage Employees, of which Murtha is the head; Local 802, American Federation of Musicians; American Federation of Actors; New York local of the teamsters' union and the Showreel local of IATSE.

2 OF 4 VILLAGES

(Continued from opposite page)

pump and ceremony appropriate for such an attraction. Occupying plot adjacent to the shore of Fountain Lake and almost adjacent to Aquacade, village will

include a reproduction of the Globe Theatre at Southwark, England, where Shakespeare's plays were first presented, and where they will be re-enacted during the course of the fair. Attraction will also harbor authentic reproductions of English inns and houses, among them the Old Curiosity Shop, John Harvard House, the Red Lion Inn, the Cheshire Cheese and Sulgrave Manor, home of George Washington's ancestors.

HEADS REPORTED

(Continued from opposite page)

George Haley, Miriam Otisler, Dave Morse, Mabel Larimore, Joe Julian, Mrs. Barbara Goring, E. C. Scott, Peter Parent, Mrs. Ida Lemaroy, Mrs. B. M. Gochlin, E. C. Stoughton and Karl F. Shuster.

Rass Buck on Blow-Offs

Chinese Village has again raised its gate to 25 cents with arrival of 30 members of a Chinese opera troupe with camel-back trunks. No one on the Gayway is busting with concession affairs than Betty Warren, recording secretary of the Concessioners' Association and on the other staff at Happy Valley.

Ripley's Odditorium drew 144,000 in six weeks. Manager Frank Zambrano reports. Expo management would like to give Greenwich Village and Streets of the World an oke on blow-offs, but pass the buck on the ban to police authorities. Roy Gardner, prison escape artist, has opened a spot in Greenwich Village.

Al Weir, who fronts for Glass Blowers of the World, has been appointed distributing agent for The Billboard on the Gayway. He was former assistant adjutant with the Al-G. Barnes Circus.

Spotters in the Nude Ranch were particularly active during the week snatching cameras and destroying "shots" taken of the girls. No picture taking is allowed in Ripley's.

FLUSHING FRONT

(Continued from opposite page)

jungles and six satten or holy men. They're on route aboard S. S. Steel Traveler, says Buck. The satten (pronounced sotty) men will wear sarongs, thus competing for this privilege with Dorothy Lamour, of the S. S. (Sound Stages) of Hollywood.

Spunge as It Sees: Featuring man turning to stone, father and son with 24 fingers and 32 toes between them, an eye-popper, man with heart in stomach, half-girl, man who grows (would it be Willard?), pianist minus fingers, mouth stretcher, Fanny the Human, Oooco, man who eats non-foods; Igerotl savages, Betwa pygmies, Ubangis, headhunters, Cameroons with tribal facial markings, abbasos, giraffe-backed women, Hounmanian plantains, pain-proof man, all-gator-skinned people, fire worshippers, leopard-skinned South Africans. Among objects will be smallest radio set, pen Lincoln used to sign Emancipation Proclamation, cowbell used by Mrs. O'Leary's cow when it overturned the lantern which started the Chicago fire, walking cane made from 13,000 (count 'em) postage stamps, a comb for bald-pated man. Curator of exhibits is Julius Christbeach. Dufour & Boggs have spent years collecting the items.

Kenneth Klein, Town Hall's concert bureau director, given partial leave of absence to assume post of WP music promotion manager, assisting Olin Downes.

Expo has made a two-reel sound film plugging itself. Film being distributed free to schools, clubs and other orgs. Runs 16 minutes and available in 35 or 16 millimeter. Narrator is John S. Young, fair's radio director.

Yermie Stern Attractions have sold a flock of their Prince Karas item to Morris. Great's Miracle Town. Inside is a "three-inch" human. . . . Tony Barg will have a "nine-inch" nude wood-nymph in his Enchanted Forest show.

To further bewilder New Yorkers on opening day, April 30, the city reverts to daylight saving time at 2 a.m. the same Sunday. . . . Press department of the fair is experiencing headaches from privately employed exhibitor and concession p. a. s. Contradiction of news in release the chief source of trouble. . . . It's still a "no-pain" fair as far as officials are concerned. A brave and, we hope, successful effort. But a mighty tough one to maintain once the gates roll open and requests for ducts begin to deluge the administration building.

Benjamin F. Kallen, president of the W. F. Transportation Co., which will operate a fleet of 30 busses from Manhattan to the fairgrounds, has revealed that at-

ROOMS NEAR THE FAIR OR ANYWHERE.

If you plan visiting at the fair write to: Special Rates for Showmen.

ACCOMMODATIONS FOR THE FAIR, Inc. 250 W. 57TH ST. NEW YORK CITY. (Circle 4-0036)

MENTALIST'S READER

Week after week at New York World's Fair or Summer Resort. Have had 15 years experience reading. Address: JULIA ADAMS, 15834 N. High St., Apt. 7, Columbus, Ohio.

Active college girls will be hostesses on the buses during the daytime and that college football players nighttime guides, and chauffeurs. . . . Which reminds us that most concessions will have college-bred talkers and gatekeepers and attendants in place of veteran exposition and showy folk. . . . There's still room for experienced vets for fronts of shows, tho.

General Motors' tremendous exhibit in the Transportation area will be dedicated April 19. . . . "Court of Flame" in the Lagoon of Nations received its dedicatory touch last week in a magnificent display, everybody agreed. . . . Postmaster-General Farley estimates that no less than 2,000,000 World's Fair stamps were sold the first day they were made available to the public. Fifty went to the President in Washington for his collection. . . . The Fords, Harry and Edsel, dedicated their exhibit last week and then took a trip around the grounds with Whelan, Mayor La Guardia and Al Smith. "It can't fail," sums up their opinion of the expo as a whole.

Trailers To Be Exhibited

ELKHART, Ind., April 8.—A complete exhibit of Schult trailers will be displayed in Trailer Town during the New York World's Fair, said Maynard W. Wells, vice-president in charge of sales of Schult trailers, who has returned from a visit in New York. Trailer Town, he said, will accommodate 1,500 trailers and will start operation just before opening of the fair, located in the Bronx at foot of Whitestone Bridge.

EMPIRE ROOM

(Continued from page 19)

balancing act, do their familiar turn which is crowded with displays or amusing stunts. Some of their tricks, however, appear uncomfortable to the audience on this floor, a good many of the patrons seated too close to the act. Flushing gives this offering a better perspective.

Durillo Alexander, city grim singer, with Duchin's Band, writes pop, such as Umbrella Man, Old Man Mose, Gotta Get Some Shut Eye and flares them with a cute personality and jitterbuggy gestures. Okeh for a bright spell.

Dick Barstow, now doing a single, has a tap-dancing style all his own and it is greatly in his favor. It smacks of originality and most of the steps are cleverly designed. His routines to various musical themes are composed of difficult tap steps and ballet work, a combination that gives him class. During the second show he appears with Betty Olds and Betty Lou Mickleberry, of the Abbott line, in a cute novelty to I Married an Angel.

The comedy highlight of the bill is Rufe Davis, an unusual booking in this state, whom that went over unusually good. The customers took to his many imitations and called him back for several encores. While he works in full dress, a neat Western or hillbilly outfit would fit him better.

In addition to Duchin's grand piano wife and the aforementioned Dick Barstow, the middle show also sees Beverly Allen, from the line in a Hawaiian routine that is graceful but just a bit out of line for this atmosphere and the orchestra's vocal background in a satire of Beautiful Baby.

Duchin remains on the band stand for six weeks and his local popularity will attract a healthy trade during that run. His dance rhythms are fine and his own presence on the stand during dance sessions gives the outfit that alertness.

Lou Diamond's Orchestra is the Monday substitute, while Phil Deoley's musical quartet is held for intermissions. Sam Nonberg.

Downie Has Variety of Features; Capacity Crowds at Premiere in Macon, Ga., Despite Elements

MACON, Ga., April 8.—With a wide variety of novel features, skillfully blended, Downie Bros.' Circus opened here Thursday with performances that won acclaim.

Quick and span in appearance, the show attracted capacity crowds afternoon and night, and receipts were about 30 per cent higher than on the opening day here last season, officials said. The gain in business was shown despite a rainy morning and cold night. The matinee attendance was declared to have been the largest in the show's history here, and practically every seat was filled at night in spite of a quick drop in temperature.

William M. Moore and associates, who purchased the show in February, received many congratulatory telegrams and messages, as well as well-wishing visits from representatives of the Macon Chamber of Commerce, city of Macon and State of Georgia.

The smartly produced performance ran for two hours, smoothly and without delay or mishaps.

Charles Sparks in Hospital

Mixed at the opening day was Charles Sparks, who for years headed the show before his recent retirement. He was confined to a local hospital under treatment for a fractured arm suffered in an accidental fall the day before. He had been a daily visitor to winter quarters and rehearsals.

Visitors were numerous and included Charles Katz, former assistant manager, who resigned to remain with Mr. Sparks; Joe O'Hagan, forty-year superintendent of transportation, who has a similar position with a gasoline transport concern here, and his wife, Isobel; John Van Arnam; Bill Hamilton; "Doc" James Haffner; Fred Delvy, former master builder with the show, who is now living here in retirement; Bill Henry, Dave Durrett, Mr. and Mrs. Brownie Rogers and former Gov. Eugene Talmadge.

Mrs. Eva Moore, wife of Leo T. Moore, Texas oil magnate, one of the owners, flew to Macon for the opening, coming from home in Elberta, Tex. Leo Moore had been here for two weeks. They will remain with the show for several days.

Publicity for the opening day, handled by Harry Mack, was declared best in show's history here, both from newspaper and radio angles. Local papers carried 22 pictures and many additional stories.

Desk Scatterday, in charge of banner advertising, had the largest number of banners for an opening day of the show. He landed several big national advertising contracts as well as an imposing list of local accounts. Advertising Scatterday this season is H. B. Shiva.

The Program

Opening spectacle, The Parade of Gold, reveals lavish display of costumes, spec-

cial novel electrical effects, with two bands, elephants and more than 100 persons, mounted and marchers.

2.—Clown numbers in three rings and on track, featuring Chester Barnett and trio, Eddie Kack, Howard Bryant, Sugarfoot Williams, Big Bonhomme, Mickey O'Brien, Albert White, Eddie Henderson, Shorty Sylvester and wife and Ray O'Day.

3.—Headslide, Mickey Larkin, footslide, George Ludin.

4.—Alex Brooks (four people) on ground bars.

5.—Double ladders with Helen Chapin, Avis Feister, Olive Bonhomme, Inez Butters.

6.—Elephants, performed by Clement Taylor.

7.—Frank Sotiro, hand balancing, ring 1; Everett Corriell, head balancing, ring 2; Frank Self, hand balancing, ring 3.

8.—Clown numbers.

9.—Single trapeze numbers, Anna Brock, ring 1; Corinne Dearo, ring 2; Bert Dearo, ring 3.

10.—Liberty horses performed in rings 1 and 3 by Carlos Carreon and Bert Wallace; ponies in ring 2 by Jeanette Wallace.

(See DOWNIE HAS on page 37)

Third Engagement Of WPA at Coney Island Not So Hot

CONEY ISLAND, N. Y., April 8.—The WPA Federal Theater Project's circus closed its engagement here April 2. Business was terrible thruout the entire week-end. Show had turned them away on the two previous week-ends. Charles De'Phil, billed as the Masked Ranger, closed with the show last Saturday night.

Managing Director Burns O'Sullivan and his staff will confer with Sam Handelman, administrative assistant of the Federal Theater Project, on final plans for the circus season and for new wardrobe.

John Hayes, a watchman on the show, died last Saturday afternoon in St. Luke's Hospital. Members of show attended services in Cooke's funeral parlors. Show was saddened to hear of the death of Bill Twyford, of Staten Island. Twyford, a former alderman, was a real friend of the WPA circus and acted as sponsor of the show whenever it played the Island bore.

Tentative outdoor plans call for several new features which will include a lecturer-board act, which is being formed by Nick Galk, and a high-jumping horse. Capt. Ernest Engler is rehearsing another lion to be added to his group when circus season opens, reports Wendell J. Goodwin.



FRANK RUTMAN, of Akron, O., who has leased the Walter L. Mays, title for his new three-ring circus.

H-W Taxes Paid; To Ship Equipment; Other L. A. Notes

LOS ANGELES, April 8. — John R. Quinn, supervisor of Los Angeles County, who leased an attachment of the stock and equipment of the Hagenbeck-Wallace Circus quartered at Baldwin Park, for taxes amounting to \$1,800 (property was advertised for sale), dissolved the attachment inasmuch as settlement was made April 4. Employees at quarters stated that they have a "wait order" to load the equipment for shipment either to Peru, Ind., or Sarasota, Fla.

L. Credin had been negotiating with the Ringling interests for lease of the equipment. It was authoritatively stated that the money was ready, but that the deal fell thru on account of the expectant lessees being unable to get the title they desired.

Austin King, after a sojourn at the San Francisco fair, stopped here a day en route to New York to join Clyde Ingalls, side show with the Ringling-Barnum Circles.

Mel Eschta of California Zoo Park, with the lion, Jackie, and a lion group will leave for New York under contract to Frank Buck for appearance at the fair there.

Metro-Goldwyn-Mayer studios will "shoot" a big circus picture with the Marx Brothers as the stars. This is A Day of the Circus. Murray Hancock will be assistant technical director.

Jack Beach, who was with major circuses, has contracted with Al Anderson, owner of Balboa Beach Amusement Park, for frozen custard privilege.

Arthur Winderker is general agent of the Mastello Bros. Circus.

Marshall Pruitt is at St. Vincent's Hospital. While working his menage stock he suffered a broken limb.

R. R. Contracts Call for 25-Car Cole Bros.' Show

ROCHESTER, Ind., April 8.—Railroad contracts are being made to move Cole Bros.' Circus on 25 cars. As new features have been contracted the past fortnight, it is possible the show will be the same size as last season—330 cars—stated Jess Adkins, general manager.

Under direction of Fred Seymour, superintendent, a majority of the baggage wagons have gone thru the workshops and are now in the hands of Ernest Sylvester, superintendent of the paint shops. Parade equipment was completed the first of the month and has new canvas covers and tarpaulins. Street parade will be a feature.

Jos Murden, manager of national advertising, has returned to quarters after an absence of several days in New York. Earl Lindsey has returned from a visit to Houston, Tex., with his wife, Pat. Harry Harrell and wife, who put in the winter at their farm near Marion, Ind., are now in Rochester. Lindsey and Harrell will again be in the big show ticket wagon. Pauline Sylvester, stenographer, has returned from a trip to Peru, Ind.

Wallace Ross hoetler, has brought in 88 head of baggage horses from the show's farm at Akron, Ind. Others will be added before the opening date. John Smith, assistant equestrian director, is in charge of the ring boys. Stock is being worked daily in the four rings.

Zack Terrell and wife, after a visit of several days, have returned to their home in Owensboro, Ky. Stanley P. Dawson, superintendent of tickets, and Yellow Burnett, circus painter, were visitors in quarters this week along with Harlan (Butch) Burkhardt, superintendent of the front door, who is wintering at home with his wife, Helen.

Charles Young, boss canvasser, is spending the winter at his home in Peru, and will begin his activities in quarters April 17. Joe Kuta, first assistant on the big top, has returned from a visit to St. Petersburg, Fla. Tommy Poplin, chief electrician, has arrived after spending the winter at St. Petersburg.

King in the East

Floyd King, general agent and traffic manager, is in the East and is due back in several days. William J. Loefer and Fred G. Kilgore, local contractors, have been at work several weeks. William Backell, No. 1 car manager, who has been wintering at Philadelphia, and Clyde Willard, brigade manager, at his home in Greenville, S. C., are expected in quarters in a few days. Pat Murphy, manager of the No. 2 car, has arrived after wintering at his home in Santa Monica, Calif. The Loyal-Repenek troupe of riders has reached Rochester and living at Lake Manitou several miles from quarters.

Anderson Advance Gets Paper in K. C.

KANSAS CITY, Mo., April 8.—O. Wells Duval, general agent of the Bud E. Anderson Circus, and E. R. Webb, brigade agent, were here last week-end and loaded two trucks with paper from the U. S. Printing and Engraving Co. plant, which made a full line of wall work and furnished the dates and banners. The window work was furnished by the Erie Litho. Co., and Central Show Print all special designed paper. Eight men will be on the advance, and two trucks will be used. Fielding Du Bois will handle the press in advance, with Frank Ellis one day ahead. Special school tickets will be used only for the afternoon performance.

Art Mix and Tom Owens entertained Duval and party at dinner while in Jefferson City, Mo. The show will open at Emporia, Kan., under the PTA, two-day engagement, then go to Burlington, Mo. and on east.

Ingham Ends S. C. Schools

GREENVILLE, S. C., April 8.—Ingham's Congress of American Indians, after finishing schools in Greenville County, left for headquarters at Ruffin, N. C., to spend the Easter holidays. Outfit will spend the remaining weeks of season in Virginia and West Virginia.



BERT S. RICKMAN has been appointed as equestrian director of Bud E. Anderson's Jungle Oddities and Circus. Rickman was formerly ringmaster with A. G. Barnes, Golden Bros., Seal Bros. and Bob Buchanan's Robbing Bros. Shows and last season with Parke & Watts Circus.

3 Indiana Corporations Held as Bankrupt; \$415,338 in Claims

ROCHESTER, Ind., April 8.—Alvin Marsh, Plymouth, filed in bankruptcy for the Northern Indiana United States District, Wednesday held the Indiana Circus Corp., Cole Bros.-Clyde Beatty Circus Inc. and Robbins Bros. Circus, Inc., as bankrupt. He also declared the bankruptcy as a "no-assets" case. Creditors had filed claims totaling \$415,338.01.

At the first meeting of creditors and interested attorneys in the courthouse here Zack Terrell and Jess Adkins, owners of the two circuses, were questioned by attorneys and related that the 1938 season was the worst in circus history. They blamed the poor season on the business depression, adverse weather conditions and labor trouble. Both men cited figures on gate receipts in the same cities for 1937 and 1938 and in every instance the difference was a drop of from 30 to 75 per cent.

Adkins and Terrell further stated that prior to the 1938 season the Associates Investment Co., of South Bend, had been given a chattel mortgage on all circus property except the real estate and buildings, on which a mortgage of \$25,000 is held by Rochester business men. During

the summer the Associates foreclosed on the chattel mortgage, later leasing the equipment to them.

Note Plan Approved

It was also brought out that Adkins, Terrell and Jess Murden have incorporated a new Cole Bros. Circus and have offered to repay creditors on the three former circus corporations on a basis of 10 per cent by the issuance of five-year non-interest-bearing notes. This plan seemed to meet the approval of creditors and their attorneys, and as soon as this matter can be arranged another meeting will be held in this city with Referee Marsh.

After the hearing Marsh stated that "while the liabilities of the three circus corporations are large, I have been unable to find any suggestion of fraud on the part of the circus owners." The liabilities are for unpaid labor, material and loans.

Adkins, Terrell and Murden also stated at the meeting that they had made arrangements to lease a 20-car circus from the Associates Investment Co. to open in this city May 1. They are optimistic as to the 1939 season.

With the Circus Fans
By THE RINGMASTER
CFA

President: MELVIN D. BILDRETH, W. H. BUCKINGHAM
Secretary: T. J. ROSENBERG
Treasurer: R. H. ROSENBERG
Conducted by: J. J. ROSENBERG, Editor
The White Tiger (care of Melvin D. Bildreth, Chicago, Ill.)

ROCHELLE, Ill., April 8.—Melvin D. Bildreth, national president of the CFA, was in Chicago March 29, returning to Washington, D. C., by plane.

About 35 Norwich (Conn.) fans, with friends attended the Shrine Circus in Hartford, Conn., evening of March 31, making the trip by special bus.

John P. Grace, Kokomo, Ind., recently received 8 bound volumes of The New York Clipper containing the weekly issues of that paper comprising the 17th and 18th volumes, for 1898 and 1899.

Members of the James E. Cooper Top greeted the Singing show train at Potomac Yard April 28. Washington papers were generous in their comments, devoting a good deal of space to text and pictures, referring to the Circus Fans' Association. The Cooper Top has just completed arrangements for the new lot in Washington to be used this season. It is located on Government property at 21st and C streets, N. E.

Hunger Joy, who attended the National Shrine Directors' Association meeting at Charleston, W. Va., stopped at Los Angeles en route home and visited Jess Westmoreland.

At the annual meeting of stockholders of the Illinois Banders' Life Assurance Co. in March Arthur T. Sawyer, CFA, was re-elected a director.

Karl E. Knecht and wife, of Evansville, Ind., will spend Easter in Chicago with Karl's mother and his sister, Khara.

GEORGE SHIRRY will be with Aerial Leons. Last year he was with Lewis Bros. Circus in ticket department and manager of photo gallery on the Strates Shows.

JACK AUSLET
ADVERTISING SERVICE
NOW COMBINED WITH
CROSS & BANTA
SHOW PRINTING AND LITHOGRAPHING
POSTERS • CARDS
BANNERS • DATES
FOR
CIRCUS • CARNIVAL
FAIRS • RODEO • ETC.
CROSS & BANTA, INC.
PHONE: HAR. 4096
JACK AUSLET
Vice President and General Sales Manager
161 W. HARRISON ST., CHICAGO.

SAVE MONEY **MOTORIZED** SAVE MONEY
SPECIAL Finance Plan SPECIAL
WRITE Chas. T. Goss
WITH Standard Chevrolet Co.
EAST ST. LOUIS, ILL.

WANTED
Immediately—Young Big Wing Walker for Troupe—
—one Dancing and Understanding. Steady work.
Write full details
Care of BOX 380, Elmhurst, Chicago, Ill.

Steam Calliope Wanted
Part or full on wages, but will consider all offers.
Interested persons having been used in a circus.
Write details to first letter.
ALFRED P. CLARK,
Waukegan, Ill.

TIGHTS
OPERA HOSE
KOHAN MFG. CO., 290 Tenth St., Brooklyn, N. Y.

Favorite Outdoor Performer Contest
See Coupon This Page

Stark Holds Her Lead; Silvers in Big Spurt

Mabel Stark continued to wield vote-collecting supremacy in the Performer Contest as the Flying Bees, who have been commencing between first and second in the last few weeks, dropped to third. The second spot is held by the Blondin-Rollins Troupe.

A sensational drive for the top rung is being made by Hal Silvers, now in fifth-place ranking, just behind the Flying Concessions. The wire performer, who made his debut on the Ringling-Barnum show, which opened its season in Madison Square Garden last week (5), has never been among the first 25 leaders, who line up as follows:

*Mabel Stark	332
*Blondin-Rollins	315
*Flying Bees	245
Flying Concessions	274
*Hal Silvers	319
Wallenda	279
Clyde Beatty	274
*Mikey King	218
*Dorothy Herbert	173
Flying Bees	172
Con Colmano	171
Harold Barnes	168
*Cristiani Troupe	165
*Cristiani Troupe	164
*Capt. Speedy Phoenix	156
Billetti Troupe	859
Capt. Terrell M. Jacobs	158
*Schaller's 4 Queens	147

*Aerial Acrobats	143
*Great Funnies	143
*Aerialists	141
*Marjorie Bailey	140
*Yacops	124
*Cotton Creations	122
Stratosphere Unit	103

Those who have received less than 100 points, but more than 50 are, in the order of their score, as follows:

- *Capt. Frank Cushing, *Bee Kyle, *Capt. Dalbrante, Hoffmanns, Homer Goddard, Sensational Royals, Arthur Henry, Bert Nelson, Jenny Rooney, *Bernice Kelley Revere, Rudy Rudyoff, *Parless Pottery, Dave Geyer, Maximo, *Carver's Diving Horse, Poodles Hanneford, Walkmire, Louis Robb, Ben Mouton, Emmett Kelly, *English Macks, *Pallenberg's Bears and Antelope's Concellos.

A total of 27 individual artists or troupes have been eliminated. All of them have been chosen under the original system, that of ballot blanks sent thru the mails. With last week's issue a coupon form was created and balloting is being done under that method from now until the end of the campaign.

Baddeley Readying Show

VANCOUVER, B. C., April 8.—Manager Bill Baddeley, of Baddeley Bros. Royal Canadian Family Circus, is hard at work in getting the show ready. Starbacks and blues have been built. George E. Henry Jr., assistant manager, who has been at Portland, Ore., is leaving for Los Angeles to bring the Menagatha and many of the performers. John Rennie, noted spring accordionist, has been engaged as musical director.

L. BAMBERGER & CO., Newark, N. J., store, presented the Capt. Mack Small Fly Circus. "In full possession of Bamberger's Toyland Easter promotion, Mack's unique miniature circus kept packing them in," says J. B. Casey, assistant publicity manager. "Mack was personally featured and handled the animal turns in a style that won the store's hearty co-operation toward a general circus store-wide celebration" he adds.

OFFICIAL BALLOT
FAVORITE OUTDOOR PERFORMER CONTEST
Sponsor: The Billboard

DONORS: Circus Saints & Showmen Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards.

RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

I hereby cast my votes for the following:

NAME OF TRUPE, ARTIST OR TRAINER	TYPE OF CLASS
1. (10 Points)
2. (9 ")
3. (8 ")
4. (7 ")
5. (6 ")
6. (5 ")
7. (4 ")
8. (3 ")
9. (2 ")
10. (1 Point)

The Billboard is the final judge of all ballots, and decisions made by it are incontrovertible and cannot be appealed. Contest closes with coupon in issue of November 25, 1939.

Your Name

Permanent Address

Affiliation in Show Business or by Whom Employed

Signature

Ballots without signatures are void.

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 156 1/2 Broadway, New York, N. Y.

BARGAIN BRAND NEW
60x90 Oblong Round End Ball Ring Tent. Top made in three pieces. Reared third. 8' Sidewall. Top 8-oz. Army White. Striping Curtains at ends. Walls 8-oz. White.
Price - Top and Walls\$598.00
Fields, Stakes and Ripping Rigged. Complete Used Tent List on Request.
WHITE—WIRE—PHONE
BAKER-LOCKWOOD
17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Sole U.S. Representatives, A. E. CAMPFIELD
162 W. 42d St., New York City, N. Y.

PHOTO POST CARDS
Straight Reproductions of any Photo
50 Drawings. One copy Negative made per lot. Show "Mirror" finish color.
100, 22.25; 200, 34.00; 300, 47.50; 400, 61.00.
Send 25¢ Cash with Order. All Orders Originals returned guaranteed. **REFUND GUARANTEED.**
2510 Lobby Photos, Chicago, Ill. 12 for 22.25. D. W. Stock. Get our price on the size from Ministers up to 4 1/2x6 1/2.
SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.
CHICAGO PHOTO ART. 200 Broadway, N. Y. 10010, N. Y.

WPA FEDERAL THEATRE
Presents Its
3 RING CIRCUS
Featuring **CAPT. ENGERER'S**
FIGHTING LIONS

TENTS - BANNERS
100-FL Round Top with Three 40-FL Sidewalls and Wall, practically new.
CHARLES DEYER—HERNIE MONTGOMERY
O. HENRY TENT & AWNING CO.
6611 North Clark Street, Chicago, Ill.

SPIDER MONKEYS \$10.00 EA.
KINE BROTHERS \$10.00 EA.
COATS 7.50 EA.
AGOUTIES 8.00 EA.
OCELOTS 15.00 EA.
IGUANAS 3.50 EA.
SQUIRRELS 6.00 EA.
PARAMA TALKING PARROTS 12.50 EA.
YELLOW HEAD 6.00 EA.
GOARLET MAGAWS 10.00 EA.
Cash With Order? Yes, C. O. O.
Live Delivery Guaranteed.

TIGHTS
OPERA HOSE
LEOTARDS-BIG PADE
M. A. OSBORNE
1007 Grand St., Brooklyn, N. Y.
Tel. Prospect 9312.

FOR SALE
4 YOUNG MALE LIONS, TRAINED
3 YOUNG LIONESSES, TRAINED
Also 2 and 3 Months' Old Cubs
Must dispose of these animals at once.
Clyde Beatty Circus Unit Inc.
Rocheater, Indiana.

WANTED
ACTS OF ALL KINDS FOR INDOOR CIRCUS
GRAND RAPIDS, MICH.
ANIMAL ACT THAT CAN FEATURE.
Write Your Lowest.
PATTERSON BROS. CIRCUS
Rand Hotel.

FOR SALE
OR FOR RENT
Serving In and Outdoor Amusement.
500' Green, Paragon, 6114 V4000s, Etc. From \$15000. to \$50000.—Free Sale. Also horses, stock & New York City for reasonable rentals.
Dress and Suiting Built to Order.
POWELL SCENIC STUDIO, INC.
124 West 4th Street, New York City.
Phone ED-10-10 Area 84 36.

New Era in R-B Presentation

(Continued from page 3)

vealed. This display carries numerous credits familiar to audiences of musical comedy, revue and drama. Production touches from these branches of entertainment have been recruited for this and other numbers in line with the 1939 advertising, a piece of gemlike phraseology called "restyled in beauty and splendor for a changing world."

The sticks—if they still exist—may question some of the economies such as are reflected in a smaller contingent of buffoons, a less peopled track in the message numbers and a single principal riding act replacing the two separate displays of former years, but John Hingham, North and his cohorts may feel that other Big Shows have produced waste motion with its presumed overabundance of clowns. By trotting out a more interesting, if less populous, show, the management hopes to make up the difference to Mr. and Mrs. Public and their brood, who will, in addition, be afforded the opportunity of a more intimate review of the game-plan, a practice which has been too long in coming at that.

Hal Silver, veiled behind the mask of Hubert Castle, now his permanent handle, soloed in center in his R-B debut, doing drunk characterizations attired full dress on a half-slacked rope. He is handicapped by super-blurb billing and the fact that he's on alone, but nonetheless made a creditable beginning, highlighted by a back somersault. Comedy is also given a full inning in Arturo's high-wire work, the re-labeled Grotofans accomplishing everything on the steelway but hitting the guy lines. In one classic bit he uses the wire as a horizontal bar to perform gymnastic the legitimate way. His rapidly footed dance on a rolling set the crowd on its ears.

William Hoyer, distinguished master of dressage, is supported by the reliable, Tex Elmundt and Gordon Orton in the Liberty horse chukker which receives an announcement covering the pure-blooded steeds from Kentucky, a craftily handled display. The message numbers draft the services of Hoyer, Tamara Hoyer, Elin Bradna, Lawrence Hogan and a Christian girl, plus two sets of eight misses wearing royal blue coats and cornered hats ornamented with flashy red plumes. Octets worked in the outer rings.

New and Imported Acts

PILADES

The four well-groomed young men comprising the Pilades, one of this year's imports, revive the leaping tradition under the Big Top and in very much of a streamlined fashion. Although programmed to work in the center ring, they actually performed at the premiere on the north side of the hippodrome track. Several of the opening leaps are made over a bar, both straight and thru hoops. One of the Pilades leaps thru a flaming hoop without a teeterboard or other type of catapulting, which is the technique employed in all their leaps. Bulls are employed as obstacles for the finale stunts, first a single bull and for the wind-up three bulls abreast. This act will deserve its solo-spotting.

IWANOWS

Also among the imports is the big act billed as the Iwanows and consisting of four men, of whom one works as a dude. Tastefully dressed in blue, the bar gymnasts present an interesting routine with plenty of skill and flash. One bar is used chiefly as a catcher's roost and the greater part of the routine comprises a ground version of high flying. In the same display—on the other stage—the Eugene Troupe presents a similar routine and also with a quartet of male gymnasts. This year is a return engagement for this branch of the Bob Eugene family, who were last on the show about six years ago.

QUALTIEROS

The Walkmirs, billed as the Qualtieros and always dependable as standouts in the Big Show, take on greater responsibility this year by doubling in the aerial ballet number. Suspended from the rafters is an airplane contrivance on which two girls perform in synchronized fashion various balancing stunts on traps and bars. The prop planes whirl around constantly and the routine leads up to a punchy finish wherein fireworks are released from the tail of each plane. The male member of the Walkmir troupe works the controls from the center ring and is appropriately attired as Mephisto, the bright red of his costume blending with that of the girls. This act is particularly well lighted.

HUBERT CASTLE

This newcomer to the Big Show in the role of a slack-wire artist of major proportions is Hal Silver working under a new billing, evidently to make more credible the sub-billing of "England's Celebrated Wizard of the Taut Steel Thread." Castle, alias Silver, acquitted himself satisfactorily. The wire is of the tight genre but he obtains the slack necessary for his opening drunk bit by a giant spring rigging attached to one of the posts. From the drunk bit he goes into a routine of unicycling on the wire and winds up with an announced back somersault thru a hoop. His girl assistant gives the turn a welcome color.

THE AICARDIS

This act calls for the services of three men and a girl. The quartet engages in a potpourri of juggling stunts. Included are several tough ones in the jongleur catalog. Considered by itself, it is a more than satisfactory act, but it seemed at the opening night's show that a stronger attraction could have been used in the center ring in this display.

THE SIDNEYS

Here also is a combo of three men and a girl, who blend juggling with bike stunting. Early in their routine is a three-high unicycle bit with the man in the understanding rider's seat. There are several variations in the routine of three-high and combined juggling work, and one of the unicycle highlights has the three girls on their own cycles, playing while thus balanced a chorus on trumpets. The finish finds the man balancing the three girls while ensconced on his bike. The balancing perch is dressed up as a palm tree, producing an interesting effect.

FRITZI BARTONI

Miss Bartoni is blond, shapely and a showmanly trapeze artist. She gets the center ring in the aerial ballet display and works, as do all, without a net. This, incidentally, is the spot formerly occupied by the Rooneys, who are still in the display but off to the side over Ring 1. It is debatable whether this act is deserving of the highlight position in this important display, which the management took special pains to dress up this year. Without announcement ballyhoo Miss Bartoni performs a heel catch.

OLYMPIC GIRLS

In the same display with the Alcanadis are the Olympic Girls, who worked in Ring 1. In eye-filling tight the girl gymnasts perform various posing and balancing bits, using several different types of apparatus but working principally with a sphere. While not accorded solo spotting, they managed to attract great attention to their work, while most of the working spots were taken up by other acts.

THE GREAT ARTURO

This excellent high-wire artist is billed as a "Never-Before-in-America" attraction but is really Arturo Trostle, who last season was the clown with the Grotofans, sister act of the Wallendas. Like Hubert Castle, who works on the low wire, Arturo launches his routine as an inebriate. He works without a net about 50 feet above Stage 2 and seems to do everything to defy the laws of equilibrium. His only safety device is a balancing pole. With him is an unbilled girl who believes him on the wire to make several brothers possible and who also works double with him on two occasions. Not only does Arturo perform most unusual stunts of his balancing repertoire on the high wire but also varies the procedure by cloud swings as well as offering straddle bouncing. He finishes up with a rumba. The act was heavily applauded and deserved plenty of ballyhoo.

ROSELLO

Here indeed is the biggest single sensation of this year's show with all due credit to the other new and returned acts. Rosello is billed as "The Man in the Moon." He works as high above the ground as it seems possible to do for the act created by the swinging of the crescent-shaped apparatus. The apparatus is in reality a spoked disc eccentrically hollowed out and equipped with various gadgets for gripping at its base. The disc constantly rotates as Rosello performs back balances, balances objects on one and two legs while balanced, in turn, on his back. The act is packed tight with thrills, it being impossible for any layman or professional possessing the slightest imagination not to visualize the risks Rosello takes. His wind-up stunt is a handstand on a small disc balanced on the crescent's inner rim. He topped what would have been a sensation anyway by a lightning descent to the ground by sliding down what seems to be a greased rope. The Big Show is to be congratulated for getting this attraction. It will always be a knockout and in any company.

THE FOUR QUEENS

This act has been a standard at fairs for some time. The quartet of aerial artists work above Stage 2 on high ladders and bars. No net used. Various geometric patterns are made by the girls as they alternate with bar, ring and ladder stunts. Finish is neat with all balanced on and around the ladders. Work a solo spot and are worth the special attention.

Sidelights

Opening house was filled with celebs and Park avenue folk, with personalities well known to the sport world and, of course, a host of circus fans. Frank Buck, himself a part of the show a year ago, occupied a center box and seemed to enjoy the proceedings no end; Ted Husting, the radio announcer, and wife, Betty Lawford, applauded for acrobatic and message numbers. Col. John Reed Kilpatrick, president of the Garden, headed a delegation representing the arena that houses the show annually during April, Julie Hayden, of stage and screen, was there, George Brinton Beal

Running Order

As Caught at the Opening Performance

- Display 1.—SPEC, The World Comes to the World's Fair.
 *Display 2.—DOLLY JACOBS, solo animal act.
 Display 3.—DIANE LOVETT, animal act, riding tiger.
 Display 4.—PALLENBERG'S BEARS.
 Display 5.—CAPT. TERRELL JACOBS, cage act.
 Display 6.—SIDE SHOW WALK-AROUND.
 Display 7.—ACROBATICS, featuring the Bell Trio, Iwanows, Pilades, Eugene, Demnatis.
 Display 8.—AERIAL BALLETT.
 Display 9.—HUBERT CASTLE on wire.
 Display 10.—ELEPHANTS, worked by Mary Erdler, Diane Lovett and Pattee Pettes.
 Display 11.—CRISTIANIS, baroback riding.
 Display 12.—ACROBATICS, featuring Olympic Girls Sidney, Alcanadis, Will Morris and Bobby, "Olbeons."
 Display 13.—AERIAL GYMNASTS, featuring Torrence and Victoria, Fritz Bartoni, Walkmir Trio, Albert Powell, Ed and Jenny Rooney, "Darlings."
 Display 14.—MENAGE, featuring William Hoyer, Tamara Hoyer, Dorothy Herbert, Elin Bradna, Larry Hogan.
 Display 15.—GREAT ARTURO, high wire.
 Display 16.—NOVELTY ANIMAL NUMBERS, featuring Loyal's Dogs, Martin Brown's Ponies, Larry Hogan's Zebras and Ernest Firth's and Pan Goston's Socks.
 Display 17.—ROSELLO, high act.
 Display 18.—LIBERTY HORSES worked by William Hoyer, Tex Elmundt, Gordon Orton.
 Display 19.—FOUR QUEENS, high ladder.
 Display 20.—TEETERBOARD, featuring Nichlans, "Marvalls, Zerbina, Paludya, Demnatis.
 Display 21.—CLOWN WALKAROUND.
 Display 22.—FLYING RETURN, featuring Concellos, Randolls, Comets.
 Display 23.—HIGH JUMPING HORSES, featuring Dorothy Herbert, Norma Humea, Estelle Clark, Ann Hamilton, Bobby Warriner, Bobbie Cropper, Elin Voornes.
 Display 24.—HIPPODROME RACES, including harness, Roman standing and chariot tests.
 *Did not work opening performance.

and A. J. Lanning were on the lookout for new story angles of the sawdust trail, and the imported acts held the interest of booker George A. Hamid. Joe Winchin and wife, the former Phyllis Werling, headed a delegation of Circus Fans from Paterson, N. J. Dr. Hugh Grant Howell applauded loyally, and Wendell Goodwin and Burns O'Sullivan, representing the local WPA circus, looked on critically. Cliff Wilson, Lew Duffour, Joe Rogers and other World's Fair attractions were much in evidence. Eddie Vaughan renewed old acquaintances, and Bert Cole, now retired, came in from his Long Island habitat.

Veteran displays conspicuous by their absence this year were the Wild West stunts, the living statues and the Wallendas on the high wire. Even clown alley's ancient burning house gag has been eliminated in the streamlining process. Other acts not with the show in '39 include Capt. John Tabor's seals, the Walter Guice troupe of riders and bar routine, the Loyals, Repenack, Spurgis, Wen Hais, Naitoa, Antalcks, Mary and Brash, Mme. Gillette, Mart Brothers, Harry Rittley, Polador, Nelson and Nelson, Uranos, Magyars, Yacopis, Cansatras and others.

Antoinette Concello missed her wife and a-half twice when caught, the second throwing her into the upright net, which appeared to upset her inwardly but not her composure. She went tip to the pedestal and completed the trick, and the house expressed its relief and appreciation.

Elin Bradna looked as charming as ever astride her costly and well-groomed high-schooler, White Eagle. Equestrian Director Fred Bradna, who is dressed in sparkling red riding coat with black velvet collar this year, is still the Brummafest of them all. He and the

COLE BROS. CIRCUS WANTS

Feature Acts for big show program. Ground Bar Act, High Porch Act, Japanese Risley Acts, Big Acrobatic Number, Girls To Ride Menage, High Jumping Horses and Work Elephant Acts. Any Acts that would be a real novelty in first-class circus performance. Can place Clowns Doubling in Clown Band. Also Novelty Acts for Wild West Concert. Address

COLE BROS. CIRCUS, INC., Rochester, Indiana

CIRCUS ACTS

Those doing two or more Acts, with Three or More People preferred. WANT Comedy and Novelty Acts, 2500 Clowns that can double to High Wire Acts.

4 WEEKS IN MEXICO CITY, WITH OPTION OF MORE.

State in first letter, giving lowest salary and stating just what you want. Send photos.

This is a permanent offer, now playing Mexico City, D. F., Mexico. I pay transportation from the U. S. Border to Mexico City and return. Address

W. A. KING
BROWNSVILLE, TEXAS

spouse are still three-sheeting the lovely Olympie Bradna of the films—their niece.

Lulu, the fem. clown, and Albertino, imported from England, made their debut here. The lady seemed confused by the walkaround footage being more at home no doubt in a film stage.

Emil and Kette Fallenberg had one charge working on a new motorcycle with a Connecticut license. They're booked for the building engagements here and Boston only. So is Loyal's Dog, center-ring feature. Fallenberg act, occupying the stage, were at an unfair disadvantage because of the Jacobs cage and the clamor in shifting gears, but they did their stuff with unusual spirit and energy.

Now Item begged attention in show-gating Hippodrome Races, same being harness horses making two circuits of the oval. One sulky overturned violently but injury to rider was avoided.

Four Queen high act, were announced by Fred Smythe as imported, and printed program claims them the first time in America. Group has been a fair and carnival free act for years—and may have been imported from London by way of Los Angeles.

They must do at least 20 Cristianis on the show, made up of sisters and brothers, cousins and the like, all capable performers specializing in riding, leaping and acrobatics.

Very first and most favorable impression this year's Big Show gives is phenomenal improvement in color scheme. Much of classic garishness is eliminated. However, none of the essential flash is sacrificed. The show is the epitome of good taste in design, thanks to the efforts of Charles LeMaire. Ring cloths are painted in blue pastels with a bright orange center—more or less of a fine adaptation of the New York World's Fair colors. Outside of ring curbing consists of a blue background speckled with white stars.

There's improvement also in clown productions. There are more merry, Andrew walkarounds than caught last year at the New York Garden, and the new ones are clever. Still the most prolific worker among the white-face boys is Shorty Flemm, who for many seasons has had the distinction of being the first performer to show himself to the crowds at the very beginning of the circus season.

Bob Baker's Trough number, which up until this season was an inextricably tied up with the Big Show as the spec, is no more. Nothing similar replaces it, but there's a Ferdinand the Bull number that serves the purpose of giving the midgets and dwarfs the spotlight for a few minutes. The new number has possibilities; on its first showing there seemed to be room for a little tightening up.

Bev Kelly, the Big Show's radio contact man, cut quite a figure in the Garden lobby with his high top and outip and fish. No proof yet that Bev showed himself in the arena in the get-up. Talking about habiliment, LeMaire's uniforms for the band are the height of something. Bandmaster Merle Evans looked like the late Roxy would have dressed him.

Of outstanding caliber was the bull-handling of Diane Lovett, who gives a demonstration of her skill in two displays. Miss Lovett presents a striking appearance and possesses unusual grace.

Dorothy Herbert is hardly recognizable, having added many pounds. Her side-saddle riding is still a standout. In this year's show, however, the phenom rider of the message is William Hoyt, who makes his various mounts do everything but talk. Perhaps it is because there are less riding acts than usual this year, whatever the cause, Hoyt makes a stronger impression than any single rider caught over a period of many years of Big Show showings.

Interesting angle on ups and downs of show business and cause and effect of exploitation emphasis on freak attractions is the unballooned appearance of the Gibb "Siamese" Twins during the side-show walkaround. Less than 10 years ago the girls were one of the most talked about attractions on the map.

Terrell Jacobs' cat act receives the benefit of streamlining and color artistry. The entire set-up, starting with the cage and down thru uniforms of attendants, costuming of Jacobs and lighting, is greatly improved. Jacobs would benefit from occasional pauses to take bows for special cat stunts as many trainers less able than Jacobs are doing with very favorable results. It is commendable that Jacobs works straight thru like a well-oiled machine, but from the angle of showmanship a few pauses here and there would help jack up audience interest even more.

It would have been better for the Fallenberg bear act if something were staged simultaneously in the center ring while the brims worked on the two stages. But that's the fruit of the show's physical set-up rather than the Fallenbergs. This year's exhibition of bear training is everything that it should be—and more. An apparently new stunt calls for two bears to juggle "barber poles" while flat on their backs, action being synchronized on both stages. Another eye-opener in this act is the bear riding a motorcycle on Stage B.

The Big Show is featuring leaps again. The Pikes, exponents of streamlined leaping, did a mop-up job at the premiere. Act is discussed in detail in another section of coverage in this week's issue.

Magoo as a doubtful tribute to the dizziness of the world of today there are two wire artists making an entrance as inebrates—Hubbitt Castle and the Great Arturo. Both are very clever artists.

The Rooneys, Ed and Jenny, have been taken from their center-ring position and their successor in this spot is the trapezist Fritz Barton. Without casting any reflection against Miss Barton's artistry, we still think the Rooneys are swell and that they would help the show greatly by being returned to their center spot.

Rosello, whose act is reviewed in detail elsewhere in this issue, is an attraction that can stand up under the heaviest possible ballyhoo. He works higher—without a net—than any act has worked in the Garden during the past decade. He is a smart showman, a daring performer and his act is dressed par excellence. One can't very well miss the Wallenda-type high-wire acts when Rosello is in the running.

It is open to argument as to whether the Big Show management did the right thing by eliminating many of the classic and possibly expensive features. General opinion is that the show gains considerably by means of the eliminations. It didn't move fast enough the opening night, which was to be expected. But when it finally gets under way the effect will be that of a streamlined show that will possess more sustained interest than most of its predecessors.

Dolly Jacobs, wife of Terrell Jacobs, was available for her turn with spotted and black leopards in Display 3 following the spec but had to eliminate herself on physician's orders. She bore twins, Terrell Jr. and Carroll, on February 25. This information was featured in The Times' review of the show.

Side Show

Clyde Ingalls' side-show line-up has something new to the Garden in a troupe of Hawaiians who are scoring heavily. They started in Brooklyn in the past. Physically a part of the kid opera is Gargantua the Great, last year's big arena star with Frank Buck.

Side Show attractions; Ben Keal's Hawaiians; Revue; Senorita Josephine, snakes; Ruby Smith, sword swallower; Joe (Twisto) Allen, human knot; Jack Earle, giant; Mr. and Mrs. Gottlieb Fisher, giant couple; Gibb Sisters, Siamese twins; Wilbur Harris, mouth stretcher; Betty Green, Koo Koo the Bird Girl; Pigeon Lewis, Poptoy; Hubbel, Human Bellows; Dot Carlson, fat lady; Milo Vagg, bag puncher; Charles Noark and "Jerry McGuire," ventriloquist; midgets; Major Mite, Jennie Bryan-Kids, Thaddeus Gardner and the Four Dicks; Paul Brothers, midgets, booked for New York only. Doc Oiler is assistant manager and Austin King inside manager and lecturer.

Band

Merle Evans, director; O. A. Kirchick, Maurice Geider, Joe Dolbe, Henry Kyes, Al Hiltenschmidt, H. O. Werner, cornets; A. V. Rizza, flute and piccolo; Oscar Matthes, E-flat clarinet; Tony Ramirez, Don Baker, Harry Keving, Anton Tontar, James Blantz, Anthony Palma, clarinets; Paul Davis, Theodore Slaus, Le Roy Moudreau, Robert Brown, horns; Noble Howard, Frank Stephens, baritone; Lew Bader, Stanley Czerwinski, Andy Grainger, Henry Furthman, trombones; Johnny Evans, Gabe Russ, basses; Ray Floyd, Charles Green, drums; and Pete Houston, calliope.

Complete list of personnel, including staff and working departments, will appear in next week's issue of The Billboard.

DOWNIE HAS

- (Continued from page 34)
11.—Corriell Family, tenorboard and acrobatic act, featuring Eddie Corriell in a triple somersault from the springing board to the chair.
12.—Concert announcement, with line-up headed by Buck Owens; Omaha Indians and cowboys and cowgirls.
13.—Royal Fire, wing act, with Rosina Martinez, Helen Chapin, Inez Butters, Avis Feister and Marshall Chapin.
14.—Elephant "wire" acts worked by Jeanette Wallace and Georgia Lund.
15.—Corinne Dearo, cloud swing, ring 1; Theresa Morales, loop-the-loop, ring 2, and Anna Brock, cloud swing, ring 3.
16.—Chester Barnett and Mangle dog, trick.
17.—Olivia in one-arm swings and web.
18.—Juggling Larkins.
19.—Verne Corriell in table rock.
20.—Avis Feister in rings in ring 1; Helen Chapin, iron-jaw, ring 2; Bert Dearo, frog combination, ring 3.
21.—Second concert announcement.
22.—Theresa Morales, heel-and-toe catch.
23.—Clown numbers.
24.—Captain Dalbenio on wagon wheel.
25.—Menage number, riders including Carlos and Etta Carreon, Bert and Jeanette Wallace, Jean Allen, Jewel and Charles Poplin, Georgia Lund, Ruby Hughes. Specialties by Kentucky Boy, ridden by Etta Carreon; Amber King, ridden by Jean Allen; Foxy, ridden by Jeanette Wallace; Man, ridden by Carlos Carreon, including dancing, waltz and rear; rope skipping, games, chicken reel, torch dance.
26.—Brock Duo, perch, ring 1; Frank Sotter, perch, ring 2, and Larkins, perch, ring 3.
27.—High-jumping horses, Jewel Poplin on Pop-eye; Ruby Hughes on Sisco; Carlos Carreon on Amber King, Lucky Strike in a Liberty jump and Etta Carreon on Kentucky Boy doing a three-bar fire jump.

The Staff

The show is operated by William M. Moore and company. Moore is manager and director; T. Leo Moore, chairman of the board of directors; H. A. Decker, director; Mrs. Eva Moore, director; Paul M. Conaway, corporation counsel and director.
Clint Shuford is treasurer; A. C. Bradley, chief of legal staff; Eddie Allen, assistant treasurer; Bert Wallace, equine-trian director; Carlos Carreon, assistant; B. T. Carey, musical director; Milt Robbins, manager side show; Eddie Harris, manager pit show; C. C. Landers, superintendent of transportation; James M. Beach, general agent; Leo E. Conarroe, manager advertising care; Art W. Miller, story man and radio exploitation director; James M. Satter, 24-hour agent; W. S. Mays, social security secretary; Sam Crowell and Harry B. Nelson, managers of concessions; P. O. Lowery, director side show band; Buck Owens, director of concert.
Operating department heads: Charles Ryan, big show horse canvasser; Tony Laska, master electrician; E. S. Reed, superintendent side show circus; Mickey O'Brien, wardrobe; Thomas Price, blacksmith and carpenter shops; August Albert, steward; Jack Fitzgerald in charge of kitchen departments; Clements, superintendent elephants and manager; Robert McIntosh, maintenance department; Leo Morrison, assistant superintendent of ring stock; William Bush, assistant master of transportation; George Ingalls, superintendent tire department;

Enoch Brafford, fishers; James Neal, assistant superintendent, mechanical department; Ray Graves and Albert Yarbrough, in charge front door ticket takers; James Bagwell, tax box; Barney (Soldier) Lonsdorf, superintendent properties; Owen Carney, mail and the billboard agent.

Ticket sellers are Elmer C. Myers, Charles Poplin, J. A. Baker and Paul Grimes. Harry Mack is announcer and press agent back with show.

The Band

The band came in for special praise, and under direction of B. T. Carey provided an exceptional musical accompaniment. Roster: Philip Carrow, solo cornet; Dave Siebert, assistant solo cornet; Eddie Benedetto, Benne Keifer, clarinets; Dewey Orrell, horn; Sylvester Larious, baritone; Jingle Carrow, Charles E. Dubis, trombones; Ted Girard, bass drum; Happy Bellife, snare drum; Louis Crabb, calliope.

Side-Show Line-Up

Side show had a good day. Under management of Milt Robbins there is a large array of acts. Roster: Chanda, magician and inside lecturer; Mital, mentalist; Antonio Sanchez, impairment act; Leonard Pearson, ventriloquist; Princess Luana and her five Royal Hawaiians; Jack Henderson, fire act; Arthur Eynce, comedy juggler; P. O. Lowery's Band and Georgia Minstrels, 12 people. Outstanding in this show is act of Capt. James Moran, who wrestles alligators. This act is a Florida discovery of Manager Robbins and created much comment. Neal McCrea and Tom Mehl are on ticket boxes and J. B. Krichfield has charge of door.

Bary Files Suit Against Universal

NEW YORK, April 8.—A \$307,000 damage suit was filed in Federal Court last Thursday by Howard Y. Bary, of Philadelphia, the basis being the motion picture, You Can't Cheat an Honest Man. Bary, who had the Hagenbeck-Wallace Circus on the road the past two seasons, alleged the picture embodied "the basic themes, thoughts and ideas" of a copyrighted story he said he wrote called A Circus Episode. Bary also objected to the appearance in the picture of Alvaro Pietro Blackman, described as an animal hypnotist, from Mexico, and Blackman's lions, elephants, crocodiles and serpents, whose services he said he had contracted for exclusively in the United States. Bary, in addition to damages, asked for an injunction restraining Universal Pictures from continuing to distribute and exhibit the film, and for an accounting of profits.

Publicity Pictures For Gainesville Show; Members Have Picnic

GAINESVILLE, Fla., April 8.—Ideal weather conditions prevailed Sunday for the making of publicity pictures of the Gainesville Community Circus, and it was estimated more than 1,000 exposures were made by the 30 photographers, professional and amateur, on hand for the occasion.

The event started with a picnic for the 150 members of the circus and their families, after which the group donned costumes and uniforms, and official group picture was made by Cecil Tinsley, staff photographer for The Daily Register.

Afterwards the acts worked in an outdoor ring for the picture makers, including Jimmy Laughhead, of the Dallas Associated Press Bureau; Will Downer, McKinney, Tex. free-lance magazine writer, and others. Laughhead made more than 500 exposures and took several hundred feet of film.

Four contracts have been signed for the show's appearance this season. In addition to the opening engagement here April 30-28. The show will be in Duncan, Okla., May 6 and 8, under Junior Chamber of Commerce auspices; in Ardmore, Okla., May 8 for the district Rotary convention; at Floydada, Tex., under Legion sponsorship, July 3 and 4, and at the Cooke County Fair here August 22-24.

Contract was let recently for new sidewalk for the big top. All wagons have been completed and painted except the water wagon, which is nearing completion.

Under the Marquee

By CIRCUS SOLLY

CLIFF THOMPSON, plant, is in the sales department of the **Black Bros.** Co.

EDDIE HARRIS has his pit show with **Dwaine Bros. Circus.** William Boyd MacDonald has the trained rattlesnakes.

FRANCIS DOGAN will work come-in and do swinging ladder and iron jaw with **Russell Bros. Circus.**

SHOWING HOW and doing it—the great secret of success.

IN THE **BILLY STEPHENSON** troupe are Hossie and Billy Stegert, and Buck Harris, catcher.

RINGLING-BARNUM will be in Philadelphia week of May 22 at 11th street and Erie avenue.

BEN JUSTIN has returned to his home at San Antonio, Tex., from a visit to the San Francisco fair.

WALTER L. MAIR has been presented with a life membership in Order of Eastern Star, Geauga, O.

PARRY'S HILLBILIES, Frank Davis, manager, have signed with the **Smith show.**

EDDIE ALLEN is not connected with the Curtis Blackhorse Troupe as mentioned in outline in last week's issue.

D. S. MARIE, of Cincinnati, left Tuesday for St. Louis, and from there will go to Tulsa, Mo., for the opening of the **Russell show.**

WILLARD J. OARLEY, en route to New York to see the **Big One** at the Garden, stopped off at Savannah, Ga., to visit the **James E. Strates Shows.**

J. P. (SPUD) SLOVENSKY, cornet and jazz player with **Hagenbeck-Wallace** last year, is in Bismarck, N. D., doing dance band and radio work.

MRS. WALTER S. GOLLMAR and son, Walter, will return to their home in Evansville, Wis., after spending the winter in Sarasota, Fla.

ORA E. WELDY, with **Sells-Steering** last season, will again be with the big tops, presenting table and revolving ladder acts.

TEXAS O'Rourke and Lou Urban, formerly with **Ringling-Barnum Circus**, are still at Burlington, Vt., and report they will not troupe this year.

MRS. EARL WYNKOOP, formerly with circuses, now a WPA recreation leader at Marietta, O., is teaching girls aerial work at the YMCA.

THE CIRCUS has a fascination peculiarly its own.

UNIONTOWN (Pa.) **Herald and Centurion** on March 22 carried a story with banner head announcing date of Uniontown's first circus—**Black Bros.**, May 27.

EIGHT THOUSAND youngsters, mostly underprivileged, were recent guests of Ivan and Elaine Mettler of the **Louis Meltus Animal show** at California Zoological Gardens, Los Angeles.

TOMMY BOPLIN, after closing his machine shop in St. Petersburg, Fla., is on his way to the Cole quarters at Rochester, Ind., to resume position as chief electrician.

WOODY McINTYRE will again be chef on the Cole show, working under Joe Becker, dining-car manager. Mac spent the winter at Rochester, Ind., being at **Karns Coffee Shop.**

FRED CORTLAND pens that William Hart, who was with the **Buffalo Bill and Barnum & Bailey shows**, has a number of trained horses, dogs, pigs and pigs and will open at **Showbagin, Me.**

CAPT. W. S. AMENT cards that Val Vipo is dangerously ill in the County Hospital, Los Angeles. He is a member of the **Elite Coast Showmen's Association** and members are looking after him.

MANAGERS should not hesitate to try new ideas.

FIRST PAPER of the season in the Upper Ohio Valley has made its appearance around East Liverpool, where **Harnett**

Bros. Circus has several "coming soon" stands along the main highways.

NINA MARCHINO and Enrico Sr. attended the dress rehearsal of the **Big One** and met many old friends. Nina left New York April 8 for Cole quarters, Rochester, Ind., to get set for the **St. Louis Police date.**

TWO NOVELLOS, presenting free-standing ladder act, and Herena Novello, aerial gymnast, on rings, are playing for **Bob Morton** in Buffalo and Pittsburgh. Will open May 1 with **George A. Hamild's circus** at the **New York World's Fair.**

JOE MADDEN, clown, has returned to Chicago from the West Coast and expects to leave soon for New York to work at the **World's Fair.** While on the Coast Madden appeared in **Peck's Bad Boy** at the **Circus** and several other **Warner Bros.** pictures.

JOE AMBROSE, veteran circus clown who formerly was with the **Ringling Circus**, is now on a tour of Interstate Circuit theaters with his six **Acrobatic** trained roster.

GEORGE PHILLIPS was in the **Mott Haven Yards** in the Bronx, New York, when **Ringling-Barnum** pulled in April 1 from **Sarasota, Fla.** States that elephants were used in unloading.

THE O'NEILLS, comedy acrobats, presented their barrel jumping and ladder drops at **Shrine Circus**, Omaha, Neb. They are now one of the free acts with **United American Shows.**

O. S. FRENCH, former circus musician and band leader, has quit trouping and is now connected with the **Colorado State Highway Department**, with headquarters in **Grand Junction.**

H. G. SPINKS will handle props at the **Chicago Stadium Circus**, then leave for New York to be with **Winifred Coleman's act** for the remainder of the season.

HUGHES FITZ and his dog, **Beauty**, put on a show, one hour, for the old folks at **Welfare Island**, New York, April 1. Act consisted of clowning, magic, juggling, acrobatics, contortion and tricks by the canine.

COMMON SENSE combined with initiative, and you have business sense that is hard to beat.

H. BARROWS and Edwin Briggs saw the **Shrine Circus** at Omaha and met **Earl Shipley** and **Joe Lewis.** En route from (See UNDER THE MARQUEE page 54)

Y-P Show Has Fine Biz at South Gate

SOUTH GATE, Calif., April 8.—The **Wankoe-Patterson Circus** was caught in a **blizzard** here April 1 just as the night performance was to start. The show had two fine houses. Was sponsored by the **Boy Scouts of America.**

Miss Ernestine was hurt at the matinee when she slipped from her horse and fell on the ring curb. After being picked up she continued her act.

Charlie Post and his band played many of **Post's compositions.** A feature of the matinee was an old **cabaret wagon** used (See Y-P SHOW on page 62)

American Acts With Schumann; Matthews' Lion Tops Billing

STOCKHOLM, March 25.—**Bob Matthews** and his wire-walking lion, "King Tuffy," are given top billing with the **Circus Schumann**, which opens here shortly for an indoor date lasting until the end of April when the show goes **under canvas.** The show is playing this month at **Gothenberg**, also an indoor date, after a three months' stand in **Vienna.** Other American acts given good spots on the bill are **Sloan Trio**, still walkers **Jean Brandon**, illusionist, and a knife-throwing pair, whose names are missing, but who probably are **Austrian and Czech.**

The **Schumanns** are celebrated horsemen and their **Liberty** and high school horse numbers are always excellent.

15 Years Ago

(From The Billboard Dated April 12, 1924)

There were two turnaways at the opening of the **Sparks Circus** in Macon, Ga., April 3. . . . Big animal features dominated the **Sells-Photo** program at its opening in the **Coliseum**, Chicago, April 5. . . . **Ben B. Jones** became manager of the **Dan Flinn** Circus, which had quarters in **Day City, Mich.** . . . **Aerial Faustus**, **Great Celeste**, **Normaly**, contortionist; **Scial Family**, **T. Junas** and **Delbertino** were the acts booked with **Zaria Bros. Circus**, managed by **Steve Lloyd.**

Advertising car roster of **Sparks Circus** included **James Randolph**, manager; **Talpa Patterson**, **James M. Grady**, banners; **T. Buck**, **C. S. Tulson**, **Bobby Johnson**, lithographers; **Joseph Merrell**, **Ed Wolf**, programmers; **Frank Ray**, **H. Withers**, **Charles Mason**, **C. L. Westlake**, **Walter Morrison**, **J. F. Yetties**, **P. J. Crouthers**, billposters. . . . **Cole Bros. Circus** opened at **Fortyce, Ark.**, March 24. . . . **Ed Holland** was again 24-hour man with the **Walter L. Mair Circus.** . . . **Billy Connors** and wife joined **Sells-Photo Circus.** . . . **P. G. Barney** was off the sidewalk trail for his second season to play **indoor shows** and **talks.** . . . **Charles Bath**, after a season in pictures on the **West Coast**, joined **clown alley** on the **Barnes circus.**

Elias Bell joined **Jack Phillips' Band** on the **Sparks Circus.** . . . **Charles Bernard** left his home in **Savannah, Ga.**, for **Harve de Grace, Md.**, to assume duties on advance car of the **Main circus.** . . . **Dube Simon**, who had been with the **Reynolds & Bailey**, **Sells-Photo** and other circuses, was with the **John Van Arman Minstrel** playing **side acts.** . . . **Billy DeArmo** was signed as a feature with **Harris Bros. Circus.** . . . **The Marvelous Goldborers**, high-wire performers, signed contracts with **J. J. Stebler**, owner of the **Star Light Shows.** . . . **Jerry Burrell** and wife and **Joe Vantiano** closed their **vaude tour**, as they were booked in the **Wild West concert** of the **John Robinson Circus.** . . . **William (Billy) Showles**, bareback rider, died March 31 in **Bellevue Hospital**, **New York City.**

Editor **The Billboard**:
I read with great interest the article **Let's Have a Different Circus**, by **Robert D. Good**, in the February 4 issue. I would say, "Let's Have More of the Circus."
I do not agree with him in having a one-ring show. I like the large tent so that we can have a **great grand** entree. I was so thrilled at the **Ringling Bros.** and **Barnum & Bailey** spec last summer that I almost forgot where I was. I can't imagine a greater thrill. It was superb.
I cheerily agree with **Mr. Good** on the idea of letting the people see the beautiful ring as well as the baggage horses. Now you can't see them as they are in the **background**, and that is **ruined**. Also a good parade, well dressed, with 5, 10 and 12-horse teams, which is something to drive miles to see. You don't see large horse teams any more except at the circus, and it takes a circus to know how to show off a beautiful girl on a fine horse. And last, don't let the steam calliope pass. That is strictly a circus feature and belongs nowhere else.
PRED H. LOHMAN.

Wants More Circus

Richmond, Ind.

The Corral

By ROWDY WADDY

O'Rourke Family will stage **beast shows** in the North this summer, doing trick shooting, roping and a whip act, according to news from **Burlington, Vt.**

ANDY LUND will assist **Ray Knight** as arena director at the **Raymond (Alta.) Stampede** this summer, and **Clark Lund** and **Ray Boscombe** will supervise handling of live stock and improvement of corrals, chutes and grounds.

ALSTON STREETER and **Vernon McLeod**, **Stavely, Alta.**, ranchers and rodeo contestants, have returned to the **Streeter** ranch from **Texas** where they bought two **Brahma bulls** which will be used for breeding purposes.

LEONARD (HAPPY) WILLIAMS, **retired** **San Antonio** hand, who has been bedridden for five months, is **able** to be about in a wheel chair, reports **Mrs. J. W. Hopkins**. **Happy** says he's anxious to read letters from friends.

MORE THAN 4,500 attended the recent two-day rodeo at **Abilene, Tex.** There were 140 entrants. Results for the first day in some of the events: **Bronk Riding**—A. C. **Wife**, **Johnny Downs**, **Slim Mettler**, **Stoer Wrestling**—**Bill Donohue**, **Shorty Rutledge**, **Shorty Wayne**, **Calf Roping**—**Brown Todd**, **N. A. Pitcock**, **George Brown**, **Jack Shaw**, **Sig Faircloth**, **Leo Huff**, **Clay Campbell**.

COMBINED RODEO COMPANIES of **Monnett & Hammond** and **George V. Adams** opened April 1 in **Greencastle, Ind.** Among the hands at headquarters are **Opal Woods**, **Tom Shipman**, **Cherokee Hammond**, **Alice** and **Pete Adams**, **Vic Blackstone**, **Fay Blackstone**, **Silver Dollar Brady**, **Marie Brady**, **Pearl Brown** and **Edon Kelly**. Recent visitors were **Mickey McHenry**, **Doc Blackstone** and **Pete Wood Morris**.

JACK RINEHART'S **Long Horn Texans** Band has been playing **Southern States** to reported good results. Roster includes **Nelle Coleman**, accordionist; **Jake Rinehart**, guitar and whip-cracking; **Don Cowart**, violin and guitar; **Jackie Rinehart**, trick roping and bass fiddle; **Hippy Coleman**, banjo and mandolin; **Frenchie Holden**, comedy and dancer; **Bye Rinehart**, trick shot; **Jack Rinehart**, banjo-guitar; **Olive Rinehart**, specialty dancer and singer.

JOE DALY'S **Fourth Annual Dude Ranchers' Powwow** and **Cowboy Dance** at the **Center Hotel**, **New York**, March 10 was a huge success. Among those present were **Charlie Aldridge**, **Broncho Charlie Miller**, **Milt Hinkle**, **Earl May**, **Wayne Sutton**, **Shorty Kelly**, **Tommy Linker**, **Eddie Outwest**, **Curly Hatchell**, **Buck Barbour**, **Eddie Evans**, **Bill Kronak**, **Ray Beaudet**, **Lyle Cottrell**, **Fay Ward**, **Ann May**, **Byn the Tailor**, **Eddie Globe**, **Tom Springs**, **Joe Breckenridge**, **Larry Bjorgland**, **Jack A. Warren**, **Tex Sherman** and wife, **Edythe Sterling**, **Prarie Lilly Allen**, **Bill Francisco**, **Pat O'Brien**, **Doc Strong**, **Haik Weppe**, **Bill Watson** and **Scotty Mitchell**.

Rodeo Managements Frame New Ass'n In Ft. Worth, Tex.

FORT WORTH, Tex., April 8.—**Southwest Rodeo Association**, new sectional managers' group to guarantee purses, award titles and issue points in the South and Southwest, was organized here during the recent **Southwestern Exposition and Fair Stock Show Rodeo**. Rodeos in **Oklahoma**, **Texas**, **Kansas**, **Arkansas**, **Missouri**, **New Mexico** and **Tennessee** are eligible for membership. President and secretary of the association will be elected soon and present headquarters are in **Fort Worth, Okla.**

A membership fee of \$25 is to be charged, but rodeos will be permitted to give more if they desire since the money goes to contestants for prizes. Directors will work with association plans to publish a financial statement at the end of each fiscal year. All dues subscribed to (See Rodeo Managements page 6)

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

A ROLLER rink has been opened in Memorial Hall, American Legion Building, Dover, O., floor being one of the largest in that section and recently enlarged when the building was reconstructed as a WPA project. All new equipment has been installed and there will be sessions nightly except Sundays.

FRANCIS HALEY'S new Riverdale Roller Rink, Buffalo, opened on March 24 to good business. It is in the Riverside section and has booked a number of private parties.

PLANS are under way for construction of an outdoor roller rink in Idora Park, Youngstown, O. Rink is expected to be ready for operation when the park opens in May.

JOPLIN (Mo.) Skating Palace Club has 30 members and will elect officers on April 13, reports Armand J. Schaub Sr. Balloon basket ball games are staged for girls Tuesday nights and roller hockey teams for girls and boys are being organized. Monday night skating sessions are popular, as are owl sessions Saturday nights. Matinees are held on Sundays.

MORE than 55 members of Travelers' Club, Playland Roller Rink, South Bend, Ind., visited Fred Leifer's Chicago Armory Roller Rink on April 1, reports Al Wish, proprietor. Club was formed recently to encourage visiting of rinks and staging of monthly parties. Proceeds of parties are used for traveling expenses.

ALBERT E. COREY reports that his new Rock-a-Roll Rink in Savin Rock Park, West Haven, Conn., opened on April 1. Rink, formerly Wilcox Pavilion, is redecorated in blue and gold. He reports business good at his other Connecticut rinks in Hamilton Park Pavilion, Waterbury; Ansonia Opera House; Stanley Arena, New Britain; Mansfield Grove Pavilion, East Haven; Grove Beach Casino, Westbrook, and Lakewood Park Casino, Waterbury.

GLENN WALTERS, East Liverpool, O., was the second heat of the tri-State roller skating race in Windland Auditorium in that city on April 2. Pete Pollock, another local boy, took second place. Third heat was scheduled for April 9.

FRED (BRIGHT STAR) MURREE, 78-year-old Pawnee Indian figure skater, attracted two large crowds to Rock Springs Park Rink, Chester, W. Va., on April 1 and 2. It was his first appearance in the district and first of several exhibitions planned by operators of the new rink.

INDIANA State roller hockey tournament will be held in Idyl Wyld Roller Rink, Marion, afternoon and night of April 22, officials report. Admission will include free skating after matinee and night games. Teams competing represent South Bend, Elkhart, Fort Wayne, Marion, Indianapolis, Muncie, Yorktown and Richmond.

AFTER a stay in Hammond, La., of several months, O. Shepherd opened his 50 by 130-foot portable roller rink to good business in Hatcher, Miss., on March 27 for a two-month stand. Rain of following nights reduced attendance. Rink holds afternoon and night sessions and music is by an audiphone. Benjie Rochal is instructor and floor man.

COOK'S portable roller rink is reported to have been doing big business in New Orleans during the past month.

L. SHEPHERD opened a 50 by 130-foot portable roller rink in Clarkdale, Miss., recently and reported business good. Two sessions are held daily. Improved business conditions in the delta are expected to be reflected at the box office.

BUSINESS at Fred Leifer's Chicago Armory Roller Rink is holding up, reports Bill Henning. Joe Laurey, who entered the Chicago Roller Derby; returned as floor manager. During his absence George Schindler had charge of the floor. Glenn Davis recently completed his second year as Hammond organizer. Oldtimers' Club will hold their first party on April 15.

ROYAL Rollers and Mickey report that they damaged their mat and destroyed its cover while they were en route to Atlanta to play the Roxy Theater. While in the city they visited Atlanta Roller-drome, where they met Robert Ward, of the Chicago Roller Skate Co., who was returning to Chicago after vacationing in Miami, Fla. Act opened at Hollywood Beach Hotel, Hollywood, Fla., on April 1 for a three-week engagement.

MAGIC FLYERS, George and Ann, report they were held over for a fourth week at Cafe Madrid, Buffalo. Act will soon start a tour of Canada with Sensations of 1939-unit.

ROLLERETTE Club, Fort Wayne, Ind., has 15 members and will stage a party at Bell's Rink in that city on April 24, reports Ralph Legman. There will be fancy and trick skating by one of the members.

W. J. BETHE Redondo (Wash.) Roller Rink is advertising its rink by means of thermometers placed in public places.

G. A. LONG, manager of the 40 by 100-foot Davis-Long Roller Rink which opened recently in Elmore City, Okla., reports conditions in that territory are good. Rink has 200 pairs of Chicago skates. Joe Davis is proprietor. Homer Curby is assistant manager.

C. G. SANDERS and Norman Green-dyke, operators of Green-dyke Sanders Roller Rink, Salt Lake City, plan to make an eight-week tour of rinks in the United States and Canada. Accompanied by their wives, they plan to attend the national amateur figure-skating championship in Fred Martin's Arena Gardens Rink, Detroit, on April 19-22 and annual convention of the Roller Skating Rink Operators' Association of the United States and amateur dance competition in Earl

Van Horn's Mineola (L. I.) Rink on April 27-29. Among other cities on their schedule are Denver, Kansas City, Mo.; St. Louis; Cincinnati; Columbus, O.; Washington, D. C.; Buffalo; Cleveland; Pittsburgh; Montreal; Toronto and Duluth, Minn. They will tour thru North Dakota and Montana on the return trip.

ABOUT 550, turned out for a spring carnival in Imperial Roller Rink, Portland, Ore., on March 25, marking the 14th consecutive year of operation under management of G. M. Jeffries. Program included Frances Yost and Lew Golling, figure skating; Harold Kautzstein, fancy skating; Al Lohr and Al Fredrick, comedy skating; Haggie Guller and Bill Dechner, fancy skating; Madine Olsen and Nancy Hoegstrom, dance and fancy skating; and Nick Luzzi, Jack Smith, Tom Moore and Dan Nees, spinning. Open League organizers arranged the musical program, alternating between the three-manual and electric organs. Hats, nosemakers and favors were placed out. Many skating parties are bolstering business at the rink. Chicago skates are used on the 100 by 200-foot floor. Nick Luzzi is president of the Junior Skating Club, with membership of 125, and Al Lohr heads 300 in the senior group.

RIDGE Roller Rink, equipped with pipe organ, opened recently in Seattle under management of Katherine Vance. It operated every afternoon and night.

An Old Problem Solved

By E. M. NOONAN

Rink operators will do well to read the story on page 13 in the April 1 issue of *The Billboard*, *San on Roll Weerils Finds Iowa Ballrooms Bettering Six 11 1/2 Per Cent*. The writer would call attention to one quotation which should be given much thought and which solves a problem that has kept roller rinks in some localities from progressing as they should.

The quotation, "Operators trace this cash upturn directly to the fact that the 'water-tight, space-consuming dancer' has been replaced by a more respectable class of dancer who checks his topset rather than leaving it at home and takes time to buy his fem partner a drink of orange between dance sets."

A well-dressed and orderly assembly of skaters is an asset to any rink and, in the case of the Iowa ballrooms, will eventually add to results at the box office.

Every well-meaning rink operator should take time out and attend the amateur roller figure-skating championships of the United States to be held in Arena Gardens Rink, Detroit, on April 19-22. This is especially applicable to those who are in doubt as to the advancement being made by the efforts of the two-year-old Roller Skating Rink Operators' Association of the United States. It would be better still if arrival there could be timed so as to witness the show to be given by Arena Gardens Figure Skating Club, which will demonstrate conclusively to the most skeptical that there is more to roller skating than one ever imagined, also something of interest to every operator to shoot at.

Following the figure-skating championship will come the dance championship in Mineola (L. I.) Rink, starting on April 27 and in conjunction with the annual convention of the REBOA. Either event will be an eye opener and worthy of attention.

RODEO MANAGERMENTS

(Continued from opposite page)
\$200 by Montgomery Ward & Co.; \$300 T. E. Robertson, Inc.; \$250, Boulder Bros.; \$500 saddle, Montgomery Ward & Co.; saddle for special award in bronk riding, Denver Dry Goods Co. All are to be given contestants who stay in this section and don't have a chance at the Rodeo Association of America prizes. Championships of the Southwest in saddle bronk

riding, calf roping, bull riding and bull-dogging will be named each year, and prizes will be awarded during the Houston Rodeo. Points will be kept on bareback bronk riding and steer roping and special prizes will be awarded in these events, but no championships.

Association will give a point for every \$1 of prize money won, and contestants with the most points will be the Southwest Champion. Group also is working out plans for an equal method of distributing average moneys in their roping events that contestants in events that have fewer entries and less prize money will have an equal chance at the championship, with those who are entered in events boasting of larger entries and prize moneys. Uniform rules are being worked out.

Not Working Against RAA

Group also is working on plans whereby the Southwest champions may meet champions of the RAA to determine national champions. Directors point out that this group is not working against the RAA, but was organized because it felt there was a need for a similar group in this section, since few Southwestern rodeos are RAA members.

SEA is working closely with the Cowboy Turtle Association, and rules were suggested by the latter. Advisory committee comprises Everett Downing, president of the Turtles; Everett Shaw and Eddie Curtis, both directors of the Turtles; and Herb Myers, vice-president of the Turtles, is a member of the board of directors. New body plans to have a member of Turtles on the board of directors at all times. Directors of the association, which is to be incorporated in Oklahoma, are T. B. Robertson, G. A. Studer, Charles H. Tompkins, Allyn Finch, Carl Armstrong, M. F. McClain, Dr. C. B. Donley and Lynn and Jake Bouzier. Rodeos already signed by the group for 1939 include: Tri-State Fair, Amarillo, Tex.; Woodward (Okla.) Rodeo; X-I-T Reunion, Dalhart, Tex.; April Park Rodeo, Canadian, Tex.; Springfield (Mo.) Rodeo; Arkansas Fat Stock Show and Rodeo, Little Rock; Over County Pioneer Days, Mangum, Okla.; Hinton (Okla.) Elwanis Rodeo; Guthrie (Okla.) Dora Rodeo; Dodge City (Kan.) Rodeo; McClain's Roundup, Sun City, Kan.; Harrison (Ark.) Rodeo; Midland (Tex.) Rodeo; Ouster City (Okla.) Rodeo; and Doble Springs Rodeo, Buffalo, Okla.

Model Builders' Activities

READING, Pa., April 10—Walter Mat-thie, Long Beach, Calif., recently visited the Baldwin Park quarters. Bruce M. Sauter is building a table saw on one-inch scale. Robert D. Good, Allentown, Pa., was host to Bill Conway and assisted him in contracting the city will select a new lot for the Ringling-Barnum show.

Corson G. Potter, St. Joseph, Mich., recently moved into new and larger quarters. John Dvorak, Cedar Rapids, Ia., completed two more baggage wagons for his show. Clarence Cudeback, Auburn, N. Y., is working on R-B No. 30 wagon.

John R. Shepard, Chicago, is repainting and doing remodeling on his Hull Bros. Circus. Kenny D. Hull, Los Angeles, has added several more wagons to his Hull Bros. Circus. New equipment is being planned for the Barlow-Balley Circus by George Barlow III, Birmingham, B. T.

Charles H. Bennett, Cedar Rapids, Ia., has been ill of influenza. A meeting was held in Reading to discuss plans for a model exhibit to be placed at the annual indoor circus of the YMCA. Members attending were John McCurdy, Charles Doelker, Harrisburg; Frank Updegrave, Boyertown; Charles Sateja, Canaan, N. J.; Russell T. Warner and Harold Moore, Reading.

Anyone desiring information concerning the association should write to Russell T. Warner, 1411 Millberry street, Reading.



RICHARDSON BALL BEARING SKATE CO.

Established 1884.
8312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

SKATING RINK TENTS
SHOW AND CONCESSION, NEW & USED TENTS.
CAMPBELL TENT & AWNING CO.
Monroe 41 Third, Springfield, Ill.

WANT BUILDING
Suitable for Summer or Winter Roller Rink. Have good Skates and well equipped Organ, or will rent Organ.
W. E. GENNO
General Delivery, Albany, N. Y.

WANTED
EXPERIENCED RINK MANAGERS
Must have had actual Managing Experience. Send photo of snap shot of yourself and state all. BOX R-122, The Billboard, Cincinnati, O.

Tramill Self-Locking Sectional Floors
Can and are being used in buildings as well as roller rinks. Send 10 cents for literature on our sectional floors and special rink tents. They are getting the money everywhere. Here built portable floor over 25 years.
TRAMILL PORTABLE SKATING RINK CO.
8900 East 13th Street, Kansas City, Mo.

WRITE FOR PRICES ON SKATING RINK TENTS
Valued Bag & Cotton Mills.
4349 S. W. 10th Street, Fort Worth, Texas.
MEMPHIS, TENN. TEL. 5-1010

It's a PLEASURE to ROLLER SKATE on "CHICAGO" RINK SKATES
They're true and easy with a wide range of action. TRY THEM!
CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO.
No. 778

ORANGE SHOW UP 18%

Fights Weather To Better Gates

Enlarged grounds and new buildings used — mixed bill presented twice daily

SAN BERNARDINO, Calif., April 8.—Despite three days of bad weather, 29th annual National Orange Show here on March 10-26 had an attendance increase of about 18 per cent over last year's figure, reported William Starks, secretary-manager. Attendance in 1938 was reported as about 300,000. Grounds were enlarged to 72 acres and a number of new buildings added. Reconstructed main building is 700 feet long and has 14,000 square feet of space. Premiums amounted to more than \$25,000.

Entertainment program presented twice daily in the main building included Carlton Kelly's Orchestra, Joe and Gerry, Charlyas, Sparkey and Frenchie, Russ Jones, barrel jumper; Hank the Mule, Charlyas and E. Jones, Frenchie LeClair; a comedy bull fight, Vesquoz and Company; Ad Broadbent and the Hollywood Bowl Ballet; Shriner Twins and Mary Jones, barrel jumper; the Hudella, Edith Stanley and Harry Harrison's Banjo Club, Don Wilson, radio personality, and Leo Carrillo, film actor, made guest appearances.

A broadcast over a national hook-up was made on one day. On the executive staff were W. C. Shry, president; John M. Cahay, vice-president, and J. H. Wilson, treasurer.

No. J. Association Decides To Hold January Convention

NEW BRUNSWICK, N. J., April 8.—Officers of New Jersey Association of Agricultural Fairs has resulted in decision to hold its convention meeting next January with business sessions, dinner and floor show. Move was made at this annual meet here on March 29 in the expansion service building, State College of Agriculture.

W. E. Allen, Flemington, was re-elected president. Other officers are M. A. Clark, vice-president, and L. A. Bevan, secretary-treasurer. Dates for 1939 were set, and application of Monmouth County Fair for membership was approved.

Speakers with Secretary W. E. Allen, State department of agriculture; Prof. J. C. Taylor, on 4-H Club work; George A. Hamill, president, and Harry E. DeBrequin, resident manager, New Jersey State Fair, Trenton.

Ohio Gate Goes Up a Little

COLUMBUS, O., April 8.—Gate receipts at the 1938 Ohio State Fair here, reports State Auditor Joseph T. Ferguson, totaled \$63,599 compared with \$62,949 in 1937. Coliseum admissions in 1938 were 617,320 and 610,621 in 1937; grandstand admissions \$81,487 and \$30,549. Annual balance sheet shows a deficit of \$13,090 for 1938 compared with \$7,868 in 1937. This does not include an item for maintenance and depreciation, listed at \$450,000 for each year.

Omaha Empire Signs Meet

SPRINGFIELD, Mo., April 8.—Claiming one of the most picturesque racing plants, this city has been awarded the inaugural 1939 International Motor Coach Association-sanctioned auto race meet, reported Edwin Wertz, secretary of Omaha Empire District Race Fair Association, sponsor of the meet. John A. Sloan, racing corp. of America head, entered into an agreement with the fair association. Art Swenson, of the corporation, will direct prelim details.

ETHERIDGE, Alta.—Governor of Montana will be invited to open Lethbridge's 1939 five-day exhibition. A horse-racing program for the exhibition has been indorsed.



MACK PARRETT JR. has resumed the secretaryship of Circleville (O.) Pumpkin Show after having been out of the post one year, and he plans innovation in the 1939 program of this 35-year-old annual. New members have been added to board in effort to insure a more diversified show. Mayor W. B. Cady has been re-elected president. Secretary Parrett is shown with Thelma Pyle, one of the queens of the event.

Barnes Reports Heavy Bookings

CHICAGO, April 8.—Contracts covering complete grand-stand programs for Kansas State Fair, Topeka; Kansas State Fair, Hutchinson; and Alabama State Fair, Birmingham, have been signed with Barnes-Carruthers Fair Booking Association, said M. E. Barnes, the company's president.

In addition to these, he advised his firm was recently awarded contract for a complete unit show for Tulsa State Fair, Tulsa, Okla., which is to include one of B-C's largest musical productions, a program of songs and a band.

"We are enjoying the greatest contracting season in the history of our almost half a century of continuous operation and as a result every past booking record has been broken," President Barnes stated.

Wisconsin Officials Start Season Of Regional Gatherings Over State

MADISON, Wis., April 8.—Season of regional meets of Wisconsin Association of Fairs, found so valuable by fair officials since their comparatively recent inauguration, has started. First this year held in the Hotel Wuxton, Baraboo, on March 30 was reported well attended and fruitful in discussion and information.



J. E. MALONE, secretary of Sauk County Fair, Baraboo, and president of the State association. Two more scheduled are to be held in Nettleville, Clark County, where Harold Huckstead is fair secretary, on April 12, and in Shawano, where Louis W. Cateau is secretary of Shawano County Fair, on April 13. The meetings are attended whenever possible by officers of the WAF, especially Secretary James F. Malone, Beaver Dam, who also is secretary of Dodge County Fair there. Secretary Malone takes notes for reference and the record. At the 1939 annual meeting of the association in Milwaukee he suggested the formation of more fair circuits in Wisconsin for added efficiency in booking attractions and exhibits. He began his career in fairdom as clerk of sports in Beaver Dam in 1917 and has been secretary of the Badger State association since 1925.

More Changes Looked For in Detroit Set-Up

DETROIT, April 8.—Parts of some aspects of the State Fair situation remained unclear this week, as the State administration settles into routine under former Lieut. Gov. Luren D. Dickinson, who succeeded the late Frank D. Fitzgerald as governor. Governor Dickinson is known as an opponent of gambling and there have been unanswered rumors that a sweeping change of policy, particularly on the race track, would result in a new set-up.

This took definite form when Auditor-General Vernon J. Brown recommended to the State administrative board that an inquiry be made into "canceling the State contract with Detroit Racing Association." This contract awards the race track to the association until November 18, 1948. Brown said the racing group had failed to pay \$50,000 in daily fees since last September, that there was a shortage of several hundred dollars on a brief race meet in Flint and that there was a deficiency of \$27,000 in other racing revenues due.

Cancellation of the contract presumably would restore control of the State Fair race track and grand stand to the fair management, an objective of former Fair Manager Frank N. Dhey who resigned two months ago, and understood to be the goal also of Dr. L. W. Snow, new present manager. Results of an audit of State Fair books and the one now completed of the racing commission have not been publicly reported as yet.

Stock Shows Draw Heavily

PORT GIBSON, Miss., April 8.—Fourth annual Southwest Mississippi Fat Stock Show here on March 20-22 had record attendance of about 10,000 and a record for auction sales of stock with entries from 22 counties. Southeast Mississippi Fat Stock Show on March 27-April 1 in Forest also had a record and was judged one of the best events ever put on. North Mississippi Exposition, in the circle of live-stock events, opened on April 5 for three days in West Point. J. W. Helms, secretary-manager, reported top opening attendance. Panola-Tate County Fair and Horse Show on three days in Bogalusa will be under auspices of Bogalusa Live-Stock Show Association.

Kingman Foresees A Good Year; Ups Bill for Brockton

BROCKTON, Mass., April 8.—All fairs should do as well in 1939 as they did last year, if not better. If weather and crop conditions are favorable, is the opinion of Secretary-Manager Frank H. Kingman, Brockton Fair, who also is secretary of the International Association of Fairs and Expositions.

"Brockton Fair is spending more for attractions because of competition of the New York World's Fair and local pari-mutuels race tracks," he said. "National publicity of the two world fairs should focus attention on all fairs."

"Last year's new type of grand-stand show gave us 65 per cent increase in grand-stand receipts. We will have a bigger show this year."

Merchant and Fair

By W. E. MCKINNEY
Corsicana, Tex., Live Stock and Agricultural Show

Let's consider the merchant of any community. What part does he take in the making of a successful fair? The progressive merchant will have an attractive display of his wares, and in a number of instances will keep some person with this display so that he may answer questions and discuss the advantages of his products.

New types of farm machinery, new devices for the home will be shown, giving those individuals who under ordinary circumstances may not come in contact with them a chance to see how some procedure that they have been carrying out in a less proficient manner may be carried out in a much more efficient way with the net results being greater. This phase of the fair stimulates trade in any community and to progress merchants have to get their products before the public so they may become interested and be customers.

When these means the farmer and merchant have been brought into contact with each other. It gives the merchant an opportunity to meet and talk with individuals who otherwise may never have come into his show of business and after a while it creates a better relationship between farmer and business man. In any community where you find successful farmers you will find a successful community, because if the farmer is successful the merchant will be successful, and every business depending upon these two will be successful.

Badgers' Regional Meeting Hears Regulations for '39

BARABOO, Wis., April 8.—Gratifying attendance marked the regional meeting of Wisconsin Association of Fairs here on March 30, there being 58 fair officials at business sessions and 73 at dinner, reported Secretary J. P. Malone, Beaver Dam.

Midway regulations for 1939 were approved and State board of health rules were presented by Supervisor B. A. Honeycombe, former showman and trouper with Beach & Howers Minstrels. State Senator Taylor G. Brown, secretary of Winnebago County Fair, Oshkosh, was a speaker. Meeting adopted a resolution recommending donation of concession space for an exhibit in the fight against cancer sponsored by women's organization in the State.

Among attraction representatives attending were Sam J. Levy, Barnes-Carruthers; Jack Duffield, Theistic-Duffield Fireworks Co.; Sunny Bernet, Globe Poster Corp.; George B. Flint, Gus Sun Agency; William Lindemann and William Roy.

Circus Type for Mineola

NEW YORK, April 8.—Mineola (L. I.) Fair will present a circus-type show in front of its grand stand this season, booking a unit thru the Frank Wirth office of this city. Wirth will also supply night musical spectacle as after-dark grand-stand offering. Andy Bros. Shows have been signed for the midway, marking the first time that this show has played Long Island.

Full-Time P. A. for Neb.

LINCOLN, Neb., April 8.—Nebraska State Fair signed R. C. Douglas as 1939 publicity director. He starts on May 15, replacing Barney Oldfield, amusement editor of The Sunday Journal and Star here, who held the post the past two years. Fair wanted a full-time man, hence the change.

COLUMBIA, S. C.—Columbia Agricultural Fair Association, with office in Ohio, has been chartered by the secretary of state. Officers are H. C. McInnis, president and treasurer; Clarence McInnis, vice-president; J. A. McQueen, secretary.

Castle Hill in Bronx Will Run Midge Races

NEW YORK, April 8.—Castle Hill stadium in the Bronx is readying plant for midge auto races starting next month under AAA sanction. Tuesdays and Fridays. Al Kaul, manager of Castle Hill Estates, controlled by Joseph F. Day, builder, is reported to be improving the layout with new lighting and track. Racing will be under banner of Bill Heiserman, whose staff consists of Joe Meany, announcer; Bill Tuttle, press agent; Charles Gilbert, AAA steward; Douglas G. Clark, starter; Frank Ferguson, auditor, and Charles Thomas, superintendent of gates.

Wreck Lead Motor Boat Racing Association will stage power-boat races in Reynolds Channel, Long Beach, every Saturday afternoon until November, beginning late next month. City of Long Beach is building a course, grand stand and parking lot. Clifford McVey, Stockville Center, is president. C. F. Thomas, formerly publicity chief of Mineola Fair, is p. r. a. and business manager.

Fair Grounds

MANSFIELD, O.—More extensive mid-way is planned for five-day Richland County Fair here this year and the board has tentatively decided on three days of harness racing. Premium lists are being compiled, said R. D. Hale, secretary.

LITTLE ROCK, Ark.—Arkansas Live-Stock Show Association met here on April 1 and set date for the second annual exhibition and rodeo to be held in North Little Rock. Association received a \$25,000 appropriation to pay for premiums at the 1939-40 show.

MILLERSBURG, O.—Holmes County is assured of a junior fair here this year as the result of approval by the agricultural society. Directors voted to make appropriations of \$50 for premiums to garden clubs and \$30 to the grange scoring contest.

YOUNGSDOWN, O.—Plans have been completed for construction of a \$4,500 building to house 4-H exhibits, said Fay Heintzeman, president of Mahoning County Agricultural Society. Two buildings were erected last year.

SWIFT CURRENT, Sask.—Swift Current Fairgrounds committee will solicit subscriptions for funds with which to erect facilities for celebrations on the new grounds. Money is a loan to the committee and will be repayable from proceeds of July 1 celebrations.

AUBURN, N. Y.—At least two fairs in the Finger Lakes region will mark their 100th anniversaries this year and are preparing wide programs. One is Penn Yan Fair and the other is Tompkins County fair. Running a close second in longevity is Seneca County Fair, Waterloo, which will observe its 99th birthday.

PINE BLUFF, Ark.—Sum of \$18,192 has been allotted by the WPA for plans of Pine Bluff-Jefferson County Live-Stock Show to cost \$25,000. Project includes erection of grand stand, barns,

arena and exhibit buildings. City and county will donate \$2,000 each.

RIO GRANDE CITY, Tex.—Plans for erection of a \$30,000 arena for the 1939 Starr County Fair and Rodeo have been announced by A. O. McElhan, general chairman of the fair association.

LINCOLN, Neb.—Now that it will be tempting to reorganize set-up of Nebraska State Fair here has been killed in committee, the board some time this month will contract grand stand entertainment. Board is inclined to stay until the State appropriations bill gets further thru the Legislature. At present it involves a cut in the fair's appropriation, which is already low.

YORK, Pa.—York County Agricultural Society, operator of York Interstate Fair, will repair the roof of the grand stand and have coping of walls of the stand repainted during summer.

COLUMBUS, O.—That part of Ohio State University's exhibit building recently damaged by fire on the State Fairgrounds here will be restored, said fair board officials.

SAN AUGUSTINE, Tex.—San Augustine County Fair Association purchased 19 acres just north of city limits and will start moving from the old grounds immediately. Old buildings will be modernized and new ones built, say officials.

ORMISTON, Sask.—An agricultural society has been formed under sponsorship of the board of trade and is raising \$2,500 to buy grounds. Plans are being drawn for buildings that may be used for Class B fair and as curling and skating rink. A fair will be held this summer.

Fair Elections

SILSBEE, Tex.—I. P. Daniels was elected president of Hardin County Fair Association; H. A. Craven, R. E. Milton, vice-presidents; J. F. Weatherby, re-elected secretary-treasurer.

PENN YAN, N. Y.—Allan A. Abbott,

superintendent of concessions of Yates County Agricultural Society, was appointed secretary to succeed Charles M. Wenzel, elected vice-president. Homer M. Pullagar was re-elected president and general manager; Hollister Johnson, treasurer; William B. Murray, race secretary.

EDSON, Ala.—J. H. B. Smith was elected president of Edson District Agricultural Society; F. Fulmer, honorary president; A. Haddock, vice-president; Mrs. E. Trapp, secretary-treasurer.

BUGYRUS, O.—Ellsworth Ulmer was elected president of Crawford County Junior Fair board; Robert Melster, vice-president; Margaret Reinhard, secretary.

NEILLSVILLE, W. Va.—Clark County Agricultural Association re-elected William Creed, president; Alvin Eisenbraut, vice-president; Harold Truckstead, secretary; William Kurth, treasurer.

VEGREVILLE, Ala.—Neil Primrose was elected president of Vegreville Exhibition Association; O. Trimbel, vice-president; J. Pittalham, secretary.

Grand-Stand Shows

R. WARD BEAM'S Congress of Doro-Déville has been contracted for afternoon and night shows at Richland County Fair, Mansfield, O., said Secretary R. D. Hale. Last year Beam's show was booked for one night and drew heavily. Vaudeville will be offered on other days.

KANSAS State Fair board Hutchinson, signed for a seven-night State Fair Review of 1939 with Barnes-Carruthers and for a four-day rodeo with Clyde S. Miller. Board is considering dances nightly after the grand-stand show, using a name band. A thrill program may be staged on closing afternoon.

BUDDY LUMAR reports his All-American Death Races have been booked for dates in New York, Massachusetts, Vermont, New Hampshire and Rhode Island, his season to open on May 1. Show uses four passenger cars and a truck and carries four drivers and a woman stunter, Betty King.

Agricultural Situation

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

A NEW crop season is under way and farm employment has begun to rise seasonally in the South. Prospects are that acreages of most crops the country over will be held to about 1938 figures, but the basis has been laid for expansion in the live stock industries. January inventory showed an increase in numbers of cattle, sheep, hogs, milk cows, and chickens on farms this year compared with last. Live stock inventory value totaled more than 4.8 billion dollars, largest since 1936. Meanwhile, little of the 1938 crops remains in the hands of farmers; the bulk has been marketed or placed under government loan. Farmers began the new year with slightly higher cash income than in January, 1938—total \$277,000,000 from marketings plus government payments, compared with \$520,000,000 a year ago. Income from major crops may decline more than seasonally in next few months; increases are expected from fruits, vegetables and live stock products. Domestic demand for farm products, better this winter than last, is expected to improve more in spring.

DEMAND: SPRING RISE

The movement of prices of farm products in relation to changes in supplies since the first of the year indicates that the upswing in demand which started last summer has been temporarily halted. Additional evidence is found in the fact that factory employment and payrolls declined in January, the last month for which data are available. This slackening in demand was to be expected in connection with the slight slowing down of industrial activity since December.

The normal pick-up in building construction, automobiles, and many other lines which occurs in the spring probably will be accentuated this year by favorable conditions in several of these industries, and the total volume of industrial payrolls is expected to show further increases from the low point reached last summer. After allowing

for the usual seasonal tendencies, however, these prospective changes in demand are not pronounced. The outlook still is for relatively stable domestic demand conditions this year.

Conditions relating to the foreign demand for American farm products remain generally unfavorable, with continued low commodity prices acting as a hindrance to international trade in finished industrial goods and raw materials. The pound sterling held fairly steady at about \$1.27 during January, under active support by the British Government, and has changed little during the first week of February.

INCOME: SEASONAL DECLINE

Farm income declined seasonally in January. Income totaled \$586,000,000 from sales of farm products plus \$41,000,000 in government payments. December income was \$612,000,000 plus \$39,000,000. Income in January a year ago was \$603,000,000 plus \$17,000,000. In January two years ago it was \$630,000,000 plus \$43,000,000.

Income from crops declined less than seasonally this January, chiefly because a larger quantity of corn was placed under loan and the loan proceeds are included as income. In January, more than 45,000,000 bushels of corn were placed under loan. Income from other grains, cotton, cotton lint, and fruits also declined less than the usual seasonal amount, but income from tobacco, potatoes, and truck crops declined more. Income from live stock and live stock products continued the downward trend of recent months, due largely to greater seasonal declines in income from dairy products and poultry and eggs.

Loans on cotton, wheat, and corn have helped to maintain farm income in recent months, and reduced the proportion of these crops to be marketed in the next few months. But the effect of this upon income during this period may be offset by increasing income from fruits, vegetables, and live stock products. Government payments

50th ANNIVERSARY

THE GUS SUN BOOKING AGENCY

Suits Regent Theatre Bldg., SPRINGFIELD, O.

Everything UNDER THE SUN

FAIRS!
COMPLETE REVUES
SWEET LIGHTS
RODEOS
Exceptional ACTS
CIRCUS'S

BUY NOW! SAVE

MONEY-METER SYSTEM of REVENUE CONTROL

For every category of an amusement, educational or service nature! Instantaneous audit by the patron at all times. See it in operation at both World's Fairs!

FAIR SECRETARIES:
Increase receipts by controlling them. Write for Bulletin "A.F." or ask that our representative call. Coast-to-Coast Service.

MONEY-METERS, INC.
DORRANCE BLDG.
PROVIDENCE, R. I.

WANTED

Shows and Concessions for the

FAYETTE COUNTY FAIR

JULY 27-29, DAY AND NIGHT.

F. L. Gooding Rides are Booked.

THE FAYETTE CO. AGRICULTURAL SOCIETY.

GEO. L. COSSARD, Secy.,
Washington, C. H., Ohio.

WANTED


Good Carnival and Concessions

LINCOLN COUNTY FREE FAIR

Chandler, Oklahoma

September 13, 14, 15 and 16

5 Community Fairs preceding County Fair.



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

NOW BOOKING

RIDES, SHOWS AND CONCESSIONS FOR

FALMOUTH FAIR

AUGUST 16-17-18-19

Day and Night Programs.

LELAND W. BELEW, Secy., Falmouth, Ky.

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE

Department

THIS WEEK and EVERY WEEK

In the first half of 1939 may exceed the \$257,000,000 paid out from January to June 1938.

PRICES: DOWN.
Farm products prices averaged 82 per cent of pre-war in mid-February. (See AGRICULTURAL on page 58)

RISK INTEREST KEEN

Heads Pushing NAAPPB Drive

Secretary's office conducting unprecedented campaign thruout industry

CHICAGO, April 8.—Public liability insurance campaign for the 1939 operating season is in full swing. Questionnaires are pouring in from all over the country and executive offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, Suite 3150, 301 North Wells Building here, are showing great activity.

Secretary Hodge said heavy stress is being laid on the economical features of the plan and service, both inspection and claim, which has been given during the past three years by the Associated Indemnity Corp. of California.

"In these times of uncertainty, when pennies count, the matter of cost of public liability insurance is of tremendous importance, but not of any more importance than the quality of inspection and claim service rendered, since if the carrier is honest and really bases these rates on costs then the inspection of risks and the adjustment of claims (See RISK INTEREST on page 58)

Park Set for French Expo

LILLE, France, April 8.—A free-gate amusement park, managed by M. R. R. R., will be a feature of Pan-European Exposition of Social Progress here on May 15-October 15. Plan is for the area to have more than 75,000 square feet with an Algerian Village in the center. Construction of 42 pavilions for the expo is under way. Fourteen departments of French, Swiss, Luxembourg and Belgian governments and numerous industries are to have pavilions.

ALBANY, N. Y.—Operation at the New York World's Fair is purpose of Seanie Pony Treadmill Ride, Inc., which has been issued a charter by the secretary of state. Shareholders and directors are given as Sidney D. Robins, Jacob Goodman and Barnett Schilling, New York City. Solben Corp., Brooklyn, has been authorized to operate amusement resorts. Stockholders announced include Ben Duperman, Isidore Gushman and Henry L. L. L., Brooklyn.



SEATED SECOND FROM LEFT is Sol A. Stephan, superintendent emeritus of Cincinnati Zoo, honor guest at a civic dinner arranged by the Cuvier Press Club, Clacy, on April 3 in honor of his 90th birthday anniversary. Left to right, seated: Walter Draper, Stephan; Dr. Sol A. Stephan, grandson; Justin Rollman, grandson; left to right: Zoo President James A. Kelly; President George E. Dickman, St. Louis Zoo; Director John T. Miller; Detroit Zoo; Mayor J. O. Stewart, Cincinnati; General Superintendent Henry T. Morris, Detroit Zoo; Irwin M. Kohn; Joseph A. Stephan, son; E. S. Ward, animal importer. Photo by Cincinnati Enquirer.

Meyers Lake Steps On Construction for An Earlier Opening

CANTON, O., April 8.—Most extensive construction in recent years is under way here in Meyers Lake Park, which will open about 10 days earlier than in former seasons. Carl Sincelair, managing director, said. Two new rides are set for the midway, and there is possibility of one or two others being added. Covered pavilion, beneath which are located the line-up of concessions, will be repainted; present rides are to be reconditioned, a number of changes made in midway buildings and concessions revamped.

Landscaping started several years ago is to be furthered. Improvements made (See MEYERS LAKE, on page 58)

Detroit Spots Are Readied

DETROIT, April 8.—Spring readying is in progress in amusement parks here, with opening dates contingent upon weather. Crews are painting in Edgewater Park and Jefferson Beach. Management of Jefferson Beach plans to open about this middle of May.

Spangler and Staff See Good Prospects For Rolling Green

SPRINGFIELD, Pa., April 8.—R. M. Spangler, general manager of Rolling Green Park here, reports everyone connected with the resort is optimistic over prospects for the season and that a crew of workmen are making additions and improvements in preparation for opening on May 15. Biggest addition is a new ride, making a total of 143. Swimming pool, which was closed last year, is being conditioned and will open late in May. Rainbow Ballroom is being redecorated (See SPANGLER AND STAFF on page 58)

Troy Goes to Meyers Lake

CANTON, O., April 8.—Larry Troy, who for the past several years did promotional work at Idora Park, Youngstown, O., recently joined the staff of Meyers Lake Park here in the same capacity. He already has contracted many industrial outings in addition to making plans for special events. He has been identified with outdoor and indoor show business for many years in various parts of the country.

Coney Still in State of I. C.

NEW YORK, April 8.—Coney Island is in the process of sneezing in on a nice slice of World's Fair traffic, but is still toils when it comes to inferiority complex and other fancy psychology stuff. For instance, Coney moguls, after getting steamed up by the Tilyous of Steeplechase, decided that what the spot needed this year is a publicity campaign not only to offset WP clamor but to capitalize on the expo's national ballyhoo. A sum was appropriated via the individual collection and pledge route, but it's claimed the amount is much too small to make more than a ripple.

An example of publicity copy in the last week is a trumped-up "challenge" by Frank S. Tilyou, chairman of the committee for the Promotion of Coney Island, to Grover Whalen, WP president, "predicting" that 15,000,000 more people will visit Coney than will look-see the Flushing fiesta. Tilyou saved face, at least the publicity writer did the saving, by stating, of course, "there is never an admission charge to Coney Island proper at any time."

Just what this kind of ballyhoo is supposed to accomplish in the way of public relations is described as a deep mystery by those in the know. At any rate, the newspapers didn't give the story (See CONEY STILL on page 58)

Pre-View Days at Gincy's Coney Are To Be Repeated

CINCINNATI, April 8.—Coney Island will put on a series of Pre-View Days preceding opening of its regular season on May 20, said Edward L. Schott, president and general manager. These are scheduled for the two week-ends preceding the opening, May 6 and 7 and May 13 and 14.

Band will be dancing in Moon-Lite Gardens. President Schott is negotiating for name bands, first of these signed being Bunny Berigan and his orchestra, who made a hit last season. Berigan and his players will be in the band stand on the night of May 6.

Pre-View Days an innovation last year proved so popular that the management decided they were worth repeating.

Coakley Joins Pines Staff At Spot in Pittsburgh Area

PITTSBURGH, April 8.—Earl O. Coakley, in charge of publicity and promotion for The Pines, swanky spot in the Pittsburgh area at Bellevue, said many improvements have been made, especially in dining rooms, taproom and dancing garden for opening of outdoor dancing on Decoration Day. Name bands may be used during the season ending on Labor Day.

He was with Waldameer Beach Park, Erie, Pa., the past two seasons and previously on the staff of Idora Park, Youngstown, O. Last winter he managed Volusia County Fair, De Land, Fla., and handled publicity for West Palm Beach Agricultural Exposition and West's World's Wonder Shows on the Florida tour.

Reid Reopens at Jax Beach

JACKSONVILLE BEACH, Fla., April 8.—Earl Reid, manager of Bessie's Playland and Congress of Rides, opened for the fourth year here on April 3 and reports that from indications 1939 will be better than last year. In operation are Merry-Go-Round, Ell Wheel, Auto Scooter, Octopus and Hit-a-Whirl. The boardwalk has not yet opened.

HARRISBURG, Pa.—Exhibition and fair buildings and amusement park equipment would be subject to fire inspections and State fire regulations under provisions of House Bill No. 803, introduced in the General Assembly by Representative Fleming. The proposal has been introduced to the committee on State government.

BALTIMORE.—New officials of remodeled Bayshore Park here plan to open the resort on May 25 with rides and concessions. Management plans to use fire acts and operate with fire-gate policy.

Messages From Afar Greet Sol At Dinner on 90th Anniversary

CINCINNATI, April 8.—Many congratulatory messages were received by Sol A. Stephan, superintendent emeritus of Cincinnati Zoo, at a civic dinner given in honor of his 90th birthday anniversary in the Cuvier Press Club on night of April 3.

There were addresses to the 200 diners by city officials and others, and he was presented with an alligator-headed cane by the Press Club and a traveling bag by zoo trustees. Among messages received were those from the following, some of whom also were at the dinner:

Dr. Robert Carothers, John Robinson Tent, Circus Fans' Association, Cincinnati; John T. Miller, director, Detroit Zoo; Henry Morris, civil engineer, Detroit Zoo; H. O. Roberts, president, Evansville (Ind.) Zoo; John G. Robinson, Cincinnati; Ed H. Bean, director, Brookfield Zoo, Chicago; Harry Bertaberg, Circus Fans' Association, San Antonio; Louis Ruhe, animal dealer, New York; Edward B. Schott, president, Coney Island, Cincinnati; Floyd S. Young, director, Lincoln Park Zoo, Chicago; Heinrich Hagenbeck, Hamburg, Germany; Lorena Hagenbeck (radiogram from steamer Bremen); Washington Park Zoological Society, Milwaukee; J. S. and J. O. Totten, Espygan,

O.; Clarence L. Brock, director, Houston Zoo; Philadelphia Zoological Society; George P. Vitheller, director, St. Louis Zoological Society; Charles Urban, Elk Club, Cincinnati; Doc Waddell, Crowley's United Shows, Ada, Okla.; A. Fossil, animal dealer, New York; E. S. Ward, animal dealer, New York; Henry G. Muskopf, secretary, St. Louis Zoo; Albert J. Mayer, executive committee chairman, John Robinson Tent, Circus Fans' Association, Cincinnati; Walter M. Buckingham, secretary, Circus Fans' Association, Norwich, Conn.; Mrs. Belle J. Bennet, executive secretary, San Diego (Calif.) Zoological Society; Norman T. (Tex) Clark, Swope Park Zoo, Kansas City, Mo.; Dr. J. A. Campbell, director and curator, Toronto Zoo; Edmund Heller, director, Fleishhacker Zoo, San Francisco; Capt. Curley Wilson, superintendent, Brookside Zoo, Cleveland; Dr. W. Reid Black, director, New York City Zoological Society; Karl K. Knecht, former director of Evansville (Ind.) Zoo; Dr. William Mann, director, National Zoo, Washington, D. C.; Judge Alfred K. Nippert, Cincinnati, from Dayton, Fla.; George Dickmann, president, St. Louis Zoological Society; Dr. Viola Christian, former circus woman, Cincinnati.



MR. AND MRS. SIMON B. GREEN, well-known Newark, N. J., concessioners, were stopped prior to a trip to Havana during a recent six-month vacation in Miami, Fla. He is manager of Dreamland Park Public Amusement Corp., Newark. The Greens' niece, Mrs. Gladys Sundel, New York, chief cashier in Dreamland Park, Newark, joined them in Miami on October 15 and will return north with them.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Laments of a Locker Boy

Dear Joe:

Well, I got that job at Pottsville-by-the-Sea pool. It certainly is different from working in a Turkish bath like we usta. Maybe if I speak to the boss he'll take you on. Do yuh wanta job—or is your room still doin' all right with papers? Funny thing how they call this joint "Pottsville-by-the-Sea" 'cause there's no sea anywheres around and the town of Pottsville is 20 miles from here. Asked the boss about it but he just grumbled 'bout the weather, so I suppose he won't talk.

They do a pretty good business here, but I wish the guys wouldn't think the combs, talcum powder and hair tonic I have on the stand, is on the house. Gee, I have to pay for that stuff myself and all I do is keep the tips. But the way it's been going there is no tips—and there won't be any more combs, talcum, etc., soon. Gotta sign 'n' everything which says: "Tips Graciously Accepted"—but they jest don't take the hint. Think I'll find out about this 77-B business and recognize my con-cashur.

Sunday there's gonna be a big water carnival down here and I'm supposed to do a high dive. Kin yuh imagine me doin' a high dive, eh Joe? Not that I'm scared, mind yuh, but when I got the job I had to tell the B. B. (that's short for big boss) that I could dive! All the locker boys down here have to dive on Sunday—we sorta double in brass like the musicians. Gotta close now—quick like—'cause we're gonna dump the pool 'nits—you know, clean the water. Here's hopin' I'll be able to write you again after Sunday's water carnival.

Swimmingly yours,

Your pal Buster.

P.S.: Jest found out why they call it "Pottsville-by-the-Sea." Seems one of the other lads went outta business and the boss bought up its 'big neon sign cheap. Damn clever these pool men, even if they're not Chinese, eh Joe. Your pal's in the big time now—no more Turkish baths for me, no streo—dot until Sunday anyway.

Cobbling the Cobs

Many New Yorker outdoor swim pools plan to open earlier this year because of impending visit of United States fleet in the Hudson River. Gotham tanks usually make their bows around Decoration Day for a week before. Cobs are expected to land on April 29 in time for opening of World's Fair and thought to be 40,000 (count 'em). Pool men feel that if they get any sort of a break in weather they may be able to do some extra biz with the sailors from May 7 on. Two tanks which have best chances of getting this extra patronage, if any, are Palisades (N. J.) Amusement Park pool and Riverside Cascades tank, both practically in the backyard of the fleet. The Jersey pool is planning a big promotion to entice the aquatic ocalas. For one thing, Preres Reenthal are offering free admish to the park to all men in uniform in the hope that the boys will go for the pool or some of the rides.

Men and Mentions

Understand half of the boys who turned out for Billy Rose's call for mer-men for his World's Fair Aquacades could swim a lick. . . . Writer visited President and Ambassador in dock tanks in Atlantic City last week during his annual jaunt there. Both look for an exceptionally big summer because of the fair. . . . Manager Block will not be back at Jerome Cascades tank, Bronx, New York, this summer, it having been decided that Mack Rose will boss-man the Bronx pool and Manhattan plunge in the twin chain. . . . Mack also intends to keep his job as purchasing agent for that big coin machine manufacturing company. Hope, however, that it won't interfere with his well wienie roasts, for Mack is one of the best hosts at a barbecue. . . . And to Nat Kaufman, of Pittsburgh: Thanks for their kind words, sir. . . . Ada Taylor Sackett, chairman of AAU women's swim committee, says there are a great many bids for senior national outdoor championships. Offers so far have been made by tanks in Iowa, St. Louis, Louisville and Los Angeles. . . . Dick Massey, Billy Rose's old stand-by, joined forces last week with Sydney Spear and Dotty Rose in ballyhooing aforementioned Aquacades at the yu-

know-where. . . . Just discovered that there's a dip named Water who owns a pool in Georgia and his manager is actually a Mr. Five.

Long Island

By ALFRED FRIEDMAN

Well, raw weather has been keeping visitors to surf-side sections of the Island at a minimum. Repairing of last September's hurricane damages around beach points has about been completed. Greatest damage readjustment had to be made on the North Shore. Relative eagerness with which repair work has been carried out is because of assistance by the federal government.

Opening of the Atlantic Beach Club, one of the Eastern seaboard's most prominent play places, is scheduled for an early date. Fred Austin, top figure in Long Island beach developments, is putting a large share of his interests in the Rockaway Point development.

ROCKAWAY BEACH—Little time was lost in replacing the section of the Boardwalk destroyed by fire at Edgemere recently. President Kenny, Rockaway Chamber of Commerce, is planning an ambitious program in connection with dedication of the new ocean roadway before the end of June. Several amusements are being installed on premises of Roaches' Beach. The Rockaway. Opening of four summer theaters is set to take place around Decoration Day, a departure from customary July 1 opening of the past.

With the Zoos

CINCINNATI—The zoo here is making plans to spend \$10,000 for new exhibits. It was announced by General Manager Joseph Stephan on April 4. Purchases will cover about 485 specimens, including 200 birds, 200 reptiles, two black leopards, two chimpanzees, two secretary birds, two Syrian bears, red kangaroo, kudu antelope, two white African pelicans, two musk, Tahr goat, two pumas, 69 rhesus monkeys, two Himalayan pandas and six African black-footed pangolins. Considerable money for purchases is already in hand and officials are expecting donors to contribute more.

EVANSVILLE, Ind.—Mesker Zoo here sent a pair of young aoudads to Cincinnati Zoo for the Sol A. Stephan honor-ary collection on the occasion of Stephan's 60th birthday anniversary on April 3 and celebration of his 65th year in zoo work, reports Earl K. Schecht, former director. Five offspring were recently born to two aoudads here and Terrell Jacobs, animal trainer with the Ringling-Barnum circus, recently made a gift of a 110-pound alligator. Charge of 10 cents for auto parking on Sundays and holidays will be made this year.

COLUMBUS, O.—Arrival of two female elk, presented by Columbus Zoological Society, increased the zoo's herd to three, a buck already being there. Several other animals are expected from New York dealers soon.

SEATTLE.—Annual report of Woodland Park Zoo here showed total of 1,221 exhibits. During the year a Nubian lion and 65 other exhibits were added.

MEMPHIS.—Popeye, chimpanzee in Oregon Park Zoo, was put to death by chloroform when he failed to show any rallying power from ravages of tuberculosis. He was mate of Olive Oyl, five months old.

MADISON, Wis.—In Henry Vilas Park Zoo here a camel captured last fall by Zor Camel Herders' Association has been named Bibia. The 10-year-old female will join the other camels of the herd in giving rides to children, starting in May.

MONTAUKER.—Latest addition to Washington Park Zoo is a 10-pound zebu calf, bringing the zebu herd to a total of 19.

PORT WORTH, Tex.—Park Board has vetoed the idea of a "pets' corner" in Forest Park Zoo here because of possible mind injuries to children and subsequent lawsuits. Zookeeper Hamilton Hiltson had set aside a large cage for small tame animals so that children could play with them and become acquainted with different animals. Pets' corner was to have a small deer, Spanish goat, lamb, barbados sheep, storks, geese and other small animals. Crowds are near summer proportions on Sundays.

American Recreational Equipment Association

By R. S. UZZELL

At Forest Park Highlands, St. Louis, Mo., A. W. Ketchum told us of the keen competition which municipally operated pools make for pools in the parks, and then privately operated pools are expected to pay taxes. In lieu of filtering the water, he changes it every day to insure colder water in his hot city. Some places clamor for hot water and would pay a premium for it. Strange how conditions differ in the various cities! No, the managers are not arbitrary. They seek what their patrons most desire.

Bob Hafterkamp came into the office while the writer was talking with Ketchum. Bob is a veteran in the game and now about 30 years young. He gave the best of his manhood to Forest Park for about 30 years. He knew all of the oldtimers and delights in talking of them. For many years Forest Park was the only one in the largest Missouri City. Hafterkamp and Colonel Hopkins established picnics there that are attended now by the grandchildren of the first picnickers of the organization. For the six weeks of public school outings Sunday is the dull day of the week. Kenneywood Park, Pittsburgh, is perhaps the only other amusement park duplicating this experience.

Old Pagoda Is Razed

The Japanese Pagoda, moved to Forest Park in 1909 from the St. Louis Exposition grounds, has been demolished. The overhang had grown too weak to be safe. For 30 years it was a landmark; really a symbol of this resort. Hafterkamp said: "The landmarks are passing with the men who produced them." Of the original group of men who came into the business at the beginning of the place Bob alone survives. It is not generally known that Sam Gumpertz was once connected with this place—he of Coney Island Side Show, Dreamland, Ringling-Barnum Circus, Hamid's Million-Dollar Pier and trustee of the American Museum of Public Recreation.

Chain of Rocks Park, St. Louis, under management of J. H. Hoffman, who succeeds George Overbeck, who has managed it from its beginning. Chris Hoffman succeeds his brother, John E. Hoffman, as president. They claim to have booked more picnics for 1939 than for any season of the park. Their location, 300 feet above the Mississippi, has an unobstructed view of several miles up and down the Father of Waters that is worth a trip to the park. No danger of flood waters ever reaching this park, so safely perched above the river. They are spending some money and are hopeful of a better season than for 10 years.

Museum News Coming

Westlake Park, St. Louis, has been re-organized by a former concessioner, Frank Getman, and has made progress over previous seasons with picnic bookings. Joe Rose will be manager this season. It was he who bought the 1001 Troubles from the Charles Browning estate and operated it himself in this park. He knows his way around in the Mound City and is ambitious to make a go of it in putting this place back on the map.

There are some really constructive negotiations nearing fruition in behalf of the American Museum of Public Recreation. The director, W. F. Mangels, and your humble author, the secretary, have been hounding it alone thus far but now that definite action must soon be taken, Fred W. Pearce, our president, is coming to join his counsel to ours in this big commitment.

There is no real secrecy to it but only a desire to announce only accomplished facts. As soon as a definite contract has been agreed upon the whole story will be told in a special release to The Billboard, which publication is not only a valuable member but also an ardent supporter of this most beneficial and con-

structive aid to our entire industry. Things are really going to happen and you will be fully advised in due course.

Atlantic City

By MALL DODSON

ATLANTIC CITY, April 5.—The Easter bonnet was ready to be lifted on the Boardwalk for thousands of visitors expected for the week-end, with Hamid's Million-Dollar Pier offering Paul White's man; Inham Jones, Eddy Morgan and the Debutante, accordionists, and Steel Pier offering Harry James, Benny Goodman and Alex Barba, with usual exhibits, movies and off-season features.

Auditorium has midgeut auto racing Friday and Saturday nights to replace ice hockey until annual Horse Show, which opens May 10 and continues five days. Murray Rosenblatt's Million-Dollar Pier Roller Rink opened and will run thru October. Ambassador pool, remodeled and with new equipment, is showing marked increase in business this spring. Ditto for President pool, only other indoor salt-water emporium operating now.

Town appears skeptical as to what effect the World's Fair will have on resort trade, opinion being about evenly divided between good and bad. Veterans look for an influx of new business from Midwest visitors, who will take in the Boardwalk and the fair on their trip. Charlie Seal's mouse game and Johnny McClay's bumper set-up, both opposite Hamid's Pier, are doing fairly good business with early visitors. Cold weather put the chill on Palm Sunday business, but the Chamber of Commerce reported about 100,000 in the fashion parade, which is about 40 per cent short of the 1938 figure.



World's Highest Aerial Act. No New Air Safety Device. 300 ft. High. 300 ft. High. 300 ft. High.

THRILLS AND CHILLS! THE STRATOSPHERE

A spectacular night and day exhibition. Spectacles, spinning tops and thrill-packed. For full program circular. AVAILABLE FOR FAIRS, PARKS AND CELEBRATIONS. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.



FOR A PEAK INVESTMENT BUY NOW!

LUSSE AUTO-SKOOTERS

OR WATER-SKOOTER BOATS.

and EARN BIG PROFITS for your Park, Sport or Trading Show.

LUSSE BROS., Inc.
2809 N. Fairhill St., Philadelphia, Pa.
Write for Catalogue.

PENNY ARCADES

Largest Variety of Equipment in the World. New 1939 Arcade Games Ready. Write BFF!

MIKE MURVES CORR.
145 Park Row, New York City.

HANK SHELBY WANTS

Good Wheelmen, Great Stone Agents and Best Customers for Girl Ball Game, Whizzer, Man who has Monday before at Dallas Fair please contact. All write PLINT PARK DEP. CO., Flint Park, Flint Mich.

WANTED Concessions and Riding Devices

SEYBROOK AMUSEMENT PARK, BALTIMORE, MD. UNDER NEW MANAGEMENT — COMPLETELY OVERHAULED — FREE DATE. OPENS FOR THE SEASON MAY 26.

Can use 1000 sq. ft. "Redden Booths," Sleepy Chase, Ferris Wheel and anything new. Also legitimate merchandise, games or rides. Must Free Attractions with 3 "Punch" Ice Cream, Frankfurters, Cigs, Tobacco, Hotel with Bathing Room and Refreshment Bar. Roller Rink not equipped. Also Bowling Alley equipped. All quickly.

SEYBROOK AMUSEMENT PARK, INC. Route 24, Ketchikan Rd., Baltimore, Md.

Good Weather Helps Blue Ribbon Opener At Gainesville, Ga.

GAINESVILLE, Ga., April 8.—With ideal weather prevailing and featuring an aerial fireworks display, Blue Ribbon Shows opened their season at the Merril-weather showgrounds on April 8, under Junior Chamber of Commerce auspices. To the best business realized in many years, reports Lee Newton, Midway, laid out in horse-shoe shape and attractive with its new paint and equipment, remained crowded until closing. Staff includes L. E. Roth, manager; William R. Hicks, assistant manager; Mrs. L. E. Roth, treasurer; Mrs. Lee Newton, secretary and Billboard agent; E. E. Johnson, agent; Pat Brady, electrician; Jack Cole, assistant; George Wheeler, lot superintendent.

Line-Up

Rides: Merry-Go-Round, Jimmie Paden, foreman; Robert Hawkins, second. Loop-the-Loop, Doc Newton, foreman; Arvel Milan, second. Tilt-a-Whirl, Har- (See GOOD WEATHER on page 51)



"SNAPSHOT" STANLEY, PHOTOO, recently added to the publicity department of Henries Bros. Shows, clicked this picture as his first assignment. The young woman, several of whom are making carnival debuts this season, has just arrived in quarters in Sikeston, Mo. to begin rehearsal for the Grand show. They were unaware of the cameraman as they discussed dramatic plots on the steps of the ballyhoo platform for their show. Left to right, rear row: Montine Vincent, Irene Mary Owens, Pat DeJaney, Ray Parks. Left to right, front row: Connie Austin, Venus West, Peg Walker.

Sparks Begins Trek With Good Biz in Piedmont

PIEDMONT, Ala., April 8.—Good crowds, weather and business greeted the J. F. Sparks Show's opening here on April 3 in heart of the city. New Minstrel Show gives the midway a big flash, as does Jack Orr's Tilt-in-One. Many concessions were received on the organization's appearance. Mr. Arton, manager of Fox Theater here, and Mrs. Arton visited daily. Roster includes staff: J. P. Sparks, owner-manager; James H. Timmons, secretary; Bill Dollar, special agent; Roy Farmer, general superintendent; Charlie Gordon, chief mechanic; John Linton, electrician.

Concessions: Bingo, Mrs. J. P. Sparks; calbe, Red Brown; duck pond, Alton Sparks; set spindle, Whitey Etheridge. Al Phillips; cookhouse, Jimmie Phillips. (See SPARKS BEGINS on page 51)

Bowen's Joyland In Satisfactory Debut in Calif.

VEALIA, Calif., April 8.—Despite a storm which broke an hour before opening, H. W. Bowen's Joyland Shows opened their initial nine-day stand here on April 1 to satisfactory results. Organization is using a yellow and red color scheme with plenty of illumination. Vernon Crown, president of the Lions Club, and his committee visited and complimented Manager Bowen on the show's appearance. Many prominent people (See BOWEN'S JOYLAND on page 51)

Wolfe Amusements Start in Royston

ROYSTON, Ga., April 8.—Good crowds and mild weather greeted Wolfe Amusements at the opening here on March 24, reports C. O. Deater. Spending was off in comparison with the show's fall engagements, but all reported getting a little money.

Line-up included Merry-Go-Round, Swing and Ferris Wheel. Concessions: Cookhouse, milk bottles, cigar gallery, bowling alley, ball game, dippers, oyster and under short-range lead gallery, pop corn, candy show, frozen custard and bingo.

New Ops Bows in St. Louis

ST. LOUIS, April 8.—Mound City Exposition Shows will bow on April 12 on one of the local lots. Operators are John (Red) Maher and L. M. (Red) Brophy. Maher has owned and operated rides in this section for the past five years, while Brophy for many years was general manager of the D. D. Murphy Shows. Details of the shows will be the five rides owned by Maher. Several other rides and shows have been booked. A number of concessioners who were on the D. D. Murphy Shows will open with the new organization.

SLA To Broaden Usefulness

CHICAGO, April 8.—A meeting of members of the board of governors of the Showmen's League of America was held on Wednesday at which plans for furthering league interests were discussed. Some 20 members were present, presided over by President J. C. McCaffery.

Out of the general discussion, it is hoped that plans will materialize for a broader usefulness of the league.

League, which has 1,200 members on

its books and a substantial amount in its treasury, has for years done yeoman service. Quietly and without ballyhoo it has gone along giving help to the needy, caring for ill and injured show-folks and providing a last resting place in one of America's most beautiful burial plots.

Its leading spirits believe that the league can go on to much broader usefulness, and plans to that end are in the making.

Elements Do Tricks At Jones' Unit Bow

AUGUSTA, Ga., April 8.—A variety of weather greeted the Johnny J. Jones Exposition's unit at its opening here on April 1, keeping the midway closed for the mainline, but every attraction played to fair business at night. Because of the early opening many shows and rides were not ready and will not take their places on the midway until the show officially opens in Washington, D. C.

Construction of new fronts and shows will continue in quarters here to be loaded and shipped to the Capital City. All shop equipment will remain here as will craftsmen from the different departments. Painting of the train and many of the wagons has been completed. Unfinished work includes the new Motordrome and new fronts for Fountain of Youth, front gate arch, Nadree's Hawaiians, Snake Show and Edward's Casino.

Fairly & Little Get Under Way to Good Crowds in Ft. Smith

FORT SMITH, Ark., April 8.—Cool weather but good attendance prevailed at Fairly & Little Show's opening here on March 30. Midway was well illuminated, another 100-kw. transformer having been added. Among attractions here, reports M. Van Horn, were Circus Side Show, J. J. Bejino; Back Stage Revue and Life Show, Alice and Earl Stout; Fair and Crime Shows, Mrs. J. Limbaugh; Hall of Science and Double-Headed Baby, Dr. Ralph Garfield; March of Time, C. D. (Red) Scott; Jungland, J. H. Dunlavy; Ape Show, Ed Strassburg; Funhouse, Marie Jones; Unborn, C. Hamilton.

Rides: Twin Ferris Wheels, Skooter, Tilt-a-Whirl, Rolloplane, Dallas Steam- (See FAIRLY & LITTLE on page 51)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Screw Ball, Ky. Week ended April 8, 1939.

Dear Mixer: Talking about a cockeyed week of topsy-turvy events, the past week will go down in carnival history as the greatest and most unusual! Everyone with the show, from the bosses down, had a premonition that something bad was about to happen. So talk became the strain on everybody's nerves that the bosses summoned all of the mitt readers to the private car and instructed them to gaze into their crystals and foretell the show's fate. Whether the seers and conjurers ever committed themselves here of us will never know. But the show did appear in the dining car with rabbits' feet and lucky charms around their necks.

En route to Screw Ball the train stopped suddenly in Big Branch, Ky., and

went on a siding. It was then that we learned that a bridge had been washed out and we would be held there until the trestle was repaired. This was bad luck No. 1 and caused the show to lose a Monday opening in less than an hour. Meanwhile Sister Cultured Carnival train pulled in alongside of us and had to park for the same reason. Thirty minutes later Ballyhoo Bros. #1 and #2 Big Shows steamed in and parked to our left. Visiting back and forth was great for a while until we caught them heading for diner and slugging the coin machines, to say nothing of their appropriating all of the chalk, runs and book ropes off our lists. That was bad luck No. 2.

Show arrived here late Monday night in a cloud-burst that put the lot under three feet of water. But the show moved (See BALLYHOOS on page 51)

Crafts No. 2 Unit Launches '39 Tour In Van Nuys, Calif.

VAN NUYS, Calif., April 8.—Golden State Shows, Crafts No. 2 unit, opened its season here on April 1 with an eight-day stand under American Legion Post auspices. Manager William H. Hobday, now in his second year in that capacity, has done a commendable job of assembling a flashy looking organization. Staff includes O. N. Crafts, owner-operator; William H. Hobday, manager; Phil Williams, general agent; Roger Warren, secretary; Jewell Hobday, assistant; Roy Smith, special agent; Al Maier, lot superintendent; Bud Ritter, chief electrician; Tom Faraday, assistant; Fred Siley, sound technician; Roy Shepard, ride superintendent.

Rides: Skooter, Ralph Parker, foreman; L. Cheawia and Bill McManus, assistants; Madge Thuro, lights. Merry-Go-Round, Steve McCampbell, foreman; Nick Overholts, assistant; Joe Kemmer, platform; Dulcia Hafer, tickets. Ferris (See CRAFTS NO. 2 on page 51)

Lancaster, Calif., Gives Ben Martin Favorable Send-Off

LANCASTER, Calif., April 8.—Ben Martin Shows concluded their opening stand of the season here on April 1 to satisfactory results. First part of the week was cold and rainy, but all reported satisfactory business for the last two days. Members joining here were Marie and LePore, high act, with a number of concessions, including the bingo stand, and Lucille King, agent. Earl Stokes took over the Girls on Parade, and Cyclone Perry, the Athletic Show.

Concessions were Morie Miller, 2, operated by Ray Marshall and Mickey Goldberg; Beachy Lennart, 2; Ted LePore, 2, and Pop Slover, 2. Staff comprises Ben and Dolly Martin, owners; Ben Martin, manager; Billy Martin (See LANCASTER, CALIF., on page 51)

Model in Benefit Preview at Baxley

BAXLEY, Ga., April 8.—Model Show's staged a preview performance this week, moving from quarters here to the Court House Square, for the benefit of the Community Chest. Shows opened with a number of rides, a few concessions and several shows, including the Motordrome and Crime Exhibit, and these filled the grounds to capacity. Owner Dick Harris had not intended opening until April 17 in Kannapolis, N. C., but he decided to help the local chest in its fund-raising efforts. Grounds were donated for the purpose.

Show will open in Kannapolis on April 14 instead of the 17th. All equipment is ready. Flying Sensations, aerialists, and Valvans, high act, comprise the free acts at this writing. Another lot to be added.



JOY CUBE, young Hawaiian lass, who is one of the featured dancers on Adrick's Imperial Hawaiian Show, set on with the Royal American Show. Joy Cube's parents are musicians. Photo by Daitzell.

Dadswell Again Press Org Head

TAMPA, Fla., April 8.—Outdoor Press Club, formed by carnival publicists here 18 months ago and unable to hold its scheduled midwinter meeting in Florida because most of the membership was employed elsewhere, held its second annual election by remote control reports B. B. Mack, newly elected treasurer. Dadswell was re-elected president for two years and Harry DeBelle secretary. All other officers were re-elected by the mail-order vote. B. B. Mack succeeds Frank Winfield, former press agent, who retired from show business two years ago. Roland Richards, publicity manager of the Rubin & Cherry Exposition, was elected vice-president, and George W. Westerman, who has been appointed to handle publicity on the Beckman & Corey Shows, was named second vice-president.

Membership fee was increased from \$3 to \$5 a year and 1939 membership cards were being issued here this week. President Dadswell said 80 per cent of the membership had cast ballots in the mail-order election. "Numerous suggestions as to future developments of the club were appended to the ballots," Treasurer Mack related. "The proposal for increased membership fees was so broadly demanded that issuance of membership cards has been placed on that basis." Mack said disposition of other proposals await return of questionnaires mailed to the membership this week. "Outstanding in these proposals," he said, "was a plan for establishing an associate membership of 'Midway Fans' similar in some respects to the Circus Sights and Strollers Club of America. This would be extended to newspaper men, radio broadcast directors, police and state officials who get out of their way to encourage developments and advancements in the midway industry."

Starr DeBelle is publicist of the Johnny J. Jones Exposition Shows and author of The Billboard's popular humor column, Ballphoo Brothers. Dadswell is publicity director of the Amusement Corp. of America. Honorary life memberships were issued to all editorial department executives of The Billboard when the club was formed. President Dadswell has called a special meeting of executives to be held in St. Louis in May.

R. A. Showfolk Named Good Will Ambassador

CINCINNATI, April 8.—The Billboard has received a copy of a decorated scroll, carrying a resolution from the executive committee of Tampa (Fla.) Chamber of Commerce, appointing the Royal American Shows, Carl J. Sedlmayr, Elmer C. and Curtis J. Velare and their associates, concessioners and employees ambassadors of good will.

Adopted at a regular meeting of the committee on February 27, the resolution reads: "Whereas the Royal American Shows have for many years chosen Tampa, Fla., as its winter headquarters and presents to the American public one of the world's finest, largest and up-to-the-moment amusement organizations, and has been one of the nature attractions at Florida Fair here for a number of years, carrying the name of Tampa to more than 20,000,000 pleasure-loving yellow Americans, Be it resolved that by

this testimonial the Tampa Chamber of Commerce on behalf of the citizens of Tampa, express to the Royal American Shows its appreciation of the fine service rendered, and that Carl J. Sedlmayr, Elmer C. and Curtis J. Velare and their associates, concessioners and employees are hereby appointed ambassadors to continue to carry to all our messages of friendliness and good will."

Ed Lundgren Announces Midwest's Personnel

GREENSBURG, Kan., April 8.—Manager Ed Lundgren of the Midwest Shows this week announced the following lineup for the season. Staff includes Sylvia Gargus, general agent; Doc Capell, adjuster; Mrs. Minnie Capell, banners; Horace Stinson, electrician and job superintendent; Harry Phil, transportation superintendent; and Gilbert Swinson, ride foreman.

Rides: Ferris Wheel, Wax Howard, Al Smith; Glider, Carl Webster, Pete Hoken and Carl Summers; Merry-Go-Round, Eldon Hall; Kiddie, Robert Finch; Pony, Joe Ferguson. Shows: Athletic, Arthur Williams and wife; Hopi Indian Village, R. W. Reed; Delight Is or Not and Peep Show, Murel Baxter; Wax, Henry Cummings.

Concessions: Bruce Duffy and wife, pop and cookhouse; Mr. and Mrs. Lee Ritter, corn game and dart stand; Gladys Bellshaw, two ball game; O. Daniels, three concessions; Mrs. Bernice Cummings, diggers; Mr. and Mrs. Louis Huff, three concessions; Virgil Freeman, penny pitch; James Reynolds, one; Mrs. Gilbert Swinson, string game; Mr. and Mrs. Jim Evans, candy floss and clothes line; Mr. and Mrs. Gene Davis, four concessions, including a photo gallery. Sylvia Gargus is The Billboard agent and handles the mail.

Goodman Gets Corinth

CHICAGO, April 8.—J. A. Darnaby announced that he had closed a contract with the Goodman Wonder Show to play North Mississippi-West Tennessee Fair and Dairy Show in Corinth, Miss. Darnaby is to manage the fair, with Grady Peerey as treasurer.

Leo Bistany With Latlip

CHARLESTON, W. Va., April 8.—Morris Voltaggio, general manager of the Latlip Home State Shows, announced here this week that Leo M. Bistany, many years owner-manager of his own shows, had been signed as business manager of the Latlip organization for 1939.

E. Ray Redman With Strates

CHARLOTTE, N. C., April 8.—E. Ray Redman, formerly of MGM, United Artists and Columbia Pictures as exploiter, this week signed as director of publicity and exploitation of the James E. Strates Shows for 1939.

T. A. Fuzzell's United Personnel Is Completed

SEARCY, Ark., April 8.—Route of Fuzzell's United Shows for the season as reported here this week by F. W. Pratt, mail man and The Billboard agent, includes T. A. Fuzzell, owner-manager; Mrs. T. A. Fuzzell, secretary; Roy Goldstone, concession manager; Roy Lee, general agent; Bob Fox, publicity; C. O. Stewart, electrician; Harry Faylor, assistant; P. M. Starnes, painter, and F. W. Pratt.

Rides: Kiddie, Buster Oberst, foreman; Ferris Wheel, J. T. Richards, foreman; Chessie Fischer, tickets; Merry-Go-Round, Joe Kahn, foreman; Charles Smith, tickets; Loop-o-Plane, Harold Browning, owner-operator; Jerry Browning, tickets; Mix-Up, Jean Crum Jr., foreman; Jean Crum Sr., tickets; Pony, R. O. Brown, owner.

Shows: Side Show, W. J. Dunno, manager; Art Gomez, front man; Danny Boyle and Bill Dreaner, tickets; Nina, headless woman; Leona Leonard, nurse; Bas Terrill, annex; Myrtle Jones, sword box; Maybelle, electric chair; Tattoo Mac, W. J. Walters, magician; Curly Jones, fire eater; Joe Edwards, rubber-skin man; Zella May, mentalist; Fosing, Trabe Ray, manager; Ernest Ledger, front; Bonnie Utley and Eva Meyers, girl; Ernie Ray, manager-front; Irene Ray and Patsy Hardy, dancers; Athletic, Chief Montour,

"IT WAS INEVITABLE"



SILVER STREAK

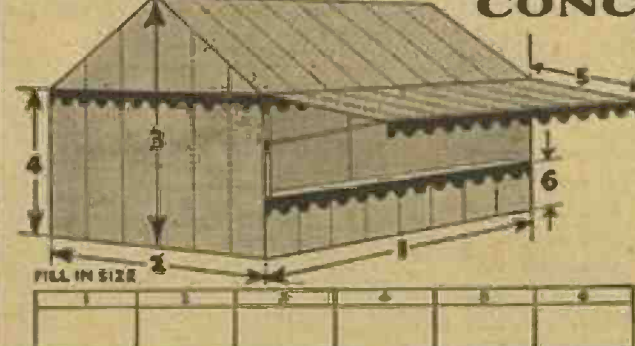
The Streamlined Mid-a-Minute Silver of Tomorrow, will thrill untold thousands at the New York World's Fair with Speed—Glance and the Infinite Comfort of Tandem Seating.

PORTABLE STAGES — RIDER-O-AUTO SPEEDWAY
LIGHT TOWERS — CAROUSELS
HI-DE-HO FUN HOUSES
DOOGEM AND SCOOTER BLOS.

SPILLMAN ENGINEERING CORP
North Tonawanda, N. Y.

WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES.

CONCESSION TENTS



Give Measurements as Indicated BUY from Factory SAVE MONEY

POWERS & CO., Inc.
26th and Reed Sts., Phila. Pa.

INSURANCE

BUY THRU THE ORIGINAL SHOWMAN'S INSURANCE MAN, WHO KNOWS YOUR PROBLEMS THRU ACTUAL EXPERIENCE.

Can Give Numberless References From Coast to Coast.

SAVE MONEY

Reasonable Rates on Every Type of Insurance — Trucks, House Trains, Concessions, Cigars, Carnivals and Parks. No Risk Too Small or Too Large.

CHARLES A. LENZ
"The Showman's Insurance Man."

A736 INSURANCE EXCHANGE — Tel. Web. 2033 — CHICAGO.
(Easy Weekly or Monthly Payments.)

MERRY-GO-ROUND OWNERS

Here's a new service. We will build you new, strictly modern Cones, Wood Shields and Center Excelsior Panels, which will increase your business 50%. Glorious colors, stainless steel trim. New footrest and Tubular Lighting. The best is surprisingly low! Get's Liberty, O. N. Cuffs and several others already sold.

ALLAN HERSCHELL CO., INC.
N. TONAWANDA, N. Y.
327 1/2 of Reed St., Re-Lo, Penhouse, Middle Ave. Bldg.

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.

701 North Sangamon Street (Phone: Kaymarket 0444), Chicago, Ill.

INSURANCE

Carnivals, Parks, Concessioners

CLEM SCHMITZ Radio City, NEW YORK

NEW USED

TENTS

FOR SALE OR RENT

WRITE FOR FREE CATALOG

VANDERHERCHEN, INC.
2806 Emerald St., Philadelphia, Pa.

SHOW TENTS and TRAILER CANOPIES

Fulton Bag & Cotton Mills

Manufacturers Since 1827
All types of canvas, cotton, duck, and other fabrics.
Specialty in tent and awning materials.

SAVE MONEY **MOTORIZED** SAVE MONEY

SPECIAL FINANCE PLAN

WRITE CHAS. T. GOSS
WITH STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

.. TRIED AND TRUE ..



THE 7-CAR PORTABLE TLT-A-WHIRL

.. TEN YEARS OF EXPERIENCE ..
.. TEN YEARS OF SATISFACTION ..

Keep up-to-date with annual improvements. A tried and true ride with an unexcelled long life of high profit production.

For Particulars Write

SELLNER MANUFACTURING CO.
Faribault, Minn.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

"If it hadn't rained"

H. PALMER has signed his peanut concessions with Clyde's United Shows.

ROBERT SICKLES cards from Glasgow, Ky., that he will be affiliated with the F. H. Bee Shows this year.

FAMOUS last words: "I don't need a staff; I can do all the work myself."

ACCORDING to reports, Cotton Hill is organizing a small show to open in Arkansas soon.

DANIEL A. KLEIN cards from Mountain Home, Tenn., that he hopes to see the Veterans' Hospital there soon.

F. H. BEE JR., Va. show, has named his new harness "The Bee Mine."

EDDIE MORAN has signed as special agent with the Zimzara Greater Shows, reports Buddy Mann.

SIGNED as electrician again by the Husby Shows, Herbert Paak will join the organization in quarters soon.

CHRIS M. SMITH: Where will you be this season? Old friends have been inquiring about you.

DR. MEI-ROJ and family are back with Johnnie Howard's show, currently playing St. Louis 18th.

Howard Bros.' Shows, reports Mrs. Betty Wagner.

WHILE erecting his concessions in Amity, Ark., Martin A. Wirth had the misfortune to crack two ribs, he reports from Delight, Ark.

EVEN if one is disappointed in the show, it is not a sign that he will some day be given the crown of "Monarch of All You Survey."

AFTER a two-year absence Kenneth Franklin has returned to Darfield's Cosmopolitan Shows as secretary, assuming his duties in Dothan, Ala., recently.

FRANCIS KELLY is at Danbury (Conn.) Paingrounds preparing for his opening with the Fair at Hoens Shows, he reports.

RECENT experience in Alabama again proves that it is usually advisable to call on the powers-that-be, if only to pass the time of day.—Colonel Patch.

DUFOUR & ROGERS and Walt Sibley have gone to bat, via correspondence, over the Headless Girl attraction idea and other things.

CONCLUDING their stand at Franklin (Fla.) Tomato Festival recently, Mr. and Mrs. Art Gardner left for St. Louis to join Zachary Bros.' Shows.

SIDE SHOW with 10 empty pits is not

3
PROVEN MONEY MAKERS
LOOP-O-PLANE
OCTOPUS
ROLLOPLANE

Designed and produced by one manufacturer in less than 5 years.

Write for descriptive literature. Place your order for quick delivery NOW.

EYERLY RIDES GUARANTEES BIG PROFITS

EYERLY AIRCRAFT CO.
 Salem, Ore.
 ANGER K. KLING, Sales, Chicago, Ill.
 Express Mailers
 LUSSE BROS., Ltd., Blackpool, England.


PENNY PITCH GAMES
 Size 4 1/2" x 6", Price \$20.00.
 Size 4 1/2" x 6", Price \$20.00.
 With 1 Jack Pot, \$30.00.
 Size 4 1/2" x 6", with 1 Jack Pot, \$40.00.

PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted. We carry in stock 12-15, 22-24 and 30 number wheels. Price \$12.00

BINGO GAMES
 75-Player Complete set, \$5.00
 100-Player Complete set, \$7.25

SEND FOR CATALOGUE.
 Full of New Games, Stencils, Dolls, Lenses, Aluminum Ware, Games, etc.

SLACK MFG. CO.
 1244 28th W. Lomb St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Single Sheets, \$15 x 15. Typewritten. Per M. \$5.00
 Analysis, 2-p., with Blue Cover, Each... .50
 Analysis, 2-p., with White Cover, Each... .35
 Forecast and Analysis, 2-p., Fancy Cover, Ea. .08
 Sample of the 4. Readings, Four for 25c.
 No. 1, 24-Pages, Gold and Silver Covers, Each .50
 Wall Charts, Heavy Paper, Size 28 x 34, Each 1.00
 Gazing Crystals, Ovals 25c; Squares, 30c.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Pot. \$2.00
 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15
WHEEL TO WIN AT ANY KIND OF SPECTACULAR.
 24-Page Booklet, Beautifully Bound. Sample, 25c.

PACK of 75 EGYPTIAN F. T. GARDE. Answers 20 Questions, Lucky Numbers, etc., 35c.

ZODIAC F. T. GARDE. Booklet, 24 P., 25c.

MENTAL TELEPATHY. Booklet, 24 P., 25c.

HOW TO WIN IN THE STARS. Folding Booklet, 12 P., 25c. Contains all 12 Analysis Very Well Written. Per Doz. \$3.00 Sample 10c.

Apparatus Made to Last. Customers Please Your Selves. No checks accepted. C. O. D. 25c Deposit. Apparatus or info do not appear in any merchandise.

SIMMONS & CO.
 25 West Jackson Blvd., CHICAGO
 Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

1939 BUDDHA DAILY, HOURLY FORECASTS.
 Buddha Paper, 1-4 1/2 and 2 1/2 x 4 1/2. Readings, Zodiac Daily Charts, Horoscopes in 21 styles, Apparatus for Mind Reading, Mental Magic, Spirit, etc., 1000 Charts, Books, Good Quality Charts, Crystals. Most comprehensive line of Apparatus and Supplies in the World. 150-Page Illustrated Catalogue 30c

NELSON ENTERPRISES
 100 E. Third St., Columbus, O.

BILL KEMP WANTS
 LADY DROME RIDER.

Write or Write
 BOX 144, Shreveport, La., 1311 April 15; then
 Danville Bros. Shows, Ft. Smith, Ark.

ONE PHOTOMATIC PICTURE MACHINE

One year old choice. One Kilo Collar Machine. A-1 condition. One U. S. Patent Machine. Shipping or bill trade for stamp machines.
 Address Mail to PARADO PHOTO-TV CO.,
 John Pasado, Blyn, N. Y.
 117 N. 14th St., Olean, N. Y.

SHOW LOT FOR RENT

Lot centrally located on Hovins 127, at East, West, South, Mt. Vernon 2 1/2 acres, high and dry. No corporation tax, no sales tax. Available for Carnivals and Shows. Rent reasonable. Cooperation from county council guaranteed. No town taxes.
 E. G. STERVA D. HOWARD,
 West Junction, West, Ky.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



EDWARD A. HOCK (left), general manager of the Imperial Shows and widely known as concessioner and outdoor showman, and Victor Canares, general agent of the shows. The organization is set to leave winter quarters for the season's opening at Hennibal (Mo.) Spring Festival on April 15-22 in a downtown location, sponsored by the McCooey Athletic Association. In Hennibal winter quarters show fronts and rides were overhauled and new colorful lighting effects installed.



JOHN Q. PUBLIC, under direction of George W. Baldwin, is playing theater dates in Pabodie, Fla., after a good tour of Florida fairs and celebrations.

CHANGING monies and titles every season does not add up to success in any line of business.—Cousin Peleg.

HENRY HENRY, who has been operating an apartment house in Johnston, Pa., for the past two years, pens he'll return to the road this season.

IVAN CHAMPION letters from Indianapolis that he recently entertained Charlie Miley, George Chapman, Mr. and Mrs. Buddy Paddock and Al Shore.

If a stovepipe in a house trailer denotes comfort, that would a stovepipe protruding from a concession mean?

JAMES H. DRKW, known as one of the Georgia Boys, cards that he has been visiting relatives and friends in Waynesboro, Ga., for the past several days.

SWING OWENS pencils from Bryan, Tex., that he has recovered from a recent attack of flu and will be ready to hit the road soon.

OUT with those good-looking truck drivers! Piloting expensive trucks over modern highways requires clear heads and steady hands.

CHICK WAGNER has signed his Athletic Show and five concessions with the

Va., Frank Zorda is en route to Atlanta, where he will visit his family before joining the Oodling Shows in Columbus, O.

AFTER WINTEERING in West Kittlingville, Pa., H. S. (Dink) Dwyer booked his concessions with the Winter Attractions and will open with the organization late this month.

NOTE from the orange and grateful country: "I have thrown away my straw hat, bought a cap, painted my white shoes black and am now headed for up yonder."

OFF THE ROAD since 1932, W. J. Carter cards from Capron, Ill., that he'll return this year with his side show with one of the big ones. His wife will accompany him.

AMONG THOSE taking a series of baths at Hot Springs, Ark., for the past few weeks were Mr. and Mrs. A. B. (Pete) Jones. While there they visited with Roy Blake, manager of a local hotel.

MANAGER of the Great Sweet Potato Shows to his hat and chains "Go home and fish off that expensive coat. I've got to pass the hat to move to the next town."

BERT MURPHY, of the James E. Strates Shows, who lives near Rochester, N. Y., has sold his holdings in oil wells he discovered in Louisiana last fall to the Shell Oil Co., reports George E. Smith, ridge owner.

CONCLUDING a successful winter tour with his Delovely, Redhot and Beautiful Revue on April 1, Monte Navarra has signed to manage and produce Parlatan Folies for Pete Thompson on the Ideal Exposition Shows.

CONTRACTING their side show with William W. Barnhart's Golden West Shows, W. H. Kennedy and family will open with the org about the middle of May near Minneapolis. Kennedys have been wintering in Oklahoma City.

F. M. SUTTON JR., of Great Sutton Shows, reports the organization recently took delivery on 1000 light towers from the Spee-Dee Machine Service and new bally curtains and awnings from the E. E. Vance Tent and Awning Co.

ONE Western carnival company reports having no matches at all and the boss must be too stingy to buy any, because every concession agent keeps asking for a match as soon as they hit the midway.—Champ McCullig.

GENERAL AGENT Don M. Brashear, of the T. J. Tidwell Shows, cards from Sweetwater, Tex.: "Opened here 6th March 23 to cold weather. All departments are working smoothly with several new faces in the line-up. Geyer Bros. free gets are proving popular."

AFTER OPERATING the Nudist Colony and Hawaiian Show on the John R. Ward Shows for the past three seasons, G. J. Candiff contracted to

Owens SEVEN BIG ELI'S

FR. G. Gooling, of Columbus, Ohio, stated after sending a new B. I. O. S. H. I. Wheel. "This is the seventh BIG ELI we have had the pleasure of winning. Among some thirty other machines we have found the B. I. O. S. H. I. Wheel most profitable because of continuous popularity and operating costs." Buy a B. I. O. S. H. I. for profit.

ELI BRIDGE COMPANY
 Builders of Dependable Products.
 800 Case Avenue, - - - Jacksonville, Ill.

THE IMPROVED CHAIRPLANE
 CARRYING 24 PASSENGERS.



The Chairplane can be had in two lengths with 18 ft. and 24 ft. towers, making the ceiling heights 24 ft. and 30 ft. The 14 ft. tower ride has shorter supports, conveniently can be operated on smaller sites and under most trees and overhanging wires. Newly drilled exit and entrance doors and improved floor have been added. At no extra cost. Please write for price and description.

SMITH & SMITH, Springville, Jerk. Co., N. Y.

HIS LIGHT PLANTS and Madia ride all set up and ready to go. Ed Marcella is anxiously awaiting opening of the B. & V. Shows on April 20. He has also signed his ball game.

MANAGER of the Great Fishhead Shows advises that he will be to no losing around the front gate this season, as it creates a bad impression.

HARRY G. GREEN cards from Rutledge, Ok., he is heading north with the United Shows with his free attraction. "Have a complete circus in back," he adds.

REAL concession operators always give the customer a thorough explanation of the grand show operates. Now differing from present-day tactics of some Johnny-Come-Lately!—Whitely Cooks.

GLORIFIED WITH a museum in Norfolk,

handle the Hawaiian Show on the Great Burton Shows and joined the organization in Osceola, Ark., on April 10.

A WELL-KNOWN Southern showman, operator Michael E. Church, used to call by on his name at Negro fairs in the Deep South. Sign over his entrance reads: "EAT WITH M. E. CHURCH." Colored folks said: "Let's go in there. We're sure of a good meal and let him get our change back, she sniff."

"VISITED the Johnny J. Jones Exposition quarters and opening stand in Augusta, Ga.," letters W. M. Albergotti from Orangeburg, S. C. "They have a wonderful show as usual, but I missed the face of Joe Pearl. Mr. and Mrs. Sheppard and Dud. ..."

S. C. (BOB) ALEXANDER, formerly with the Big Otto, Neb. State, West's World's Wonder, William Glick and Orlan & Wilson shows and Rubin & Cherry Exposition, is in Duke Hospital, Durham, N. C., and would like to read letters from friends.

THE late Johnny J. Jones operated a blow-off to operate in any show on his midway. When sword boxes that were exposed for a small fee he insisted that they constituted blow-offs and would only let them operate providing a gift was given to each patron. A magic trick was sold and the privilege of looking into the box was free to each purchaser.—M. P.

"ARRIVING in Russell United Shows' quarters in North Little Rock, Ark., I found that, We J. Dunne and Leonora Leonard had framed a spell annex for me," came Rae Terrill from Searcy, Ark. "We opened here for eight days on April 1 to good weather."

JACK (TEXAS) HAMILTON again will have the girl and Hula shows on the Honest Bert Shows. Former will feature Rosetta in native Mexican dances, while the Hula line-up includes Dot DeLang, Helen Sykes and Bert Cortez. Buddie Scott will have charge of the tap show.

THE late C. A. Wortham once opined: "A few women talking over backyard fences about getting new shoes scold on muddy grounds can do more harm than an adverse front-page blast in a newspaper." Cinders, sand, dust, shavings and straw cost money, yet are a necessity when lights are turned on and customers are invited onto a muddy midway, as muddy feet must be protected.—Maggie's Machine Music.

CRYSTAL EXPOSITION SHOWS have been asked to furnish the midway attractions at the Independence Day Celebration, Galax, Va.; Kernhaw County Fair, Camden, S. C., and Lancaster (S. C.) County Fair, reports Charles Staudko.

VISITORS to Hilderbrand's United Shows' midway during the organization's stand in Pasadena, Calif., included Mrs. and Mrs. Clarence Alden, owners of the Silver State Shows; Helen and Wayne Granello, Ed and Golda Brady, Stella Cronin, Eyllis Johnson, Dick and Cecelia Kanthe and Mr. and Mrs. Joe Metcalfe.

"OUR show would not draw near the patronage if we presented it in a theater." This was the remark of a widely known tent repertoire operator when he once visited a competitor who was proudly showing a new painted marquee that was an exact replica of a theater front. "People come to see a tent show," he continued, "because it is a tent show and different from the show houses to which they are accustomed. They love the gaily and canvas and even like to trip over a guyline occasionally. Mine will always be a tent show."

WINDING UP his tour of winter fairs with the Royal American Shows, Jack Lydick is visiting in Cleveland before resuming his duties as manager of Harry DeBorja & Sons' Motordrome and Illusion

Show. Dreams will have three rides, Tommy Young, Fred Smith and George Murray. Both shows will open in Detroit.

L. BALUCAS, formerly with W. S. Curl and Howard Bros' Shows, has been doing exploitation work for Warner houses in Pennsylvania and West Virginia, using Harvey Massey (Seco), Electric Wizard, as the feature attraction. Massey has recovered from the burns sustained in Scottsdale, Pa., two years ago.

AGAIN no merchant baggers with Jones Show. With the fair season of 1938 Owner E. Lawrence Phillips discontinued the old bagger-bagger practice and will continue this policy for the Johnny J. Jones Exposition. In August, Ga., our opening spot this season and, the show's winter quarters' city, the writer sold two pages of good will advertising inserted from local merchants for both daily papers. Not only were the papers more than pleased but our committee and merchants as well. I agree with those who have ceased the banner racket that it leads newspapers to believe that "The show is selling what rights fully belongs to us," and I am glad to see showmen fall in line with Mr. Phillips' anti-season policy.—Staff DeBelle.

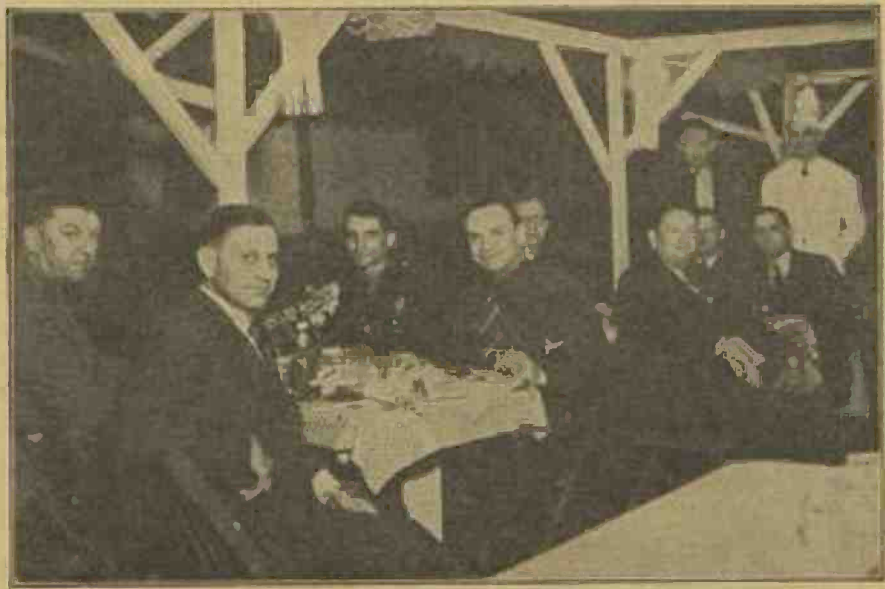
BOOKING SIX of his concessions with the West Bros' Shows at Cape Girardeau, Mo., William Calisner has returned to Chicago, from where he writes that "the organization is one of the most improved on the road and I believe Owners Mr. and Mrs. Jimmy Laughlin deserve much

could ... P. R. Beth and Charles Miller are building three new stock-concessions.

REGGIE MARRION, feature attraction with the Hollywood Skyrocks on the Hilderbrand United Shows, narrowly escaped serious injury when his 130-foot swinging pole snapped during his performance in Pasadena, Calif., recently. Marrion managed to reach the ground safely, while the crowds below received a thrill of a lifetime, reports Walton de Pellaton.

"INSTEAD of free-acting my way to the Northern regions, fate took me down to the Everglades Fair here," letters Harry Probes, high act, from Pahokee, Fla. "Date wound up my Florida fairs for Southern States and Frank West Shows. Sent my other unit, the Great Ricardo, to Frank West Shows to replace me, while I open with Harry Winters Attractions on April 24 in Cannonburg, Pa."

ROBERT LEROY DOLEN, 4-year-old son of Ray Dolen, well-known concessionaire, garnered some favorable comment in a recent issue of The Indianapolis Star on his ability to spell more than 400 words, reading and writing and addition of simple sums. His picture accompanied the story. Bob's mother, Olive, and sister, June, have operated pennant machine concessions at many major fairs. All winter in Indianapolis.



ENJOYING A BREAK DINNER in Cliff Barnhart's cookhouse on West Bros' Shows as guests of Manager J. W. Laughlin and Assistant Manager Bruce Barham during the organization's opening stand in Cape Girardeau, Mo., are, left to right: Sheriff Fred Hartley, Capt. Percy Little, Missouri National Guard; Police Chief Hirsch; J. W. Laughlin; Frank H. Owens, general agent; Mayor E. H. Drum; Elmer Strom, State's attorney, and Lieut. Francis Pfeiffer. Standing are Bruce Barham and Fred Walter Hill. Also in the picture, Paul Brooks, city commissioner, and E. Hugh Smith, attorney, also partook of the meal. Photo, by Cliff Barnhart, furnished by Bruce Barham.

praise for their confidence in the coming season.

AFTER a winter concession attaché with West's World's Wonder Shows in Florida H. B. (Dad) List infers that he left the org in Columbus, S. C., to take a post at the filling station of William H. Sargent, well-known former carnivalite, on a main highway to the New York World's Fair between Farmington and Avon, Conn.

WILL carnivals and fairs become so "modern" that the tented atmosphere so beloved by millions will be cast aside? Are midway shows to be staged, produced, decorated and lighted to compete with theaters or is the public demanding a theatrical scenic background? When most carnivals dropped bands in favor of canned music, did away with the heart-to-heart front-door peddlers, forgot about animal acts, big illusions, mysteries and seemingly impossible feats and attractions of all nations and went for girl shows, dope shows, colored night club presentations, model girl shows, sex shows and what not they became tented night clubs and theaters. It appears the old carnival traditions are fast being cast aside.—Colgate Patch.

FUNLAND SHOW MOVED by Ted O. Taylor; Paul and Byron Knoll joined at Marietta, Ga., with their four concessions from Florida. . . Mr. and Mrs. List have the new bottle game, while Albert Beth's corn game is clicking. . . All-American fund added a singer recently. . . Opening in Marietta was marred by rain and

and recent visitors to their home included Jack DeVore and Alonzo.

SCENER Christmas week in small Georgia town. Showman in front of hotel "Gaid, ain't it, buddy."

Local "She is mither, but we get these northern concessions down here."

"Who's that fellow coming down the street in that big overcoat?"

"Oh that's William Wilson, owns half the town, but he's a fly up, the. Last a couple of hundred in a crap game father day. We's just a first-class man."

"Who's the fellow with him?"

"Oh he's another chump around town, owns the hotel and few other buildings. Big sucker for poker and the boys take him every time."

"And who's that across the street by the Panama suit and straw hat in this kind of weather?"

"Oh that's Carnival Bill. Everybody knows him around here. He's the smartest guy in town. Yes, uh; knows about cards and everything. Nobody never takes him for us cleaning. He's too smart for that."

SIGHTED on the West Bros' Shows' midway during the organization's recent nine-day stand Cape Girardeau, Mo., were Sam Solomon, Sol's Liberty Shows; Mr. and Mrs. C. W. Byers and daughter, Byers Shows; Mr. and Mrs. Clayton Holt, Sol's Liberty Shows; Mr. and Mrs. Hoochman, Frank Greater Shows; William McLean, Doc King's Shows; Mr. and Mrs. Harry DeBorja, Pidge's Shows; Mr. and Mrs. Al Berginger, Earl Ingemoll and Mr.

EVANS

WORLD FAMOUS ATTRACTIONS DRAW THE CROWDS



EVANS' MERCHANDISE WHEELS

Fleets of wheels made! Designed for the professional concessionaire! Extra durable, perfectly balanced—uniform percentage always. Made in all standard sizes and combinations. \$750 1 Up

EVANS' ALUMINUM MILK BOTTLES

Best on the Market! Far superior to wood bottles. Sound like falling glass when knocked over, creating 100 per cent. Indestructible, natural-looking.

CATALOG FREE! WRITE TODAY!

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago
Leading Manufacturer Amusement Devices.

PORTABLE RIDES FOR SALE

40-PL. Two-Around After Hatcher's Merry Go-Round. Complete. Ready to Operate. \$1,400.00

20-PL. Single Chaperone. Ready to Operate. 750.00

22-PL. Six-Drome with Top. Ready to Operate. 350.00

Portable 12-Car Leaping Horse. \$ 600.00

J. C. WEBER SHOWS
620 E. Irvington Ave., South Wind, Ind.

MAKE \$2000 A DAY ON CANDY FLOPS

Our new SUPER WIZARD with a heavy rubber head and large apron. We have sold this machine to the Concession for the New York World's Fair. Spins Candy Flops FASTER and FINER! For full details write to: **ELECTRIC CANDY FLOPS MACHINE CO.**, 202 Travis Ave., S., Nashville, Tenn.

CARNIVAL WANTED

DECORAH, Iowa, FAIR

AUGUST 17, 18, 19, 20
Write or Wire
Wm. SEVATSON, Secy.

Wilson Amusement Co.

OPENING APRIL 22, PITTSFIELD, ILL.

WANT a few more Billboards Concessions. SHOWS: A Ghetto, Animal, or any kind Show with one variety tent. Will pay \$2000.00 very attractive proposition. Address: **HAY WILSON, Atlanta, Ill.**

WANT MORE REVENUE for YOUR ORGANIZATION?

Read **"BINGO BUSINESS"**

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK

and Mrs. Ella White, Dayinger Shows; Mr. and Mrs. J. W. Winters, C. S. Reed, Mr. and Mrs. J. W. Smith and Mr. and Mrs. George Campbell, Barker Shows; Mr. and Mrs. Taylor Miller, H. S. Barnett and Mr. and Mrs. Jack B. Moore, Myers Shows; Mr. and Mrs. Charles T. Coss, Standard Chevrolet Co.; Mr. and Mrs. Ted Cope, Goodman Wonder Show; Jack Daughill, Sola Liberty Shows; F. L. Deano, Milton Bag and Cotton Mills, and Charles Iseman.

OUTDOOR SHOWS were well represented at Eddie's Hut and Camp, Oshkosh, Wis., this winter, report Eddie and Grace Lemay, owners and former cookhouse operators. Among guests were Jack Murphy, Mr. and Mrs. Olen Portoc, Mr. and Mrs. Earl Pirtal, Mr. and Mrs. T. W. Kelly, Ed. Kelly and Daye Lane; Mr. and Mrs. Brett, Jimmie Laird, Mr. and Mrs. Frank Break, Mr. and Mrs. Bill Keyes, Mr. and Mrs. William (Buckets) Suter and son, Mr. and Mrs. Harvey Wilson and children, Mr. and Mrs. Dickey, Eddie and Ida Miller, Sidney and Buck Allsup, Mr. and Mrs. Joe Alexander, Jimmie and Harry Boyles, Mr. and Mrs. Frank Allen, Mr. and Mrs. William G. Dumas, Mr. and Mrs. Johnny Bullock, Virginia Harris, Mr. and Mrs. Jimmy Anderson, Mr. and Mrs. Bennie Smith and Tommy Allen. The Lemays plan to leave about June 1 for Mt. Clemens, Mich., where they will vacation until joining the Happyland Shows for their string of fairs.

FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 15. Very large numbers. Picked 3,000 to the carton. Weight 12 lbs. Borrowed from 9 to 3,000. Printed on white and 6 additional colors. Some number in red. Sold in blocks of 1,000; 2,500, 3,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Complete Sheets (not in Pkg.) per 1,000, \$3.25
Borrowed Sheets of 25 Each, per 1,000, \$1.50
Largest Sheet on the market. Satisfaction guaranteed. Samples free.

J. M. SIMMONS & CO.
12 W. JACKSON BLVD. Chicago, Ill

WANTED

WHIP, FERRIS WHEEL

Or Similar Ride With Operator.

WE HAVE GOOD LOCATION

On Beach Fronting on Boardwalk, Sea Summer Season.

Consultants with

SOLLER & CO., 1599 Clinton Place, Milwaukee, W. I.
Telephone: Waverly 3-4116.

CALL!

SAM SPENCER SHOWS 23rd Year

WANTED: Whips, Fishpond, Spot the Spot, Rodeo, Wheel-18-Wps, Kilo Rank, Cass Rank, Movie Game, Boarding Alley, String Game, Milk Bottle, Ball Game, Doll Race, Jockey, Bicycle Race, Roller Skating, Archer, Clowns, Duff and Lamb California, Candy Show, Hot Cream, Hot Beer, Fountains, High Diver, Penny Arcade, Wheels 320, other 216.

SHOWS WANTED: Merry-Go-Round and Rodeo Shows wanted. Bobbie Coles wants Fairs and Working Acts for Tri-Incans. Trade Free Van extra. Shows open April 25th. Bookings free.

LAST CALL

WYSE GREATER SHOWS

Wanted in Opening on Shows April 15th.

Wanted: 100, Spring Festival.

Shows with own staffs Social rates. Concessions, 50¢ and 10¢. Cash Current wants Girls. Wife Help come on. Fairs Oklahoma, Electric, etc.

WAX FIGURES WANTED

World's Fair Amusement Product Looking for Life-Size Wax Figures of Famous or Notorious Personalities. 1880 to date. Nude or clothed. Also casting Paraffin Figures. 1880, 1870, 1860.

CONCESSIONS WANTED.

Small Booths, Concessions, Write at once. Box 2535, The Billboard, 1504 Broadway, N. Y. C.

PERCY KLEIN

"The Showman's Friend" is now operating

EDISON HOTEL

Formerly the Embassy Hotel
135 5th St., Pittsburgh, Pa.

Every room with bath or shower. Elevator service.

A Few Hints
Take 'Em or Leave 'Em
By W. R. HARRIS
Manager Model Shows, Inc.

Remember the old adage "There are just as good fish in the sea, etc." No matter how valuable you may appear to be, someone else can take your place and maybe be a better man than you.

If you are taking a man's money give him the best you are capable of. Be loyal! Loyalty is the most sacred possession of any man who claims and tries to do the right thing. I would rather be called a square shooter than be the most popular man in the game. If you can't be loyal where you are go to someone to whom you can be. Disloyalty is the unpardonable sin on the carnival world.

Remember that there is only one critic and that is the office wagon. If the press agent says your show is good and the treasurer says it's bad, it's bad, and it's true. Money talks, and it's on "speaking terms" with you do your best to make the show you manage get better "acquainted"—it can be done in most cases. Fortune is a fickle jigg but likes to be wooed. Woo her—you may win out.

If you see a show getting money don't try to copy it. Let the originator have the benefit of his thought. Try to better it with something original. It can be done, as many have proved.

ship had the power to adopt an ordinance on the subject, but we expressed our opinion as to whether the ordinance under consideration was constitutionally valid nor whether it was within legal powers conferred upon the township. In other words, it should be born in mind that the power to regulate does not mean the power to prohibit. In view of the somewhat general interest on this subject, we shall be pleased to furnish our membership more detailed information in connection with the township referred to.

St. Louis

ST. LOUIS, April 8.—Inclement weather has held down receipts at the different outdoor playing lots here. Frank Miller, general manager and Jay Myers, of the World of Pleasure Shows, spent several days here coming down from Michigan to purchase some show and motor equipment. L. S. (Larry) Hogan, general agent of the Amusement Corp. of America, is here executing some railroad contracts. Larry Roiter, last season general agent of the Gold Medal Shows, visited The Billboard offices on Monday. He said he'd have an announcement to make soon concerning his connection for the season.

Pat Purcell, publicity director for the Jimmy Lynch Death Dodgers Attraction, passed thru en route from Chicago to Texarkana, Tex., where he will confer with Lynch regarding forthcoming dates. Ned Torti, Wisconsin De Luxe Corp., vis-

Heart of America Showmen's Club
Reid Hotel

KANSAS CITY, Mo., April 8.—Regular weekly meetings came to an end on March 31, and many members have left for the season. However, there are a number still at the club daily. A bridge tournament has been in progress every night. Leo Bros., owner of the day shows bearing their name, visited last week from quarters in Topeka, Kan. Brother Campbell of the Campbell Tent and Awning Co. was in for a few days renewing acquaintances. Brother P. R. Deeth, owner of the Waldec Mfg. Co., sustained a fractured knee and foot last week when a ladder on which he was working gave way. Brother Charles Mohrway is en route here to join the Gayway Shows. Brother and Mrs. Daye Stevens left to join the Sam Lawrence Shows at Waycross, Ga.

Morris Ventling left for Fort Smith, Ark., to join the Fairy & Little Shows. Brother C. H. Buton, general agent of the J. L. Landes Shows, stopped off for a few hours en route from Rochester, Minn., to Chapman, Kan. He visited Brother Landes, who is confined in the Mayo Bros. Clinic, Rochester. Brother Bill Wilson and Manny Quinn left April 7 to join the Ringling Circus in New York. Jack Moon, Ivan Mitchellson, George Ross and James Pennington were employed as attendants at the Hollywood Food Show in Municipal Auditorium here. Brother Harry Dunson, former manager of Fairyland Park, was encaer. Brother Bill Snyder returned from a business trip to Spencer, Ia. Brother Frank Cappa, entertainment committee chairman, reports he and committee are working hard on the annual banquet and ball, which will be held as usual on New Year's Eve.

Ladies' Auxiliary

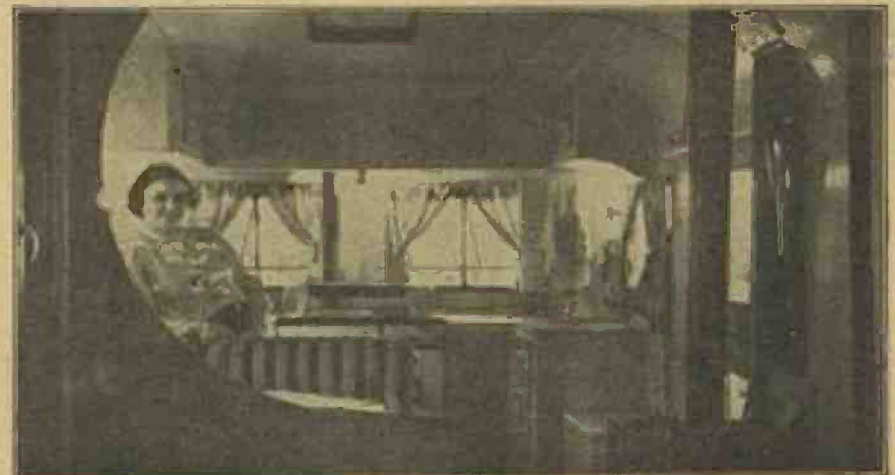
Since Ruth Ann Levin, first vice-president was absent, Mrs. C. W. Parker, chairman of the board of directors, conducted the March 31 meeting, which opened with the allegiance to the Flag and singing of America, accompanied on the piano by Jess Nathan. Sixteen members were present. Committee reports were read and approved, and Boots Marr was appointed warden. Blanch Polman lettered greetings from Minneapolis and advised she had been ill. Jess Nathan thanked the club for flowers sent her mother, who is ill. President Virginia Kline lettered greetings and regrets that she was unable to attend the final meeting. She assured members that she would be here in the fall. Nellie Weber won the evening's prize. Penny box fund was considerably increased by birthday offerings from Jess Nathan, Nellie Weber and Louise Allen.

Before adjournment Mother Parker expressed her wish for health, happiness and prosperity for all members. Chaplain Myrtle Duncan dismissed the meeting. Ruth Martson, entertainment committee chairman, and committee served refreshments of chop suey and tea. Ruth Ann Levin was called home from Rochester, Minn., because of the serious illness of her husband, C. I. Levin. Margaret Anaher and husband left to join the Henrico Bros' Shows in Shevoport, La. Mrs. J. L. Landes informs from Rochester, Minn., that Mr. Landes is still in a critical condition. Elizabeth Yearout infers that because of a change in plans she will not join the John Francis Shows, as previously reported.

Los Angeles

LOS ANGELES, April 8.—Tommy J. Myers, formerly with the Crafts Enterprises, spent two weeks on the White City Shows installing a bookkeeping system. George Surtee, with Southern, Ted Meyer, Santa Fe, left for Provo, Utah, to join the Monte Young Shows. Jimmie Hurd left for Seattle to join the W. C. Huggins Shows. Joe Pa. Montchelle, after closing at Bakerfield (Calif.) Derby show, spent few days on his brother's ranch near San Bernardino before leaving for Seattle and the W. C. Huggins Shows.

Sam Levine and Nina Rogers left for Provo, Utah, to join the Monte Young Shows. Beckwith Champs left to join the W. C. Huggins Shows. Roy Barnett went to Hamilton, Ont., where he will operate concessions with the Conklin Shows. Harry Mardel will operate concessions on Hilderbrand's United Shows.



MIKEY APPLE, of Waterdrome note, resting in her modern house-trailer after a busy night's work on the midway of Barfield's Cosmopolitan Shows. Photo, furnished by Kenneth Franklin, was snapped in Eugene, Ill.

American Carnivals Association, Inc.
By MAX COHEN

ROCHESTER, N. Y., April 8.—With arrival of spring and opening of the outdoor season, we receive numerous inquiries relative to application of various legislative enactments to operation of carnivals and particularly to regulation of shows which endeavor to exhibit in the locality governed by a particular legislative body.

This year is no exception, and one of the more pertinent letters was received from Gilbert Ayer, Oswego, N. Y., in which he forwards some clippings in relation to an ordinance being adopted by the towns of Granby and Volney, setting forth a proposed license fee, which in our opinion is excessive, and Mr. Ayer writes in part: "Always thought that only an incorporated village or city could charge license. He points out that the particular legislative bodies are not representative of villages or cities but merely of townships, and asks whether there is legal authority for so doing.

In answer, we pointed out that towns in New York State at present have power to adopt such ordinances by virtue of Section 136, Subdivision 3 of the Town Law, which provides in substance that the town board may provide by ordinance for licensing and otherwise regulating circuses, theaters, motion picture houses, shows or other exhibitions of performances, amusement parks and similar places of amusement for money or hire.

We further pointed out that it seemed obvious from the law that the town-

ted The Billboard on Tuesday while en route from the South, where he visited many shows, to his home in Milwaukee. According to Ned, this will be the first Easter he has been able to spend with his family in five years. Visitors making the rounds of the various outfits playing the lots here included Mr. and Mrs. James W. Laughlin, Bruce Berham and Tommy Martin, West Coast Shows; Fred Meyer, last season with the H. J. Meth Shows; Paul N. Bradford, U. S. Printing and Lithograph Co., and Kenneth Blake, high diver.

Frances Elman, of the Elman Shows, is visiting friends here and is being shown around the city by Ray Swanner, who will return to the Elman organization this season. William (Bill) McClean, general agent of the Deo Bros' Famous Shows, visited The Billboard on Wednesday while here in the shows' interest. Fred Cummings, past several seasons with the Mighty Hag Shows, is visiting friends and relatives here. Ray Van Wert cards he's leaving Miami, Fla., where he had a successful winter, for his home in Hornell, N. Y., where he'll vacation for several weeks before going to the New York World's Fair, Mrs. Anna Jane Pearson, owner of the Pearson Shows, drove in on Thursday to preside at the regular meeting of the Missouri Show Women's Club.

Ward Shows Sign Frank Lee

MEMPHIS, Tenn., April 8.—John R. Ward, general manager of the shows bearing his name, this week announced he had signed Capt. Frank Lee as business manager of the organization for 1939. A veteran of outdoor show business, Lee has been associated with such organizations as C. W. Parker, Con T. Kennedy, Adolph Seaman, Royal American, Sola Liberty and Miller Bros' shows and Robin & Cherry Exposition,

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 8.—President J. C. McCaffery presided at the April 6 meeting. With him were First Vice-President Frank P. Duffield, Past President Sam J. Levy and Ernie A. Young and Secretary Joe Streibich. Membership committee presented application of Albert Schlossburg, who was elected. George W. Johnson and Spring Frolics committee are showing plenty of action. Reservations are coming in nicely, and Sam J. Levy, Ernie A. Young and Bernie Mendelman, of the entertainment committee, promise some real entertainment. George Terry is co-operating and sending in good talent. Nat Green and Bob Hickey are doing a swell job on publicity.

Sam Levy invited all members to be guests at opening of the Great European Olympic Circus in Stadium here on April 24. Courtesy was extended thru Brothers Arthur W. Wirtz, Donald S. MacLeod, M. H. Barnes and Sam J. Levy. Fred Grossman is back from an extended business trip. Members are anticipating a fish lunch on April 13. This is an annual complimentary of Brother R. C. Fryal, of Escanaba. Brother Ralph E. Ammon, secretary of Wisconsin State Fair, attended his first meeting. W. E. (Candy) Hammar also dropped in for the meeting. Jack Hawthorne advises that he will tour with the Conklin Shows. Ray Onkes is getting set for an early departure for Canada. Brother James P. Madigan was in for the meeting, as was Brother Charles E. Lenz. Harry A. Illinois stayed while en route to Canada. Al Kamm and Bob Sugar left for Detroit. Morris Hanauer returned to join M. J. Doolan. Harry Mazey is still here. The next few weeks will find most of the local outfits on the go. End of the political campaigns found Brother John Lorman back in his accustomed spot at the meetings. Lou Leonard is busy with a new business angle. Have you forgotten your dues? Notices have been mailed, so please give this your attention. Remember, you are not in good standing if your dues are not paid.

Ladies' Auxiliary

Club enjoyed another sociable gathering with good attendance on April 6. Sister Mrs. Charita Driver is still ill and confined in her home. Members were delighted to have Sister Frances Keller with them at the last meeting after a serious illness. Auxiliary is anticipating a glorious time on its tour of the Reid & Murdock Co. on June 13. Information and date of reservations later. Club will hold its regular bi-weekly meeting April 13 in Sherman Hotel here. All members are urged to attend. Sister Jeanette Wall will be hostess at the April 20 social. Be sure to attend and bring your friends.

Pacific Coast Showmen's Assn

632 1/2 South Grand Ave., at Wilshire

LOS ANGELES, April 8.—Opening of the season for many shows put into attendance at the April 3 meeting. Officers attending were Harry Hargrave, president; Phil Williams, second vice-president; John R. Ward, third vice-president; and Lou Johnson, secretary. After routing business was finished stock committee reported Val Vino, Bon Myers, John Lyon and Marshall Griffin were making satisfactory progress. President Hargrave stressed the importance of visiting other brothers.

Light-week club had nearly 100 personal and phone inquiries concerning whereabouts and routes. These are accorded the best service the club has, but something that's nothing. We're anxious to give good service, but we must know your route. Why not keep us informed? Pictures of the club and Ladies' Auxiliary were taken Monday night. Next meeting will see an intercommunicating speaker system installed, thanks to Rose S. Davis, treasurer. Question of members' buttons was discussed and continued for further investigation. Ladies' Auxiliary has enhanced the beauty of the foyer by installing Spanish decorations.

By action of the board of governors, operation of parts of sections 2, 3

and 4 of Article XVIII of this by-law was suspended until September 1, making it possible for a lapsed member to be reinstated on or before that date thru payment of annual dues.

Brother Nick Wanger will assume his duties as house committee chairman during the absence of Moe Levine. Bert Chipman gave the new quarters the once over last week.

15 Years Ago

(From The Billboard Dated April 12, 1924)

Dodson World's Fair Shows started the season auspiciously in Fort Worth, Tex., under Ekke's auspices. . . . William Marcus signed as general agent with Traver Chautauque Corp. . . . Good weather and crowds greeted Chandler Attractions at their opening in Bridgeport, Ala. . . . Capt. Oscar McVally, high diver, joined the American Exposition Shows in White River Junction, Vt. . . . Elizabeth and Angelina Doerfler, Karl and Carle Klarmeyer and Elizabeth Engelen, midwits, left New York for Bridgeport, La., and the Morris & Cattie Shows. . . . Emanuel (Manny) Andrews, show builder, joined the Spillman Engineering Corp. as assistant to H. F. Maynes.

Mau's Greater Shows signed W. H. (Pop) Weider as general agent. . . . Herman (Ike) Eggelman resigned as general agent of the Boyd & Linderman Shows to accept a position in the advertising department of The Pennsylvania (Pa.) News. . . . Pacific Coast Shows moved into Modesto, Calif., after a successful opening in Bakersfield, Calif. . . . Floyd E. Gooding, of the F. E. Gooding Amusement Co., was in Grant Hospital, Columbus, O., convalescing from an operation. . . . W. H. Brownell took Harry E. Bonnell's place as promoter with Miller Bros. Shows following the latter's signing with Polite Bros. Circus.

Ralph and Almee Pearson joined Nardor Bros. Shows in Salisbury, Md. . . . George Witts (Mechan) Stevens and wife rambed into Cincinnati from Logan, W. Va., where they concluded a successful week as an auto show. . . . Bristol, Tenn., under auspices of De Melay, proved a lucrative stand for the T. A. Wolfe Shows. . . . H. D. Webb, well-known outdoor showman, was in St. Louis preparing his new organization.

LAST CALL BROADWAY SHOWS OF AMERICA LAST CALL

WANT Shows of all kinds, with or without own outfit, that do not conflict. Chief Deerfoot wants Acts for Side Showed Kalf and Mail for Annex. Bembow's Haylow Jitterbugs want Colored Musicians. WANT Riders, Octopus, Loop-o-Plane, Roll-o-Plane and Pony Kids, of any other Side that does not conflict. WANT Concessions of all kinds, Grind Stores \$10 and \$15. WANT Custard, Diggers, Rainistry and Penny Arcade.

SHOW OPENING APRIL 20 TO 29, COVINGTON, KY.; NEWPORT, KY.; MAY 1 TO 6; NORWOOD, O., MAY 8 TO 12.

Address COL. J. E. DENNERT, Covington, Ky.

CALL--DICK'S PARAMOUNT SHOWS, Inc--CALL

OPEN APRIL 21 TO 26, INCLUSIVE, WEBSTER, MASS. All Those Holding Contracts Please Acknowledge in Writing. WANTED SHOWS—Grand Shows and Shows that do not conflict. ACTS wanted for Ladies' Circus Side Shows. K. O. McGary wants to hear about Girls for Tossing Beans. CONCESSIONS: Photo Gallery, Fresno Cartard and can place few more Grand Shows. RICHARD GILSDORF, Mgr., 22 Abbott St., Worcester, Mass.

L. J. HETH SHOWS

WANT FOR NASHVILLE, TENN., AND BALANCE OF SEASON.

WANT SHOWS: Side Show, Athletic Show, Musical Show, Will furnish complete outfit for same. WANT RIDERS: Small White Hand, Brown Truck, Circus Girls, Tossing Beans, Ladies' Circus, Grand Shows, etc. CONCESSIONS: Photo Gallery, Fresno Cartard and can place few more Grand Shows. RICHARD GILSDORF, Mgr., 22 Abbott St., Worcester, Mass.

OUR FAIRSPART THE FIRST OF JULY Address: NASHVILLE, TENN.

MODEL SHOWS WANT

FOR EIGHT BIG DAYS, STARTING APRIL 14 TO 22, KANSAS CITY, MO. 14,000 People Working Three Shifts a Day, 2 Ocean Tread Mills in Working. SHOWS: Walker Show, Snake Show, Pat O'Leary Show, etc. with or without outfit. WANTED: Shows, Musical Performers, High Diver, Circus, etc. RIDERS: Riders-O, Speedstar, Octopus, Roll-o-Plane, etc. CONCESSIONS: Photo Gallery, Fresno Cartard and can place few more Grand Shows. W. W. R. HARRIS or C. J. FRANCO, Kansas City, Mo.

Coal Belt Amusement Co. got an early opening. . . . Samuel Weinkraub, Joe Hurlley and Gus Jansen blew into quarters of the Nardor Shows after closing a successful winter with the Nardor indoor show.

Philadelphia

PHILADELPHIA, April 8.—World of Wirth Shows, backed to open here at G and Chestnut streets April 20. Location is a new one, being broken in by the organization last year to good business. Fred Spanniman (El Cayotte) is in General Hospital here, where he underwent two operations. He would like to hear from his parents. Reid McDonald visited and purchased some show props from Well's Curiosity Shop. He will have a show with the Keystone

Shows this year. Herman Singer and Miss Reneau joined thru en route to the Mar's Shows, where Singer will have the Circus Side Show. Billy Cornfield, who has had his eye at the South Street Museum several times during the season, will present the Minstrel Show under Tom Hesson, with the World's Fair Shows. Professor Hall and wife left this week to take over the Circus Side Show with Coleman Bros. Shows.

Jim Thompson, who has been out the front of the Eighth Street Museum, left for the Oscar C. Buck Shows, where he will join the Circus Side Show. Scotty Sheppard, who wintered here, again will join the Lynch Shows in Canada. Teddy Ward will be connected with Tom Hesson's Circus Side Show on the World's Fair Shows.

BALLYHOO

(Continued from page 43) on and set up, with considerable damage to our equipment. Tuesday afternoon the local fire department arrived and the pumping off of the water lasted until too late to get the midway in shape for the night. On Wednesday we learned that there were no shavings nor orders available, forcing the show to buy some 1,500 tons of pop corn, which was quickly popped and spread for a Wednesday night opening. Long before opening time some of the local sight-seers arrived to look it over, but only as far as the gate, then rushed back to town to spread the news that a free pop-corn feast was on the lot. In less than two hours some 40,000 hungry natives had rushed on the midway and devoured the corn, leaving the lot in worse shape than before.

It was then that the boxes decided to open, regardless of wind, water or even another rain. Promptly at 8 p.m. the lights were thrown on and our committee arrived on the lot. Everyone with it took one peek and crossed his fingers after looking them over, as we were playing under the 508 Cross-Eyed Club of Kentucky. Not wanting to get ground up any further, the midway opened with a bang. That was when somebody about the front gate ticket seller.

Before the crowd arrived every ticket seller was short of change, altho each had been given \$20 out of the office. It was then that the show's adjuster discovered that a brody mob had hit the lot and laid the note at each box. Rather than gamble any more on the day, the switch was pulled and the midway closed. On Thursday a young cyclone hit and put the show flat on the ground. Friday was spent getting it back up and the lot man discovered an extra Ferris Wheel and two show tops which had blown over from Cliff Bros., who were showing some 30 miles away. Saturday was warm and clear, but our committee had been scared out, thus giving the show getaway money. Fixing the extra tops and Ferris Wheel in, as usual, the show wound up in the black. MAJOR PAYMORR

Museums

Address Communications to Cincinnati Office

Life Clicks in Toledo

TOLEDO, April 8.—With good weather. Look at Life Museum concluded a successful two-week stand in the downtown shopping district here on April 1, with the first week drawing a much larger gross than had been anticipated. Burhoff, pain-proof man, joined here and proved popular. The writer, Ray Marsh Bryson and Jack Stevens visited Cole Bros. Circus quarters as the guests of Jess Adkins and Floyd King. Unit moved to Monroe, Mich., from here for a week's stand in the downtown district. Reported by Johnnie Reaves Jr.

Birmingham Date Climaxes Pete Kortez' Winter Tour

BIRMINGHAM, April 8.—Pete Kortez' World's Fair Museum wound up the season here last week, after a successful 18-week and 3-day winter tour. Mr. and Mrs. Kortez and troupe left for quarters of the Beckmann & Gregory Shows at San Antonio. Shows spent 14 weeks in New Orleans, where a record gross was established for a unit of this type. Four weeks and three days was the longest here, with business better than average. Alice from Dallas, fat girl, recently celebrated a birthday anniversary. George Rody and wife and daughter left for the Art Lewis Shows, where he will have the Hawaiian Show. George Peterson, who had the photo gallery, soft drinks and ice cream stands, goes to the Beckmann & Gregory Shows. Ed Carnell left for Detroit. Orphans'

matinee here drew 300 kiddies who were guests of Eugene (Bull) Coughlin, police commissioner, and the management. Ice cream, cake, soft drinks and gifts were tendered them. Public wedding of Friscoe Sughra, magician, and Agatha LeBouf, an attaché of the museum, drew several hundred. Pete Kortez bought a new Cadillac and Harry Lewis a Packard. Frank Russell purchased a Packard and the writer will drive a new Chevrolet to head the World's Fair Shows, Huntington, W. Va. quarters. Reported by Roy B. Jones.

Philadelphia Houses

PHILADELPHIA, April 8.—Museum business has been slow this week. South Street Museum has Billy Cornell's Colored Revue on the stage, with Takayama, Japanese juggler; Electric Chair and Mme. Camille, mentalist, on platform. In the annex dancing girls. Eighth Street Museum has Old Hanson and dog, Queenie; Shackles, handcuff and escape demonstration; Patman, magician; Posee Plastique and Illusions in the main hall, dancing girls in the annex.

Ponchatoula Fair for Hutchen's

PONCHATOULA, La., April 8.—J. T. Hutchen's Modern Museum continues to play this city after opening here on March 20. Business over the week-ends has been good, with the remainder of the week slow. Reports Owner Hutchen. Unit plans to remain here for about two more weeks, after the berry crop is just about right.

Dee Lang's (Motorized)

Newport, Ark. Week ended April 1. Auspices, American Legion-Chamber of Commerce. Location, Park place show-grounds.

That long move here from Tarkana, Tex., was successful. With idea and shows ready for the good crowd on Monday night, despite all materials being wet and soggy from a heavy rain Saturday night. Excellent weather prevailed thruout, with satisfactory business reported from rides, shows and concessions. Mr. and Mrs. E. Orman added jewelry and engraving stands here, while Joe Hawkins and Dick Boyle joined the ride personnel. Agent McLean and Owner Dee Lang were away part of the week on business trip. Liberal space was given the shows by The Newport Independent and Jackson County Democrat. Lockwood Burkett and remainder of committee re-operated. Many compliments were received on the program furnished Newport Rotary Club by talent from Dixieland on Parade. Visitors included Mrs. Beattie Barth, sister of Mrs. M. D. (Bill) McLean; Mr. and Mrs. Bill Bennett and Ned Torti. New publicity office was added here. C. P. ARMSTRONG.

West Bros. (Motorized)

Cape Girardeau, Mo. Nine days ended April 1. Auspices, Missouri National Guards. Location, City Park. Weather, bad. Business, fair.

Despite loss of five days because of rain and cold, shows gross was the best in last four years. First three days were exceptionally good, and last Saturday, with a good matinee, kept show on the winning side. High spots were Morley Day, first Friday, and the Joe Mendel Jr. birthday party on Saturday afternoon, replacing kids' matinee. Owner J. W. and Virginia Laughlin entertained over

3000 BINGO

Highly rated cards, black on white, Wood marks, 3000 total two sides. No duplicate cards. Put up in 100 following size with and price: 25 cards, \$3.25; 50 cards, \$6.00; 75 cards, \$8.50; 100 cards, \$11.50; 150 cards, \$17.50; 200 cards, \$23.50; 250 cards, \$29.50; 300 cards, \$35.50; 350 cards, \$41.50; 400 cards, \$47.50; 450 cards, \$53.50; 500 cards, \$59.50. Extra Heavy Cards Both Sides. Per 100, \$9.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the card—up and down. Light weight card. Per set of 100 cards, tally card, calling markers, \$3.50.

Light weight bingo cards. Made on white, postal card thickness. Can be called or discarded. 2,000, \$15.00; 500, \$3.75. In sets of 1,000, \$1 per 100; Calling markers, extra, 50c. Automatic Bingo Shaker. Real Class \$12.50. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$1.25. Lightning Boards, 6x16. Per 100 \$1.50. Scoring Bingo cards, or sheets on same, extra per 100 \$1.50. 5,000 Postcard size bingo sheets, 4 1/2 x 11 1/2. Loose, \$3.25; 50 cards, \$15.00; 100 cards, \$29.50. Per 100 \$1.50. Bingo Card Markers, 1/4 inch, 25,000 for \$1.25. 5,000 boards and cards, warrants checks, coupon books, subscription books, etc. Home, Cal. and sample cards free. You pay for C. O. D. Term. No personal checks accepted. Prompt delivery.

J. M. SIMMONS & CO. 18 W. Jackson Blvd. Chicago

DOUGLAS GREATER SHOWS

Playing Best Shows in the Northwest. WANTED—Two or three good shows. Will furnish Topk, Banner Line, Light Airships and Transitions. WANTED—Commercial Photo Gallery, Street, Hallways, Curio's Gallery, Bazaar, Hoop-La, Photo Booth, Ham Wheel, or any other concessions that will bring in Nebels and Items. Opening May 1, in Seattle.

DOUGLAS GREATER SHOWS. 1008 N. 3rd Avenue. Seattle, Wash.

FUNLAND SHOWS WANT

Minister Performers and Band. Salary from \$500. Also the Showman, James Frank, R. H. Hubbard, John M. Glick, James M. Hays and Bill Jones. Mr. G. H. Hill and Corcoran. Concessions open in any city. Contact: 1100-12th Street, American Capital, 2nd Floor, Seattle, Wash. All E. No gift of over \$50. All fees guaranteed. No gift of over \$50. BEN F. TOSH, Cleveland, Tenn. This week's Office, Tenn. next week.

RIDE HELP WANTED

For Ferris Wheel, Merry-Go-Round and Tilt-a-Whirl. M. J. DOOLAN Chicago, Ill.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

2,000 kiddies, who partook of free oatmeal, pop corn and pop and kept rides loaded for four hours. Featuring Joe Mendel Jr., Saturday matinee was the best in several years.

Manager J. W. Laughlin and Assistant Manager Edice Barham entertained city officials and committeemen at a steak dinner in Cliff Barnhart's Midway Cafe on Saturday night. New Rolloplans are given from Eyriss Aircraft Corp. and went into action immediately. It, with the new Tilt-a-Whirl and pony track and new show fronts, featuring new banners from Baker-Lockwood Co. brightened up the midway. The Laughlins were complimented by all on shows' appearance. Charles A. Leza, insurance man, visited for several days and also purchased one of the Octopus rides. Jack Moore purchased the Mix-Up, Juggly and Mrs. George W. Barham, parents of the writer, accompanied by Shirley June Barham, his daughter, visited.

Among those not listed in shows' opening line-up which appeared in last week's issue was Don Trueblood, secretary; Lola Trueblood, concessions secretary; Stanley Moore, electrician; Bill Pratt, mechanic; John Patge, carpenter, and Ray Mapes, sound technician. Concessions: Vivian Barnhart, pop corn; Eva Hayes, penny pitch; Dave Hatcher, balloon-pony pitch; Dinny Moore, diggers; Eugene Williams, agent; Stanley Moore, percentage; Bert Craig, button-ribbons; Larry Lando, ball game; P. Huichsen, penny pitch; Steve Metlow, pinistry; A. J. Clark, operator, shows; Joe Mendel Jr., Vernard McArdle, manager-trainer; Monkey Circus, Bob Eyriss, manager-trainer; Side Show, Chick Hense, manager; H. H. Reuse, Fred Gotsback, manager; Hawaiian, Doc Round, manager; Athletic, Sparky Walker, manager; Grimo, Doc Watergard, manager; Albrecht, Sonnie Sharpe, managers. Rides: Merry-Go-Round, Ed Roberto, foreman; Ferris Wheel, Selvin Laridrum and Pat Biggane, foremen; Tilt-a-Whirl, Carl Williams, foreman; Octopus, Robert Laughlin, foreman; Rolloplano, Ed McAdams, foreman; pony track, Tony Man, foreman; Kiddie Autos, Pete Murphy, foreman. BRUCE BATHAM.

Wallace Bros. (Baggage cars and trucks)

Ripley, Tenn. Week ended April 1. Auspices, American Legion. Location, one-half block from public square. Weather, variable. Business, fair. Free gate.

Lot Superintendent Ross Crawford has accomplished the seemingly impossible here by locating the shows on a small lot. At that it was necessary to leave off two rides. Shows were the second here in nearly eight years, and Legion Commander William Tucker and his members cooperated. Ride coupons, again were used, and rides did good business on Saturday. Date was shows' second and last Tennessee stand. Business Manager Jack L. Oliver entertained many old friends during the engagement. George Spinks, coonhouse wailer and a survivor of the U. S. Gunboat Panay, was the subject of a front-page story in the local newspaper. Many of the personnel took advantage of the proximity to Memphis and made several shopping trips there. Visitors included E. J. Swann, Ralph R. Robinson, J. L. Stryker, Mr. and Mrs. W. L. Moore and Eugene Bass. WALTER B. FOX.

Zimdars (Motorized)

Little Rock, Ark. Week ended April 1. Auspices, Young Business Men's Association. Business, good when weather permitted. Weather, unsettled. Location, opposite Alamo Plaza Courts.

Despite varied weather, last part of opening week was as good as expected. One night was lost because of rain, but the good nights made up for it. With four other shows wintering here, there was a constant stream of visitors.

Ray Higgins, of Arkansas Live-Stock Show, visited almost daily. Orin V. Lashbrook also visited. Tim Mack purchased a new housecar for his new bride. Edward Harrigan again signed his top-concession. Harry Cobbs returned with his diggers. BOBBY BUNN.

Western States

Crystal City, Tex. March 28-29. Auspices, Annual Spinach Festival. Business, good.

Located in center of city, shows opened five days prior to celebration, mediocre business. Immediately after parade on Friday and Saturday crowds poured on midway, and final check on gross returns revealed a profitable date. Lack of space forced omitting of several rides and shows. Mills McKinney's Caravan of Curiosities joined here along with Flying Valentines. Mrs. Jim Schenck was feted at a dinner given in her honor by Business Manager Albert Wright. Mrs. Sue Thomas was an honored guest. Sorrow marked the opening for Mr. and Mrs. Cobb, coonhouse operators when they received notice of the death of Mrs. Cobb's father. Mr. and Mrs. Bob Mays purchased a trailer. Additions to concession row included Lee Schaefer's two ball games and Mrs. Bernice Kisterman's hoop-la. Goldwyn Handing, sister of Mrs. Lorraine Bass, joined here. LARRY MULLINS.

Hilderbrand's (Motorized)

Pasadena, Calif. Six days ended April 1. Location, Broadway at Glenhurst. Auspices, American Legion. Business, fair. Weather, rain. Pay gate, 10 cents.

This was the first showing of a carnival here in 12 years, and it is easily



LEO M. BISTANY, many years owner-manager of shows, has been signed as business manager of the Bethel Home State Shows by General Manager Morris Polagallo. Entering amusement business in 1907 at Waverland Park, Boston, Bistany owned and operated Bistany's Gayety Shows for a number of years, and for 10 years was associated with his brother, George, in operation of Bistany's Shows. He also was connected with Clarence G. Wortham's World of Mirch and Francis Ferrari shows.

understood when one considers the many assessments imposed, unappreciated even to the committee, making it impossible for smaller organizations to exhibit here. Auspices presented shows with an ideal lot covering one block, but city officials decided only half of the lot could be utilized, as the other half was in the residential district. This made it necessary for General Manager E. W. Coe to crowd the shows in a space too small. Legion committee co-operated. Despite this and inclement weather, attendance increased nightly, but spending did not come up to expectations. Free attractions were well publicized by the press.

Monday night the show played host to 200 newboys, while Tuesday night saw 500 underprivileged children, under protection of local police department, as guests. About 200 Boy Scouts and 150 orphans were guests on Thursday night. Saturday afternoon matinee for children was well attended, free acts being the drawing power. Mr. and Mrs. Fred Thumberg's Octopus topped the midway, while the Athletic Show, operated by Mr. and Mrs. Earl McCann, was a close sec-

ond. Ralph and Margaret Balcoms re-decorated their housecar, as did George and Mickey Ames. Claude and Leone Barish's French Casino has received compliments from many visitors. Mrs. E. W. Coe was presented with a bouquet of roses by Commander Jobb B. Chambers and D. L. Dougherty, of the Pasadena Post No. 13, American Legion. Saturday night was lost because of rain. Willard Holt left to join the Joyland Shows. Hazel Fisher and Verma Seeborg entertained several showfolk at a shrimp dinner in a local cafe. Stafford Stewart's Ten-in-One is doing good business. E. Weedlin is on the front. Mr. and Mrs. Ed Lohney's Diner Bell Cafe continues popular with showfolk. A third grab concession was added under management of Frank Graham, with the No. 3 stand under management of Maurice Lahry.

King Metlow spent a day on the show as General Manager E. W. Coe's guest. Al Keegan, the Hollywood Skyrocket, celebrated his birthday anniversary. Isabelle King, who resigned as special agent for the White City Shows, visited nightly. WALTON DE PELLATON.

Crowley's

Ardmore, Okla. Week ended April 1. Location, circus grounds. Auspices, American Legion. Pay gate, 10 cents. Weather, cold with three days rain, last three days warm. Business, fair.

Shows arrived from Denison, Tex., in a heavy rain and hail storm, which also ruined opening night. Despite storm, midway grossed nearly \$300. Tuesday night was a blank. Mrs. D. E. Cox and wife were honored with a dinner in Hubert Hall's dining tent. Old Sol showed up Thursday and Thursday night found a large crowd on midway. Newsboys of The Daily Ardmoreite and of Oklahoma City papers were honored guests. All papers were liberal with space. Underprivileged children were chaperoned over midway. Business increased on Friday, while children's matinee, Saturday, was fair, with Saturday night good. Edward J. Ryan added two hillposters. General Agent E. W. Wells left Friday on a booking trip. Mrs. Frances Crowley and daughter, Georgeanna, left Friday for a short visit in Richmond, Mo. Bob Paulson and wife celebrated their third wedding anniversary on Thursday. Personnel gave them a party.

Connie Hamilton is doing secretarial work for Prof. Jack Hamilton, owner Hamilton Hall of Oddities, and was tendered a home-coming party by the personnel. Bob Wiley's Harlem Minstrels closed. Frank (Whitey) Creamer went to Memphis for a short stay. J. Frank Daley and son, Hubert, joined concession row. B. W. (Cowboy) Smith is operating a dog and monkey circus. J. D. White and wife were on the midway with Mechanical Show and Fall Funhouse. Jess Hedges and family, concessioners, left for Fred (Nip) Butts Shows. Ray O'connor's wife and baby are out of the hospital. Whitey McNeally has recovered from the flu. Mrs. Ada Bishop is in charge of the main entrance ticket box.

FAIR SECRETARIES. News and chatter about the bands and acts that will draw more people to your fair appears in The Billboard this week and every week in the MUSIC and NIGHT CLUB VAUDEVILLE DEPARTMENTS. Read Them Regularly!

Her son-in-law, Fletcher Jones, and wife, June, and children, Fletcher Jr. and Eugene, joined. Maurice Taylor is putting prize candy box sale over. Lee (Tex) Parker and wife, Beverly, visited. James E. Connolly and family joined, as did Brownie Turnau and George Finney. Visitors were H. D. England, W. A. Morrison, Wylie Keith, Harold Constant, Raymond Grimes, W. A. Hansen, Robert Baldwin, Gus Patterson, Rev. Mark Saxon, Hazel Shearer, J. H. Love, Roy M. Johnson, Edgar Sandling, Roy Shores, A. C. Strachley, C. H. Everett and William Chabalm. **DOC WADDELL.**

Buckeye State (Motorized)

Forest, Nixa, Week ended April 1. Aspects, Southeast Mississippi Live Stock and Poultry Show. Location, Fairgrounds. Weather, rain Monday and Wednesday, otherwise good. Business, good.

Rain came-up before shows were on the new and soft fairgrounds here, and tractor service was required to get on the lot. Bandstand and circles were trucked in all day Monday, and then it started to rain again. Tuesday, however, gave fair weather and a large crowd came out, altho stock show did not open until Wednesday, when a heavy rain transformed the lot into a swamp. Thursday, Friday and Saturday weather was good and big crowds prevailed. Steve Conley joined to manage the side show, assisted by his brother, Jack Conley, and Doc Dean. Also the Mystic and Happy and Bette Brans also joined here with their magic show. Maxine Frear returned here.

Visitors included Mr. and Mrs. P. W. Watson, Mrs. Tate (Boots Parker) Roberts, Walter Reeves, Doredevil Norman, Theodore Meadows, Mr. and Mrs. Bobby Kline, William H. (Doc) Burns, J. S. Vandever, Editor and Mrs. Robert Schmidt, of The News-Register; Keye Brothers, Don Porter; R. G. Freecott and O. H. Sherrill, Rankin County Fair Association; J. H. Dean, Forrest County Fair and Joe Phidgett, special sports announcer for the W. I. K. Jackson, Miss. Publisher H. A. Schmidt and Editor Robert Schmidt, of The News-Register, gave much space to the show. The Phidgett and Jack MacIlhenny, chairman of the local publicity committee, co-operated. **TED JOHNSON.**

White City (Motorized)

Mr. View, Calif. March 29-April 2. Weather, cool; rain Saturday night, Sunday, good.

After a long jump from Ventura, Calif., where the organization enjoyed a profitable stand, shows opened here March 29 to a large crowd. General Agent H. (Pickles) Pickard located the show downtown on the main street. Frank Forester's Ten-in-One juggling and the Athletic Show continue to pack 'em in, as does Mr. Van Doe's Arabian Nights. Max Williams received a big shipment of various types of reptiles for his Snake Show. Penny Arcade has added various new machines and is doing okeh. Mr. and Mrs. Joe Davis and daughter have the Roll-a-Plane clicking. Mr. and Mrs. Casey Taylor purchased a new Loop-o-Plane. Mac Collier, high diver; the Mathew Brothers, revolving ladder; the Barrets and Three Monarchs of the Air, fire acts, are popular.

Fern Chaney is still handling the front gate. Owners Mr. and Mrs. Ted Covey are working hard to keep the show among the best on the Pacific Coast. Mr. and Mrs. Ralph Leary have two concessions. Joe Steinhart joined with his string band. Joe Krug's eating competition is popular. Joe recently purchased a new semi-trailer. Mr. and Mrs. Monte Bloomman joined at Ventura, taking over Lucy King's position. Mrs. Pickard and daughter June, joined here. **MONROE EISENMAN.**

LANCASTER, CALIF.

(Continued from page 44)
office; A. C. Gibson, general agent; C. M. (Dutch) Weber, assistant manager and ice superintendent; Lucille King, contracting agent; Ted LaFors, publicity; Oscar Soderberg, electrician; J. J. Gleason, machinist, and Howard Poe, painter. Visitors includes Mr. and Mrs. Ben Doubert, Buddy Priest, Frank Downing, Mr. and Mrs. Phil Williams, Mr. and Mrs. E. M. Bagby, Vivian Gordon, Mr. and Mrs. Lila Williams, Ethel McDonald, Mr. and Mrs. Ray Beards, Vivian Beards, Minnie Beards, Mr. and Mrs. Ann Stewart, E. W. Smith, A. M. and Sonja Stromann, Verna Jones, Irene Smith, Mrs. Joe Foley, Al Webber, Joe James, Dave Nichols, George Conklix, Mr. and Mrs. E. Tidwell.

Mr. and Mrs. William Sinclair, Moxie Miller, Florence Webber and George Morgan.

CRAFTS NO. 2

(Continued from page 44)
Wheeler, Buster Clarke, foreman; Mike Burns, assistant; Mrs. Steve McCarthy, tickets; Loop-o-Plane, Francis O'Connell, operator; Ham Boyd, assistant; Martha Jesson, tickets; Appople, Bob O'Connell; Maxine Johansen, tickets; Heyday, George Hafer, foreman; Andy Spaeth, assistant; Bill Leadley, mechanic; Ruffie Shepard, tickets; Kiddie Auto, Pop Hennemeyer, foreman; Grace Miller, tickets; Octopus, Robert Payinger, foreman; Neal Ternan, assistant; Mrs. Mulla Scott, tickets.

Shows

De Frau Monday Circus, Don McDonald, manager; Helen McDonald, ring stock; Harry and Delbert DeFrau, trainers; Fred Erber, clown; Ray Goodell, superintendent of stocks; Helen Oage, tickets. Temple of the Orient, T. H. Bailey, manager; Peggy Lyons, Anna Stamps, Patricia Kramer and Eunice La Velle, dancers; Jim Kelly, sound equipment; Hassan Ben Oala, musician; Oligio House, Mack McCormack, operator; Nell Sands, tickets. Arcade, Babe Collins, manager; Phyllis Collins, cashier; Joe Winty, Diggers, Fred Floyd; John Harmony, assistant. Modern Science, Joan Stone, magnetic girl; Frances O'Leary, iron magnet; Naomi, headless girl; Ruth Fickett, electric marvel; Thelma Mundy, torture; Tony Pratter, tattooed man; Bud Tackett, magic; Frank Thomas, flames of death; James Hogan, steel skin man; Madame Zola, palmistry. Munden's Illusion Revue, Capt. Ed Mundy, operator; Bill Lowrey and Red Thomas, front; Nina George, tickets; Annex, World's Greatest Down, Athletic, Dick Bantle, owner; Cecelia Kanthe, tickets; Pinky Coleman, wrestler; Eddie Lopez, boxer; Jack Gastlain, wrestler; Joe D'Arpa, boxer; Curly Tegenon, woman wrestler.

Concessions: Cookhouse, Jack Willard, manager; Duncan Little, chef; Louis Synak, griddle; Roger Carpenter and John Spuries, counter; Lillian Willard, cashier. Lunch No. 1, Johnny Lyle; No. 2, Tommy Wills. Candy floss, snow cones, candy apples, Philip Berton; Carl Clark, agent. Bottle, Larry Dunlap and Joe Storma. Cigaret gallery, R. E. Moyer and Sandy McDonald. Ham and bacon, Ruth McMahon, Robert Taplin, Whitey Hansen. Duck Pond, Harry Takai, owner; William Denhart, Forest Ray and H. Takai. Balloon, LeRoy, Belyea and Chester Heath. Penny Pitch, Cecelia Kanthe. Mads Thorenson, Ball game, Mike Skiver, Ernest Cronin, String, H. S. Takai and Hal, Zuckler, Bingo, Bill McMahon, Ken Meekah and Joe Curtis. Long-range lead gallery, Ed Crimmins and Joe Bartram. Photo strips, Faye Rex, Mrs. Bud Rutter and Alice Mattison. Candy, Mrs. J. C. England, Harry Timmerman, Housey, Mrs. E. Lindsey, Mrs. Ada Rothrock and Jis Bernard. Pop corn, Lee Boston, Novelty, Jim Eada, M. Simmermala.

Visitors included Frank Erler, Mr. and Mrs. Ed F. Walsh, Ed Smithson, J. E. Fortney, Joe Wasserman, Harry Strickland, W. W. Clarke, George Surtees, Frank Mals, Harry Fink, George Simmonds, Whitey Olsen and Harry Masters.

GOOD WEATHER

(Continued from page 44)
old Hall, foreman; Al Creighton, second; Willie Rawlins, tickets. Ferris Wheel, E. M. Evans, Dale Combe, Howard Hughes, Chair-o-Plane, Mitt Torona, Charles Wells; Joe Delaney, Loop-o-Plane, E. P. Chester, foreman; Walter Wheeler, second. Ride-o-Octopus, Lemon Morgan, foreman; Mike Barclay, second; Roy Moore, tickets; canvas, Charles Outbrod, front gate, Thelma Davis.

Shows: Ten-in-One, Doug Couden, manager; Art Manduth, tickets; Lois Couden, lectures, Punch and accordion; Doug Couden, juggling, magic and Buddha; Chief Whanapony, human catrict, salamander and wire-haired mare; Bonnie Whanapony, bally and illusions. Annex, Lorelei, Showboat, Capt. Harry Soldier, manager; Benjie Brannell, Norris Mack. Motordrome, Roy Jean and Hugh Woods, Robert and Elizabeth Goings, George Murray. Life, David Cleary, manager and lecturer; Ray-Rayette, Annex; Elsworth Huntington, tickets. Big Apple Revue, Drying Lewis, manager-producer; Rose Lewis, number producer and specialties; Andrew Simon, talker; Violet Phillips, Rose Thomas, Helen McMurry, Toni Andrews, dancers; Harry Williams, tickets. Minstrel, Kid Drifty, producer-manager; Billie McLeod, talker; Ruby Chisney,

WANTED! -- WANTED! -- WANTED!

CAN PLACE for you Shows on States and Ideal Exposition Shows for summer and the winter season in Museums, meritorious Side Show Attractions. Also can hire three Dancing Girls with wardrobe to work in Side Show and to join immediately in Petersburg, Va. Please wire or write

HARRY LEWISTON, Ideal Exposition Shows, Petersburg, Va.

DANCING GIRLS AND TALKER

FOR GIRL SHOW AND PORNO SHOWS

WANT Hawaiian, Oriental, Tense, Humili and Novelty Shows and Dancers. Guarantee salary. Also want Posters Girls. WANT Man for Posters Show that can talk on Post and Lecture inside. Will make good proposition to right man. Show opens April 20 with Gooding Greater Shows. Write or wire. Box 4000, State 411 to First Int'l.

F. W. MILLER, Red-Eddy Road, Columbus, Ohio.

W. C. KAUS SHOWS, Inc.

OPENING APRIL 26 AT HOPEWELL, VA.

WANT: Ride-O- U-Turn, Ride-Octopus, Fun House or other novel show. Children party to operate a well-stocked Museum Show, Dancers for Johnson's Revue, acts for Side Show. WANT a Banding Man, Heavy Vocalist with Tenor for the Mickey Show. Reasonable prices to Equitable Commission of all kinds. Also Long-Range Shooting Gallery, Arcade, Duck Pond, Bowling Alley, Pitch-Till-U-Win, Ball Game, Candy Floss or Apples. Write or wire **W. C. KAUS, Inc., 1000 W. Winston-Salem, N. C.**

chorus leader; Lillian Hawkins, assistant chorus; Mabel (Torchy) Lee, chorus and specialty; Curly Top Florence, chorus; Julius Russell and Wallace Hopkins, dance team; Kid Drifty, first comic; Midge Allen, second comic; Frank Barry Jr. band leader and trumpeter; Jerry Hall, trumpet; John Crawford, sax; Robert Young, drums; Jack Conway, trombone; Dorothy Mummy, piano.

Concessions: Cookhouse, Albert Frohmuth, manager; Fay Frohmuth, cashier; Agnes Polk, cook; Ernest Polk, griddle; Harry Bratton, waiter; James Andeta, waiter; Willie Jones, dishwasher. Ball game; Max Mann Alexander, Evelyn Blackford, Willard Turley, Penny pitch, James Howard, James Dennis, Mouse game, Art Alexander, Bob Clark. Photo gallery, Mr. and Mrs. L. E. Stringfellow, Mrs. Harry Seiler. Ball game, Cecil Williams. Pitch-till-u-win, Jango R. Bumpus, Bill Knicker. Bumper stop, Jimmie Metcalfe. Pitch-till-u-win, Herb Hardesty. Under and over, J. S. Kelly. African dip, Mr. and Mrs. W. M. Chandler, George LeClare. Pop corn, Mr. and Mrs. George Wheeler. Cigaret gallery, Josephine Laird, Eddie Golden, Stumble, Mr. and Mrs. P. P. Oestreicher and daughter, Barbara. Corn game, John and Ann Calligan, Neal Hamuro. Scales, Steve Labot Bucket store, Mr. and Mrs. Eddie Wheeler. Cigaret gallery, Josephine Hoopla, Mrs. Ned Massey, Mrs. Irene Chester, Mrs. Edna Lake, Diggers, Pope and Martha Hudgins, Danny arcade, Billie Brady, Aubrey Hand, Peirified Mrs. Mr. and Mrs. W. E. Agnew.

Tilt-a-Whirl, Jack Prick, foreman; Glen Fuller and Lughin Cook, second men; Mrs. Bob McClintock, tickets. Merry-Go-Round, W. J. Shegwood, foreman; Lowell Pritchard, second; Mrs. Glen Fuller, tickets, Ferris Wheel, Bob McClintock, foreman; Harold Pritchard, second man; Mrs. Lester Grammer, tickets. Kiddie Ride, Robert Nolan, Monty Scoggins, Mr. and Mrs. Fred Wilson.

BOWLING JOYLAND

(Continued from page 44)

Coast showmen also were on hand. Staff includes Hugh G. Bowen, manager; Mrs. H. C. Bowen, secretary-treasurer; Harry L. Gordon, general agent; Joe La Mar, special agent; Mickey Garrison, concession superintendent; Ray Zetter, electrician; Harry Warren, The Billboard agent.

Line-up of attractions: Shows: Cavalcade of Oddities, Harry Warren, owner-manager; Jimmie Dundee, glass blower; Buddy Packett, magician-ventriloquist; Princess Tiny, midge; Jack Martin, fire act; Mrs. Jack Martin, illusion; Bill Dalley, tattooed man; Joe Garon and White Miller, tickets. Phil-Phyllis is in the annex. Athletic, Huskey Bird, owner-manager; Mrs. Bird, tickets; Wild Bill Webb and Joe Grimm, assistants. Hollywood Dancing Show, Bill Bishop, manager; Mrs. Bishop, tickets; Flo Harris, Dorothy Galloway, Edith Laker and Mrs. Cassidy, dancers. Bare Facts, Jimmie Bass, owner-manager; Fred Kelley, tickets; Jack Phillips, lecturer; Dope, Jimmie Bass, owner-manager; Floyd Murphy, tickets; Harry Nolan, lecturer.

Rides

Rides: Merry-Go-Round, Harold Lewis, foreman; Mrs. Dunstan, tickets; Floyd Shegwood, Frank Stoper, assistants. Ferris Wheel, L. C. Duncan, foreman; Mrs. H. Lewis, tickets; Frank Brown, assistant. Whip, Harry Forest, foreman; Mrs. E. Collier, tickets; Jimmie Delany, Frank Foreman, Jack Berdo, Marjorie Owen, assistants. Dual Loop-o-Plane, Laffa Ferris, owner and manager; Mrs. Ferris, tickets; Mike Garfield, assistant. Kiddie Auto, Frank Warren, foreman.

Concessions: Cookhouse, Johnnie Miller, owner-manager; Mrs. Miller, cashier; Jim Johnson, chef; Ray Sunshine, Charles Stefert, waiters. Grocery, Mrs. Bowen, owner; Mickey Garrison, manager; Leo Hahn, White Wilson, agents. Balloon, Mrs. Bowen, owner; White Hammon, Mrs. F. Warren, agents. Penny pitch, Ross Ferris, owner-operator. Short range, Harry Warren, owner; Mrs. Warren, agent. Pop corn, candy apples, candy floss, W. J. McClellan, owner-operator. Stunt, Mr. and Mrs. Calvin Enfield, owners-operators. Grind, Mrs. Bowen, owner; Bill Holt, Sam Adams, Doc White, Frank Jefferson, agents. Blower, Mrs. Berdin, owner; Thomas McQuellen, Bill Collier, Johnnie (Cupie) Murphy, Raymond Galloway, agents. Bottles, Sally Reese, owner-operator; Harold Van Wert, assistant. Hoop-la, Raymond Galloway, owner; Floyd Pickett, Big Tom, agents. Long-range gallery, Joe Zottler, owner; Tony Galde, agent. Ham and bacon; Mrs. Bowen, owner; Mickey Garrison, manager; Jockey Moore, agent. Diggers, Joe Zottler, owner; Harry Nuttiner, agent. Photo gallery, O. A. Earls, owner-operator. Bottles, Bill Galde, owner-operator; Mrs. Murphy, assistant. Cigaret shooting gallery, Raymond Galloway, owner; Mrs. Katie Garrison, Joe Pickett, agents. Pinco, Mrs. Bowen, owner; Jerry Roberts, Bill Carl, operators.

FAIRLY & LITTLE

(Continued from page 44)

line. Kiddie Auto, Merry-Go-Round, Ride-o-Octopus, Whip and Oilder, Leo Hamilton presents the D'Arcy Girls as the free act.

Staff includes Noble C. Fairly and Phil G. Little, managers; Dan McLaughlin, treasurer; M. Van Horn, secretary; publicity; J. Beem, lot superintendent; Sam Benjamin, special agent; C. Borra, electrician; George Shaw, concession manager; O. Hutchinson, mail man and billboard agent.

SPARKS BEGINS

(Continued from page 44)

owner; John (Bob) English and George T. Carter, waiters; Willie Davis, dish, washer. Palmistry, Madam Oage; Gene Tisdale, ball game; Hester Brown, cat rack; Jack Hart, nail stand; bucket, Crisp Johnson's long-range shooting gallery, Walter Cooper. Pitch-Till-U-Win, Frank Sell, George Bartley, Shorty Owens. Bump pitch, Mrs. Ted Bate, Mrs. Nolan. Shows: Ten-in-One Side Show and Big Snake, Mr. and Mrs. Jack Anna and Alto Orr; William Summers, Carl Harvey, tickets; Bobby Vernon, talker. Zoma, Jack Auburn, Zoma; Dick Wilson, talker. Minstrel, Pecos Brown and Cotton Blossom Revue; Rosie May Williams, Hazel Jones, Luther May Rucker, Otis Marie Mowley, Ruth Freeman, Rebecca, Manager Mary Wilson, Mandy Huff and Alma Blackwell, singers and dancers' band, Willie Brantley, drums; Arthur Brantley, trumpet; Fred Brantley, trombone; T. Lindsey, piano; and Tube McGee, bass. Athletic, Ted Beta, talker; Jack Hampton, tickets; Mrs. Jack Hampton, Ori, Flo Thompson, Hazel Smith, Topsy McPherson; C. J. Thompson, talker; Carmen Babbitt, tickets. Pop corn and peanuts, Mr. and Mrs. Youlee Parkerson. Rides:

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Imperial

HANNIBAL, Mo., April 8.—Things are shaping up nicely in quarters here. All show fronts and rides have been overhauled and new color and lighting effects installed. New Merry-Go-Round arrived last week from North Tonawanda, N. Y. Personnel will include Al Hoffman, secretary; Victor Canares, general agent; Harry Zimmer, manager; Alec Graubel, chief electrician; Ray Davison, transportation superintendent, and Gus Kettle, lot superintendent.

Attractions will include Athletic Arena, Tommy Davonport; Parisian Nights, Barton Kessler; Artists and Models, J. C. McNamara; Living Wonders, J. F. Johnson; Jungleland, John Davis; Working World, Doc Stevens; Miracle Show, John Howard; Twin Ferris Wheels, Louis Bodnar; Merry-Go-Round, Jim Crafton; Tilt-a-Whirl, George Baltozer; Kiddie Autos, Joe Hapack; rolloplane, J. C. Hollingsworth; Loop-o-Plane, O. R. Thompson; Glider, George Thompson; corn game, Al Beck; cookhouse and photo, Earl Parks; gold diggers, G. R. Gordon; bottles, Floyd Martin; doll rack, Dick Wilcox; pop corn and peanuts, Jimmie Kniffles; penny pitch, William A. Heilich; zoology, Jon Darling; palmistry, Professor Pooley; cork, hoop-la, and knife rack, Whitey Dixie; cigar gallery, Ray Dodson. Reported by Al Hoffman.

Goodman Wonder

LITTLE ROCK, Ark., April 8.—With opening slated soon, quarters crew is putting on the final touches to the newly built midway. Touches laid down at the close last year has been faithfully carried out and many features have been added. Owner Max Goodman has not yet disclosed what his new importation from Europe is. Personnel is increasing daily. There will be few changes in the roster, as nearly all with the shows last year will be found on the grounds at opening. Reported by Beverly White.

Cetlin & Wilson

GREENSBORO, N. C., April 8.—Work is progressing rapidly, with augmented crews working day and night to ready the shows for opening. Mrs. Cetlin and Mrs. Wilson, after a long Florida vacation are getting the wagons in shape for the Paradise Revue. Germain Burgevin arrived with her ball game. Leo Carrell and Speedy Merrill also came in from Florida. G. B. Claussen arrived with Whip and long-range shooting gallery. J. W. Wilson returned from a trip to Pennsylvania in the address of the shows and had a consultation with General Agent Harry Dunkel, who has about completed booking the spring dates. Eugene Dietrich is rebuilding his Fun-house. Charles Cohen is back from a business trip to New York; his ride and Whips having been overhauled and repainted.

Duke Jeannette finished remodeling the Circus side Show. Gilmer Brown arrived April 5. Fred Utch, electrician, has all equipment in shape and will be assisted by Boots Brown. Eddie L. Eger started his work as special agent. Mal Hunter again will have charge of the train. Mr. and Mrs. Carl J. Lauffer and personnel passed thru en route to Augusta, Ga. Reported by George Ehraberg.

New England

CLIFTON, N. J., April 8.—Everything was ready for shows opening on Tuesday. Rides were shipped in from quarters in Cobleskill, N. Y. An eight-car Whip was purchased especially. Larry Abatello is foreman. Al Ventresca bought a new semi-trailer to transport his Athletic and Girl shows. Alex Zarychta joined with his Freak Cow Show. Danny (Stack) Hubbard reported from Mexico he would be on hand for opening and has finished construction of his 70-foot dance arena.

Al P. Young, secretary, arrived from Texas and has been busy with details in the New York office. Max Gould's cafeteria is remodeled and repainted. Clarence Giroud's long-range gallery has a new paneled front and a brilliant paint job. Charles Wulp, concession manager, arrived from Chicago, where his father is seriously ill. A Sullivan came in with his new horse trailer and sound truck. Show Representative Ross Manning is back from a successful tour of New England. Joe Panko has been engaged as trainmaster. Buster Gordon, high diver, arrived from Florida. Construction of the new office has been completed by building superintendent O. R. Rickett. Reported by Al Young.

Tilley's Amusement

LADD, Ill., April 8.—This writing finds the Tilley personnel down the last stretch, with almost everything in shape for opening. Mike Dreesen, advance man, is in and out of quarters a couple of times a week. George Warren and wife arrived, and Bud Mason again will have charge of the soda game. Mitchell J. (Mike) Leo again will have the lead gallery. Writer is Billboard agent and mail man. Reported by George E. Moon.

Sam Lawrence

WAYCROSS, Ga., April 8.—Show spent the week moving on the lot for the opening stand and putting the finishing touches on equipment. Plenty of work has been accomplished in quarters. Everything has been painted and two new fronts constructed, with Norman Wolf doing a good job with the Posting Show front. Manager Milt and Mrs. Morris arrived several weeks ago and got busy immediately. General Agent Crump was here last week for a conference with Owner Sam Lawrence and Manager Morris and then left to fill in several dates still open. Billposter Howard Conway arrived and is billing the opening stand. Jerry Kohn visited and got several orders for new tops. Jake Shapiro also visited.

Mr. and Mrs. Ray McWethy and bingo

fronts and his son will do all scenic work. Sal Marsella has electrical equipment in good shape. Ted Lewis is completing his new bingo. Perry Pappas has placed his cookhouse, while Cy Davis will have three concessions. William Clark will handle the advertising truck, while Bill Cushing will have the sound truck. Al Bydair came from Mt. Carmel, Pa., he will ship his four rides to the opening spot. Billy Outten, free act, says he is anxious to get started. Reported by Queenie Van Vliet.

Elite Expo

INDEPENDENCE, Kan., April 8.—Official quarters opening April 1 found work progressing under supervision of Manager Charles Rotolo and Ed Superintendent Skiatook Smith. Arrivals included Princess Donna and husband, Charles Keffer, with pit show, Dave and Tinsey Reece and daughter, Pumpkin; Artie and Frankie Copper, Clarence Karl, Loop-o-Plane foreman, and Gale Creach, swing foreman, and wife, Scotty. Initial test of the recently purchased broad-casting unit proved satisfactory. Rides and fronts have been redecorated, and uniform ticket boxes for rides and shows will prevail. A new open game and much new canvas have been added. Special Agent F. C. Bogle's newly framed Look Show is completed. Show will have two sound trucks. Manager Rotolo has pur-

Crystal Expo

CAMDEN, S. C., April 8.—Mary Webb's Slide Show has arrived and work is getting full blast in all departments. Showfolks are arriving daily. Ten banners arrived to grace the new front. Four new illusions have been built. Marcus Wheelock returned after an eight-week tour of Southern cities as booking manager for Capt. Carl Sounderland's trained wild animal act. L. H. Hardin left to join the Eric H. Hyde Shows. Lucella Hardin will leave soon for school in Alabama. Jimmie Jagger has taken over all canyons and Chubby La Mond is still with it. Dana Don will have an annex this year. Ticket sellers are James C. Henry and Jack Taylor. Mr. and Mrs. Edward Barry are taking in the Golden Oaks International Exposition, San Francisco, and will return early this summer. The writer will have a new show called Alley Cop. Reported by Agnes Marcus Wheeler.

Ellman

MILWAUKEE, April 9.—Since opening is drawing near quarters activities have moved outside and finishing touches are being put on semi-trailers and fronts. Transformer truck is being overhauled and large switches are being installed to take care of the increased load. Abner K. Kline reports that the new Rolloplane is en route and will be here soon. Frank Shiminowski with corn game and six other concessions signed last week. Louis Cutler arrives from Hot Springs, Ark. he will arrive in time to open. Mickey Stark is here with general station and the Penny Arcade, while Ray Basher, with the Monkey Show and Fun-house, is playing St. Louis lot. He advised he'll be here in time for opening.

E. A. Cunningham will have the candy show. Dick Turkelpaugh, night cook at the Soldiers' Home here, has been given a leave of absence so he will be able to open with the shows. New bamboo front for the Jungle Show has been completed. Walter Kluge has the Merry-Go-Round in shape. Johnny Whated, who is in St. Louis, will pick up the new seats and engine while en route here. Outside platforms of the Tilt-a-Whirl are being repainted, and the Ocean Wave will be turned into a modern ride. Recent visitors included Jack Vomberg, Doc Wilson, Mr. Pritchett and Sonny Berner. Reported by Johnny Davis.

Curl

LONDON, O., April 8.—Opening by just a few weeks away and conditions are picking up here. Quarters work is about over. Owner W. S. Curl left to purchase a new transformer and Mrs. Curl is planning a visit to her mother in Pittsburgh. Bob Guthrie and Raymond Golden have arrived. Latter operates the Merry-Go-Round. Guthrie injured his finger on a floor sanding machine recently, but it's about healed now. Ira Harding, root beer concessioner, visited and reported she will be on hand at the opening. Don Wagner is expected to return from a trip with his brother soon. The Chapman, of bingo note, will also be here soon. Mrs. Pat Harding is having her pop-corn concession redone. A new semi-trailer is being built under supervision of Pat Harding. Reported by Don Edwards.

Weyls Production

GREENSBORO, Pa., April 8.—With opening in the offing, quarters activities will be speeded up in order to be ready. Two new fronts are to be built. A load of equipment has been received from the Painesville, O. quarters. Tom Kink and wife visited recently. Frank Graves, general agent, and R. L. Overstreet, assistant manager, are in Ohio on business. Ed Weyls, owner-manager, is handling details of the popularity contest for the Moose Club here. Reported by R. L. Overstreet.

Byers Bros.

KENNETT, Mo., April 8.—Show moved in here from quarters in Steel, Mo. and everything ready for opening Saturday. Roster includes James and Carl Byers, owners-managers; Mrs. Grace Byers, secretary; Dorothy Byers, assistant secretary; Dad Byers, lot superintendent; Duke Goodwin, special agent; Mr. and Mrs. William Wiscom, cookhouse; Jake Moore, Cellophane Scandals, Hollywood Staro, Athletic Show and Chairplane; Curly Corey and Jess Mercer, Ten-in-One; Bill Noble Jr., educated horses; Major Little, Midget Village; D. J. Griffith, electrician; Larsen's Kidding Band; Bert Lyon, Dress



SOME OF THE EXECUTIVES of the James E. Strates Shows in front of the newly painted office car in winter quarters, posed for the Savannah Evening Press prior to leaving for the season's opening in Charlotte, N. C. Left to right: S. J. Putnam, mail man and The Billboard agent; H. G. English, secretary and auditor; James E. Strates, owner and general manager; Mrs. S. J. Putnam, assistant to English; and Dick O'Brien, contracting agent.

crew arrived. They recently purchased a new truck. Bill Bartlett again will have a unit of diggers here. Mrs. Lawrence and Milt Morris are getting their concessions ready. Hank Dowdy has the cookhouse and William O'Brien the custard stand. Reported by Louis Gueth.

Reynolds & Wells

NEOSHO, Mo., April 8.—Everything was ready to leave quarters on Wednesday for the eight-day opening here, and Messrs. Reynolds and Wells kept all carpenters and painters busy day and night putting finishing touches on equipment. Newspaper advertising in five of the county papers as well as heralds have been distributed. Opening day attraction will be the Easter Egg Hunt. Ferris Wheel, Merry-Go-Round, Octopus, Whip, Ride-o, two kiddie rides, pony ride, Battleground Exhibit, Ten-in-One, Athletic Show, Penny Arcade and Parisian Old Revue will be part of the midway entertainment. A new Chevrolet sound truck has been added. Reported by Col. William E. Green.

B. & V.

GARFIELD, N. J., April 8.—Manager J. Van Vliet, who was on the sick list, has taken up his duties again and things are taking shape. Matt Crown is expected soon to build up two new panel

chased a new cab-over-engine, or ambulance, truck to transport the Ferris Wheel. Bob and Alma Bandy are buying new equipment for their cookhouse. Reported by Don Polke.

Wyse Greater

WAYLAND, Ia., April 8.—Work is in full blast in quarters here. Color scheme is red and orange. Jack Poster is in charge of construction and is being assisted by Harry Robens, Elmer Smith, Johnnie Raymonds, Glen Blake and Willis Williams. Clyde Cuffen arrived after wintering in Indiana and has booked his shows. Manager H. L. Wyse is in Milwaukee for a transformer, having taken his wife as far as Des Moines to look for a new 24-foot house trailer. They are making an office out of their other trailer. Virginia, their 14-year-old daughter, is getting her novelty stand ready. L. E. Ryan, of the Twin City Amusement Co., was in quarters last week and purchased one of the Ferris Wheels. Gene Riel, general agent, is in Missouri and Arkansas on a booking trip. Show will open about May 1. Recent visitors were Mr. and Mrs. L. B. Ryan, Mr. and Mrs. C. H. Stephen, Bill Lookport, Mr. and Mrs. Claude Allen, Harold Kaufman and Mr. and Mrs. Harold Shepherd. Reported by Billie Clark.

Young, Darby Mason, Blackie Sullivan, Taylor Miller, Carl Larsen, Herman Henderson, concessioners Forrest Robinson, bingo, assisted by Mrs. Carl Byers. Carl Byers has added a new office trailer and Mr. and Mrs. James Byers have a new trailer. Reported by Dorothy Byers.

Joyland

DETROIT, April 8.—Shows are favorably situated for their 25th annual tour. Rides and shows have been renovated and are ready for the opening season. This year's midway additions include H. J. DeBock, Eldorado and Illusion Show; Charles Phillips, Musical and Girl Revues; Adole Chamberlain's Society Circus and Freak Animal Show; Mrs. Leland Nelson, string game, bowling alley and ball game; Ralph Carr, fish pond, cork gallery and ball game; Will Smith, cork game and cigar shooting gallery; Clara Pearce, three ball game, cane rack and cigar gallery; John Anderson, long-range gallery; P. M. Worner, mouse game; Happy Atwood, cockhouse, novelties and ball game; Ed Deibert, pop corn; Bert Lamson, French fried potatoes, pennants, skoo ball and jewelry; George Karked, photos. Staff includes R. T. Wade, manager; Douglas Wade, assistant manager; Mrs. E. L. Wade, secretary; E. L. Wade, general agent; Hank Vrica, special agent; Bill Delewate, ride superintendent, and Ed Smith, truck superintendent. Reported by E. L. Wade.



H. RAY REDMAN, recently appointed director of publicity and promotion of the James E. Strates Shows, has been associated with various phases of outdoor and indoor show business for the past 30 years. In the outdoor field he has appeared as concessioner, promoter, special agent and general agent with numerous organizations, including Cos. T. Kennedy, Royal American, Bernardi Exposition, Morris & Castle, John T. Wortham, Crafts Greater and Lewis Brosen-Huggins shows.

Zacchini Bros.

ST. LOUIS, April 8.—Suitable quarters have been obtained at 414 South 10th street here with ample room to store all trucks, which left Tampa, Fla., April 6. Everything will be put into quarters excepting a single cannon, which goes to Chicago to open at the Stadium Circus there. Double Cannon will be presented at the Police Circus here. P. N. Branson, head of the Tom Mix and Tim McCoy shows and now with the United States Printing and Engraving Co., visited Saturday, and on Sunday was the guest of Mr. and Mrs. Hugo Zaccchini at a spaghetti dinner. Bob Coleman cards from Jacksonville Beach, Fla., that after a few days' visit with Mrs. and Mrs. Earl Reed he will head for St. Louis.

Annette McKiernan writes from Brooklyn that since she has shown both on the Coleman and Pine Tree shows she will be unable to visit until about the middle of May. Robert White is expected soon. Emma Van Cellerette is making new wardrobe for the Hollywood Revue. Art Gardner booked his palmistry stand, and Joe Decker is expected soon with his cockhouse. Visitors included Charles T. Goss, Standard Chevrolet Co.; P. N. Branson; P. L. Deane, Fulton Tag and Cotton Mills; Fred Meyers, late of Miller Bros. Shows; E. L. Wehmeyer and Al Sturgis. Reported by Bill Eaton.

Hennies Bros.

SHREVEPORT, La., April 8.—All of the various companies began rehearsals on April 1 and all this writing, many performances are ready. New two-color top arrived from O. Henry Tent and Awning Co. for the Higgins Show. New stage and seats have been installed, and Montino Vincent, Leo Walker, Venus West, Ray Parks, Ince Oryana, Patricia Delaney, Connie Austin, Jimmie West and Myron Parks have assumed their varied roles. Ida E. Cohen, insurance expert, visited, as did Dannie Pugh, Dallas showman, and Sam Cluskin, promoter-agent. Reporters from local dailies examined the workings of rides and observed rehearsals under the wing of the writer. Harry W. Hennick returned from the Orange Show, San Bernardino, Calif., where he was entertained by Coast carnivals. He said he joined the Pacific Coast Showmen's Association. Reported by Walter Hale.

John H. Marks

RICHMOND, Va., April 8.—All preparations were moved on April 5 from quarters to the baseball park in East Richmond for the preview opening April 10. Official opening will be held on April 17, marking what is said to be the first carnival to show in downtown section here. Organist John H. Marks was accorded this honor because of his long residence and high standing as a citizen here. Eric the Great, European aerialist, has been signed for the first two weeks here. Contracts have also been signed with the George A. Hamid agency for the Fire Albany motorcycle act, to begin April

24. Herman Singery side-show manager, arrived from Boston and is ready for the opening. Other long-time Marks managers here are C. Jack Shafer, Motor Speedway; Cyclone Harry Baker, Wall of Death; Doc Anderson, Club Chocolate; Minister Revue, featuring Evelyn Redding; Aunt Jeannie; Mrs. Gertrude Miller; Chez Furry; Charles (Dutch) Decker, Auto Speedway foreman, and Jimmy (Shorty) Anderson, Merry-Go-Round, foreman, have arrived. Bert Britt's new Rolloplane will have L. H. King as foreman. Reported by Walter D. Nealand.

Rubin & Cherry

MOBILE, April 8.—With opening set here for April 15, crew is working night and day to have new show fronts and baggage wagons ready. Numerous innovations and modernistic ideas are being incorporated in the concession line-up. General Manager E. L. Lohmar and Concession Manager Sam Gordon drew up the designs, decoration and illumination plans. Rich colorings and plush and velvet drappings are being installed. Neon and Lumiline tubing and bulbs will be used profusely. Little (Dutch) Oranham, who will present his Monkey Town Show under a big top instead of in the open as before, is building a more elaborate type show. George Vogstead's Streets of Shanghai will be managed by Kenneth Vogstead. Show has been re-decorated.

Since his arrival from Tampa, Fla., Tom Rankin, manager of the Oddities side show, has had his crew building and redecorating, and the attraction is about ready. Mrs. Tom Rankin is expected soon, as are Captain Dave Francis and Mr. and Mrs. Frank Lentini. Ginger Ray, impresario of the French Casino, is supervising production details. A new girl revue, tentatively named Spring Club, will be presented by Art Gordon and Obo Hoffman. Moe Eberstein is reading his Ever Since Eve exhibit. Cast of Amint's Club Blagitation Revue arrived last week. Reported by Roland W. Richards.

Eric B. Hyde

WINSTON-SALEM, N. C., April 8.—Finishing touches are being applied to equipment and two crews are working day and night to have everything ready when the show pulls out next week for opening in Statesville, N. C. Walter returned from a visit to Richmond Sunday to find much accomplished in his absence. Tom Ray disappointed his Motor-drome. Bobby Delagge arrived with his Dixieland Minstrels and began rehearsals. Capt. Frank Cushman, who will direct the free acts, arrived Monday with his cannon. Margaret Bailey, 18-year-old dare-devil, sent her workmen ahead to overhaul and paint the pole on which she performs. Vernita Byrd, singer, for life, visited several shows en route from Florida and reported royal receptions everywhere. Other acts to be presented

ZACCHINI BROS. SHOWS

With Repeating Cannon Shooting Two Men at the Same Time
WANT for Opening at St. Louis, Mo., May 1, and Forty Weeks of Celebrations and Fairs, including all Winter in Florida:
RIDES—Can place Octopus, Ride-o, Silver Streak, Whip, U-Drive-It and Rob-Plane.
SHOWS—Will book any New and Novel Show of Merit.
CONCESSIONS—Want Penny Arcade, Custard, Fish Pond, Cane Rack, String Game, Bowling Alley, Hoop-La and all Grind Stores that work for Ten Cents. Positively no Gift or Office Stores.
WANT RIDE HELP for Merry-Go-Round, Ferris Wheel, Chairplane, Tri-a-Whirl, Loop-o-Plane and Kiddie Rides. Address EMMER COTE, 11725 Broadstreet Ave., Detroit, Mich.
WANT GALS for Hollywood Revue. Address EMMA VAN CELETTE, New Plaza Hotel, 3300 Olive St., St. Louis, Mo.
All others write or wire
ZACCHINI BROS. SHOWS, Box 311, St. Louis, Mo.

CALL B. & V. SHOWS CALL

Opening Garfield, N. J., April 20th
TEN DAYS, INCLUDING SUNDAY.
NINE RIDES
On Grounds from 11th on Grind Shows with Own Outfits Come On; Can Place Best
WANT Custard; Waffles, Long Range Gallery, Cig. Gallery, Fish Pond, Devil's Alley, Grind Stores of all kinds.
WANT SHOWS, account of disappointment; Monkey Circus, Side Show, Motor Drome, Snake Show, Peeing and Grind Shows.
WANTED Rumba, Strip Tease and Oriental Dances. Salary out of office.
WANT Penny Truck, Kiddie Rides and Fun House, also Penny Arcade.
Fair Secretaries, Pennsylvania, Maryland, Virginia, North Carolina and South Carolina, have few open dates. Invite your correspondence. 193 PASSAIC STREET, GARFIELD, N. J.

BANTLY'S ALL-AMERICAN SHOWS

WE WILL PLAY SEVENTEEN BONAFIDE FAIRS AND CELEBRATIONS, OPENING DUBOIS, PA., SATURDAY, APRIL 29.
CAN PLACE: Grind Stores, Hoop-La, Motor Drome, Fish Pond, Loop-o-Plane, Cane Rack, or any other legitimate concession.
CAN PLACE GRIND SHOWS, WITH OR WITHOUT OWN OUTFITS.
CAN PLACE HELP IN ALL DEPARTMENTS.
CLIFF PATTON WANTS FREELANCE FEATURERS.
"YES" WE PLAY THE 25TH CELEBRATION FOR "OUR LADY OF ASSUMPTION SOCIETY."
HAMMONTON, N. J. ADDRESS
BERNARD BANTLY, Elizabethtown, Pa.

PENN PREMIER SHOWS WANTS FOR LONG SEASON

RIDES—Merry-Go-Round, due to disappointment. Also any other ride with own transportation.
CONCESSIONS—Will take X on Penny Arcade, Custard, Hoop, Scales, Photo, Milk Glass (25), and any concession suitable for place. No gift or office stores.
SHOWS—Monday, 10-in-1, Motor, Grind or any show with own transportation. For Sale—Strip-It-You-Win. More last year. Will sell same at show.
This show has already contracted for 9 outstanding FREE ACTS for the season. Show opens May 16; else fair here. We hold bona fide contracts for the largest celebrations in Pennsylvania.
Address AN Mail to LLOYD SEEFASS, Care Mary Hill, Garfield, Pa.

NORTHWESTERN SHOWS

Now showing the best jobs in Detroit. Can place Legitimate Concessions, such as High-striker, Scales, Cane Rack, Dart Game, Waffles, Hoop-La, Clothes Pin Pitch, Slum Spin, Peck Rack, Rich-Think-You-Win. Positively no need.
This Week, West Menor and Stairs April 17-23, West Fork and Miller Aves., Detroit, Mich.

LIBERTY NATIONAL SHOWS

WANT: Minstrel Show. Have new top and stage. Will use hand up town and play every one of office. Also would like to have from Handy Hand.
SHOW PARTNER: Good job for man that knows something about building and repairing show paraphernalia.
RIDE HELP, BALL GAME AGENTS, SEVERAL GRIND STORE AGENTS, COOKHOUSE HELP. Will sell X on Milk Game (no apples), and Peering Custard. Mr. Harry-Eddy-Tony Martini, Peter McCarty, and all others apply.
Everything office owned, nothing else in job. Established territory. Good proposition to interested people. Wire or come on. Marietta, Ky., this week.
HARRY WHITEFIELD, Mgr.

this year are a Roman ring number and a cloud swing by Arthur Dunn.
Col. Vernon Moore, business manager, had several rides and concessions playing Concord, N. C., this week. General superintendent L. H. Hardin is recovering from recent illness. Construction superintendent Pierstone received last-minute orders for a new panel front for the Snake Show. Electrical superintendent Wingo has motor equipment in good shape. Western World's Wonder Shows are playing near by and many jobs have been exchanged by members of the trade organizations. Recent visitors included Mr. and Mrs. Jim Braden, Robert (Bob) Page, M. and Mrs. Buck Denby and H. F. (Fitzie) Brown, Nelson (Shorty) Orpen, in charge of Billposting, arrived Sunday. But immediately departed with his assistant, Jimmy James, for Statesville. General Agent James E. Tyrnan will spend part of the week with them there. Reported by Carleton Collins.
Tustin. Mrs. Jalliet has repainted her pop-corn and rootbeer stands and is awaiting opening. William (Billy) Morgan is expected in quarters soon with his public-address system and Ferris Wheel. Best Lighter reports she will join with four stores and G. A. Grank will bring a new double high striker along. Frank and Betty Warner will join soon with two shows. Dick Martin will have charge of the green mail and The Billboard in addition to his electrical work. Show has new safety flexible rubberized cable and soundproofing and plug in boxes with transformer truck. Reported by Richard P. Martin.

Jolly Jalliet

STONEBORO, Pa., April 8.—Quarter's opened on March 27, under supervision of Howard Jalliet, owner-manager. New fronts will be built and shows painted. Management purchased a new Chair-o-Plane, which will be operated by Al

DARE-DEVIL OLIVER

Wife's Premier High Diver
At Liberty 225, 1939. This is no star show and write for particulars care LOWE GARD, 225
Pittsburgh, Pa.
GANDY FLOSS & CORN POPPERS
Cane Rack, Best Cane Rack
Original call bearing Moore
10 years. Last Apr. 1938.
Cane rack one-piece built
Double Head 100% true
No walking. Guaranteed
1 lb. Sugar Sals \$2. Cane
See Bro. NAYL FLOSS
BORN CO., 810 East 24th St., New York, N. Y.



NATIONAL SHOWMEN'S ASSOCIATION
Palace Theater Building,
New York.

NEW YORK, April 8.—More than 300 members and guests of the club celebrated the first of a series of special nights March 31 in club headquarters. Set aside as George A. Hamid night, gathering witnessed more than a dozen variety acts and later parook of refreshments served by the Ladies' Auxiliary. Event was free to members and guests, serving as an NGA, interest-promoting venture. Similar nights will be conducted in the future. Acts for the show were provided by Leo Geland, of the Hamid office; Jesse Davis, of Punchon & Marco; Eddie Riley, Herman Blumenfeld, Dave Sotti and Joe Ross. President Hamid addressed the audience and acquainted them with the club's aims and purposes, describing its rapid progress in the short space of a year.

Some 60 people attended the Atlantic City spring, outing on March 23-26. Those making the trip were Mr. and Mrs. Ross and two friends, Dr. Lewinski, Mr. and Mrs. Hill, Harry Decker, Harry Brooks, Gene Hamid, Mr. and Mrs. M. Ockberg, Mr. and Mrs. Sam Hamid, Herbert H. Legess, Jack Harrison, Edith Hamburg, Mildred Helfand, George A. Hamid and family, Freda Barben, Magnolia Hamid and host, Robert Hamid. Another outing is planned.

Brother Justin Van Vliet, of the E. & V. Shows, is reported recovering from his recent illness. He promises to be on hand for the April 12 meeting. April 8 penny bazaar staged by the Ladies' Auxiliary duplicated the success of the one held two weeks ago, with George Bernert again officiating as auctioneer. Nightly and final one of the season is scheduled for April 19. Brother Harry Kaplan donated the p.-a. system.

Circus night, another evening of en-

tertainment, is tentatively set for April 20, a midnight jacobores. The Ringling circus is in town and it will be open house for the circus folk. Buffet lunch and refreshments will be served. There will be a small admission charge for 12 vaudeville acts, lunch and dancing. Joe Basile again will furnish the music.

Following the April 26 meeting, regular meetings will be suspended until fall. Social season will wind up about May 1 with a Strawberry Festival and card party sponsored by the Ladies' Auxiliary. Good luck from the club and Auxiliary to Joe Russo, night custodian, who leaves April 10 to join Holler's Acme Shows with Irving Udowitz.

Ladies' Auxiliary
The membership drive is on, with 60 members pledging from 1 to 25 new members apiece. The race is on. . . . Frances Modelsky has been proposed for membership by Dede Allen.

Formation of World's Fair Shows Is New Corporation

CINCINNATI, April 8.—In last week's issue it was reported that the De Luxe Shows of America had changed its name to the World's Fair Shows, Inc. It should have read that the World's Fair Shows is a new corporation, having no connection with the De Luxe Shows.

Error occurred because Samuel E. Prall, who was formerly general manager of the De Luxe Shows, is now general manager of the World's Fair Shows, with Tom Hassen as assistant manager.

Change in Lawrence Opener

WAYCROSS, Ga., April 8.—Milt Morris, manager of the Sam Lawrence Shows, announced this week that the organization would open the season here on April 13 instead of today as originally planned.

UNDER THE MARQUEE—

(Continued from page 38)
Hristol, Tenn., the Barrows stopped at the quarters of the Cole show.

BUDDY GRISS pens that after playing

piano with dance bands and orchestras in and around Detroit four years he expects to be back at his old job of ticking the callopie with a show.

THE CAR of Ernest Perez and wife, Naida, of the team of Naida and Perez, was struck by a truck in Chicago recently and Mrs. Perez was slightly injured. It is not thought her injuries will prevent the team working at the Chicago Stadium Circus.

SEVEN MASCHINOS opened at the Avenue Hippodrome in Belgium April 1. Nina Maschino will work independently on the Cole show, doing menage and swinging ladders. She recently finished playing Shrine dates with the Wen Hal acrobatic troupe.

OUTDOOR SHOWMEN, former troupers and Circus Fabs of the Canton, O., district will hold a get-together social occasion at Hotel Holden night of April 23. It is planned to form a permanent circus club at a business session to refresh the social hour.

WEDDING RUTH pens that Wild Bill Steffen, (California Bill), assistant in the Liberty horse act on the WPA circus, had his Liberty dogs stolen at Coney Island, N. Y., and that he bought two new police dogs and a monkey, which he is breaking for a new act for California fairs.

A NEW New Hampshire law increases the fees charged for registration of non-resident picnic vehicles from \$7 for a period of 20 days to \$7 for a period not exceeding seven days and \$1 for each day thereafter.

GEORGE REARICK has had a dance band, the Colonial Club Orchestra, since closing in San Francisco with the Barnes show in 1933. He is featuring his wife, Alice Motrell. Band will close engagements at Pomona, Calif., May 1 and leave for Colorado for his second summer season in the mountains.

AFTER a long period with circuses and for the last several years carnivaling, Ray Hedy is now in the night-spot field with his wife, LaCell, the American Mystic. He handles the stage end. They are at present working territory in and adjacent to Cincinnati. Ray was a caller at The Billboard April 5.

D. H. (WHITIE) RODENBURG, terrors

trouper for more than 30 years, will not be on road this season. He is connected with The Tri-State R. M. Labor News, El Paso, Tex., in advertising department, Roscoe Gordon, who recently closed with the Bob Hammond Show at Lyford, Tex., is in the circulation department.

MEL COLBURN, formerly of the Ringling-Barnum No. 1 car, writes from Mason, Ga., March 27: "Leo S. Comaroe got the Downie advance away to a flying start here tonight, when it took off for Thomaston. Oldtimers were greatly impressed at the sparkling billing in this vicinity."

FROM ERNEST H. TUCKER: "I read with interest the recent story of air-conditioning the big top of the Ringling-Barnum Show. Have been in the concession end of circus business since 1913, having been a vender, novelty man and manager of concessions. An air-conditioned tent will be an asset and of benefit to vendors."

THE TRI-STATE territory of Southwestern Indiana, Southeastern Illinois and Western Kentucky is enjoying an oil boom with Evansville, Ind., and Henderson and Owensboro, Ky., centers. Oil men from all over the country are there. Evansville is in good shape with all large plants operating and retail sales up.

C. S. BROOKS, band leader of Russell Bros' Circus, and wife, who wintered at Stockton, Calif., recently attended the San Francisco fair. They visited with the Whittling Magella, who are with Ripley's Believe It or Not show on the Gayways. Brooks trouped with the Morfitts in 1920. In Oakland they saw Rube Egan, clown, and wife, Mary, who were on the Russell show last year. Brooks and wife will be with Russell.

ACTS at the Surf Club at Miami Beach, Fla., under direction of David B. Eudy were William Kestrow's elephant; Mary Ellen Kestrow, swinging ladder; Ruth Marr, one-arm swings and muscle grinds; Harold Barnes, tight wire; Andy Woland, high wire; Merrill Brothers and Slager, balancing; LeMar Brothers, perch pole; trained horses by George Burns; Leo Carroll's Hollywood chimp, monkeys and ponies; Christison's four-people teeter-board turn and ladder balancing; four clowns headed by Chick Barnes.

DOC WADDELL, writes: "I visited Washington Lodge of Elks at Washington C. H., O., recently and met oldtimers like William Backenstoe, Harry (Doc) Nolan and E. L. (Yellow) Burnett. They have been circus men for about 35 years. That's a long time but I have been 'on the lot' for 66 years. And I wasn't the oldest kid and showman present. Washington's Dad Smith, 86, was there. The Washington lodge records reveal that 75 circus boys and girls were born in the town and that about half of them are clasped in the clay of their native soil. Next year's Exalted Ruler will be Dad Reed, a former trouper and shoe dealer. I had a visit with Col. Charley Griffis, landlord of the Hotel Cherry. He trouped once. I met again John Weed, in early days with Barnum & Bailey show, now owner of a large farm. Shook hands with Hess, who now knows race horses, and Dr. Charles Passmore, blind doctor, who trooped in days ago. Also saw his sister, Katherine, lived to the cemetery and had a prayer at the graves of Harry Greene, Pat Burk, Irish Dore and Professor Pagrett, a leading bandmaster, and thru them to all the other showfolk whose bodies are there interred."

WALTER D. NEELAND, p. e. of the Marks Shows, makes the following suggestion: "How about a memorial for Dexter Fallow? Dex has been dead and buried for many months and so far as I know no monument has been erected to his memory. Not that he needs a monument of stone, as his memory will always live with the readers of newspaper editors from Coast to Coast, but it does seem to me that the circus fraternity, editors and the members of Dexter Fallow's Tent, Circus Saints, and Sinners, should do something to perpetuate his greatness. I knew Dexter from way back in 1908 when he was press agent for Buffalo Bill Wild West and I was city editor of The Troy (N. Y.) Morning Record. And that friendship continued for 40 years. It seems that a night at Madison Square Garden during the R-B circus engagement should be set aside as Dexter Fallow's night and part of the box-office receipts devoted to the purchase of a memorial."

SACRIFICE SALE

Several Small Concessions Toss with All Possible Traps, Electrical Equipment, Large Assortment of Tools for Carnival Bids One T.V. Toy GHO PROPS, Specialty Bids with Traps and Equipment for Circus Shows. Also smaller Broadway Truck, Knowledge Encyclopaedia Merchandise. **WHAT AM I OFFERED?**
I. H. STERN
City of Billboard, 1564 Broadway, New York City.

AGENTS WANTED

Agents who are willing to take complete charge of sales, etc. We are placing an extraordinary campaign in connection with the sale and lease of money collecting equipment and devices. We will require representation in the following territories: British West, Costa, West Coast, Central and South America and Canada. A profitable franchise is offered to the individual or company equipped to handle our business. A protected territory is offered with large income potential. **BOX D-178, Care The Billboard, Cincinnati, O.**

SECOND-HAND SHOW PROPERTY FOR SALE:
Excess Big Drive Wheel, Seats, Seats,
44x20 Turntable with Regular Attachment,
Fun House Mirrors, etc. Sell Cheap.
The East Process Kluge Showman, Write List,
Money Order, 7 A.M., Phone call, Sell Cheap,
WE BUY ALL KINDS OF RINK SKATES AND REAL UNCLE SAM'S.
WELL'S BURROUSEHOP SHOP,
30 S. Second Street, Philadelphia, Pa.

AGENTS WANTED

For Coupon Sales, Roll-Downs, Whodds, Bowties, A-Jays and Fish Pans.
Opening April 22, Minneapolis, Minn.
Address: **MAURICE HELMAN, care District Board,**
626 25th St., N. E., Minneapolis, Minn.

West Coast Showfolk Doin's

By WALTON DE RELLATON

LOS ANGELES, April 8.—Captain and Mrs. Evlia Smith, of the Hollywood Police Department, tendered Ted and Mario LePore a dinner at Earl Carroll's Cafe. Guests included many showfolk. . . . Charles Sisson's ride are doing well on suburban lots. . . . Frank Kennedy is in Portland, Ore., recuperating from a recent illness.

"Ted and Mario LePore" new housecar is equipped with all of the latest modern conveniences. . . . Mr. and Mrs. J. Tweedle, who have been off the road and residing in Hawthorn, Calif., joined Fred Stewart's Temple of Mystery on Hilderbrand's United Shows. . . . Ted and Margie Gandy were hosts at a gay party the night before they left with the White City Shows. . . . May Collier-Tyde large high-diving act has been receiving much favorable comment on the White City Shows. . . . Helen Fisher and Verne Hamborg's new housecar is the last word in trailers.

Gene and Leona Basie were guests of Buddy Priest at a dinner in the Baltimore. . . . Ralph and Margaret Johnson joined Hilderbrand's United Shows with their concessions. . . . Katherine Mason and husband, Archie Boyd, are

going well on the State Fair Shows. Jerry Godfrey teaches biology at the Girl Sports School, while Jane Godfrey anticipates returning to the road this season after a year at the beaches. . . . William Groll joined Alton's Silver State Shows with his string of concessions. . . . Ruth Groll is a saleslady in a Bell, Calif., department store. . . . George and Mickey Ames are sporting a new housecar. . . . Mr. and Mrs. Gene Knowles have joined Hilderbrand's United Shows with their Pony-Coround. . . . Mr. and Mrs. Kay Rogers Gray are touring Australia with their serial act. . . . The Richard Johnstones and daughters, Margaret and Mills, are with the Monte Young Shows. . . . Captain Seeley has retired to his ranch in Okanogan, Wash. . . . Larry Gale is visiting in Southern California, but plans to return to Michigan soon. . . . Mr. and Mrs. Oscar Scarborough and family are Southern California visitors. . . . Mabel and Jimmy Thomas, who left for the Hawaiian Islands 18 years ago, have established a profitable business in Honolulu with the Fernandez Shows.

Mel and George Wiler will remain in the Southland, playing localities around here with their concessions. . . . Danny Callahan and Jerry Mackey are successfully operating concessions at Venice Pier. . . . Mr. and Mrs. Al Weinstein are operating a service station and tire shop in Boise, Ida. . . . Mr. and Mrs. Tom Galtner are visiting in Southern California. . . . Ed Dayton and Charles M. Webber are with the Martin United Shows. . . . Leo Manos has been featured attraction at a local nitery all winter. . . . Mr. and Mrs. G. G. Loomis wintered at one of the local beaches and will join the Wrightsman Greater Shows soon. . . . Mel Remnick has joined Claude Barie's Tamara Casino on Hilderbrand's United Shows. . . . Dorothy Southell resides in Tacoma, Wash., having retired from the road. . . . Keith Sufion arrived here after wintering at McCall, Ida. . . . Mr. and Mrs. Jack Portman are residing in Eureka, Calif.

JUICE STANDS---ICE BALL STANDS

Send for our 1939 Price List and Profit Concentrations and Recipes. **GOLD MEDAL CONCENTRATED** has been the leader in their field for years. Richer Flavor, Longer Prices. The top with the leader this year and do more business with a larger profit. Send for your Price List Today.

GOLD MEDAL PRODUCTS COMPANY

133 West Pearl Street, CINCINNATI, O.

ATTENTION RIDE OWNERS

We are interested in booking for entire season number of Rides in good condition and will pay a definite guaranteed weekly income from May to September. State full particulars in first letter.

BOX No. 956, The Billboard, 1564 Broadway, New York City.

1/2" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Snick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

1 WURLITZER 616A PHONOGRAPH—USED three months, practically new, \$100.00. Send deposit, ship examination privileges. O. J. ANDERSON, Sioux Falls, S. D.

3 KEENEY BOWLETT'S JR., \$20.00. Will trade for Ray Rifles. 1/2 deposit, balance C. O. D. H. SKOOG, 6417 Kenwood Ave., Chicago, Ill.

10 POPULAR PENNY NUT VENDORS, only \$23.00; Sanitary aluminum construction. Attractively finished. DAVIS METAL FIXTURE CO., Lansing, Mich.

25 A.B.T. TARGETS, LATE MODEL, \$7.50; 50 Gallies 3-Way Craps, late model, A-1 condition, \$5.50 each. X. L. COIN MACHINE CO., Inc., 1853 Washington St., Boston, Mass.

40 VEST ROCKY BELLS—USED ONLY THREE weeks; updated; conservative model better than new, \$40.00 each. 1/2 cash, STREETCAR, 411 Main, Potomac, Calif.

100 DIFFERENT KIND VENDING MACHINES—Always something different; Write for our low price list. BAKE, 5438 Woodland Ave., Philadelphia, Pa.

FORMULAS

ORDER YOUR FORMULAS FROM EXPERIENCED Chemists—Organized Formulas for all purposes. Mylex Rust Cleaner, \$1.00. Fast Remover, Methylol profit. ASSOCIATED CHEMISTS, Indianapolis, Ind.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—FEARLESS, ALL-ELECTRICS. Giant geared popping Kettles, Caramelcorn Equipment. Get our prices before buying. NORTHSIDE CO., 1925 10th, Des Moines, Ia. ap17

FACTORY REBUILT L. C. SMITH typewriter delivered, \$28.90. Look and work like new machine. Bargains in New Portables. Catalogs—Free. TYPEWRITER EXCHANGE, Sac City, Iowa. ap15x

FOR SALE—ELECTRIC BARBECUE MACHINE (Bargain). H. J. GREENFIELD, 2821 Ashland, St. Joseph, Mo.

FOR SALE—NEW, PORTABLE LONG-RANGE Gallery, used two weeks, send for photos. BOX 135, Haskett, Mich. x

POPCORN MACHINES—CRISPETTE, CARMEL—Chip, Chevrolet, French, Potato Chip Machines. LONG-BAKING CO., 1916 High St., Springfield, O. mv27x

SHOOTING GALLERY—CAN BE MOUNTED on Truck. Moving and still targets. Good condition, cheap. STEIN, 3540 55th Emerson, Minneapolis, Minn.

SEVERAL THOUSAND FEET NO. 2 TO NO. 18 Rubber-Covered Wigs, used two weeks. Five hundred Costumes. J. A. DARABY, 7416 Phillips, Chicago, Ill.

STEEL COOK'S CHESTS, \$1.50; NEW COOKING Kettles, tinmed steel, \$1.25; Army Field Stoves, \$3.50, \$5.00. TAYLOR, 61 Rutgers St., New York.

TRUNKS—H. O. M. AND TAYLOR THEATRICAL—Trunks, slightly used; also other makes. Big sacrifices, \$5.00 up. SAVOY, 60 East 59th, New York. ap29x

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTENTION!!—AMUSEMENT PARK OPERATORS!!—Special Liquidation!! Complete Fun House, Pig Rabbit Games, Barrelball, Mystery-Sensation, Mechanical and Electrical Equipment. Hundreds of D. C. Motors, all sizes! Perfect condition—Best offer. WHITE CITY AMUSEMENT PARK, 6300 South Park Ave., Chicago, Ill. ap15

BALLOONS, PARACHUTES, INFLATORS, RIGGING. Specify your weight. THOMPSON BROS. BALLOON CO., Aurora, Ill.

BARGAINS—RIDES, SHOOTING GALLERY. Two 40-Ft. Portable Spinning Carousels, Two Abstract, \$1,200.00; Three Abstract, \$1,700.00. Fine Rabbit units, organ, carnis. Two-Car Portable Whip, installed in park, \$1,500.00. Fourteen-Ft. Mangle Automatic Shooting Gallery, \$475.00. Portable Cutler Car Ride, 6 Arms, 75-Ft. Track, \$225.00. All good condition, ready for business. KENT AMUSEMENT CORP., 5410 Commodore Ave., Woodlawn, Md.

BLEACHER SEATS—GOOD FOR SALE, GOOD condition, made by Universal, 60c per seat, \$1,200.00 for lot. WM. BETTS, Kenosha, Wis.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rails. BENN BLEACHER SEAT CO., 9207 West Thompson, Philadelphia, Pa. ap15

COMPLETE SMALL TIGER SHOW OUTFIT—With Trailer and Big 6-8c Housecar Truck. Write for list. FRANKLYN SHOW, General Delivery, Millard, Ill.

FOR SALE—12 DOZEN JUNIORS, \$13.00 each. A-1 condition. BARKIN, Keamsburg, N. E. ap22

FOR SALE—TENT, 40x60; BAIL RING, 8100 W. Main, Picture Machine, Films, all Sound; Light Plant. ED HUGHES, Ayer, S. C.

Show Family Album



SOME MEMBERS of the Sparks Circus, snapped about 20 years ago when the show was touring Ohio. Left to right are Walter Guico; a Japanese performer who trouped with Downie Bros.' Circus, season of 1937; Miner DeOrlo; George A. Hough, a newspaper publisher and now residing in Vineyard Haven, Mass., and a member of clown alley whose name is not remembered.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opern place, Cincinnati, O.

KIDDER MIX-UP, \$250.00; 2x10 CONCESSION Tent and Frame, \$25.00; Sambo Ball Game, \$5.00; Bottles, Cats, cheap. ELLER, 49-45 69th St., Woodside, N. Y.

MERRY CO.—BOUND WITH TRUCK AND Trailer, \$800.00; Chair Plane, \$400.00; Shooting Gallery, \$150.00. Now booked and operating here. PEAKMAN AMUSEMENTS, Pensacola, Fla. ap22

MINIATURE STEAM TRAIN, COMPLETE, \$500.00; Junior size 21-Foot Ferris Wheel, \$500.00; 5 kw. Westinghouse Generator Power Plant for Ferris Wheel, \$200.00. BUEL CANADY, Winslow, Ariz.

PUBLIC-ADDRESS OUTFITS, SWORD BOX, Spidra 1800ton, Bass Drum, Athletic Mar, 5 Rhesus Monkeys, chain broke. BOX 163, Reynoldsburg, O.

SHOOTING GALLERIES (5), ARCADE MACHINES, Racing Wheel, Chuck-a-Luck Cage, Calliope, Raffles, 8 Ball Midget Autos. WHITTAKER, 6713 Wentworth, Chicago.

SIX AFRICAN VILLAGE BANNERS—6x8, Four used four weeks, others O. K., \$27.00. CARROLL MILBER, Stowe, Vt.

SIXTEEN AND TWENTY-FOUR SEAT CHAIR—Plane—Motor, Fence, Ticket Box. Sixteen-Foot House Car. CALVIN CRUNER, Pinckneyville, Ill. ap15

TRICK BICYCLES, UNICYCLES AND FREAK Wheels. Also Riggins. HARRY SYKES, 3731 North Halsted St., Chicago, Ill. Telephone Buckingham 2263.

5 HOOKER'S SHORT-RANGE GALLERIES, PER-foot condition, \$30.00 each; Remington Rifles, \$10.00; Ten Ball Pool Tables, \$c slot, \$12.50 each. HARRY CUMMING, Old Orchard Beach, Maine. ap15

HELP WANTED

ADVANCED AGENT-AGENCIES—SEX PICTURE. Sensational money-getter! Theatre acquaintance, experience; ability car necessary. Percentage. TRIPPE ROADSHOW ATTRACTIONS, Centerville, Ala.

CHORUS LINE GIRLS—NOT OVER 5 FEET, 3 inches, immediately. Steady. State age and weight. LEO CANNON, Cafe Madrid, Buffalo, N. Y.

GIRLS TO WORK HIGH AERIAL ACT—GOOD season? Write immediately, giving particulars. THREE MILOS, 4101 Valley Blvd., Los Angeles, Calif.

GIRLS FOR AERIAL ACTS—LONG OUT-door and indoor season. State ill. BOX 954, care Billboard, 1564 Broadway, New York City.

IMMEDIATELY—EXPERIENCED PORTABLE Skating Rink Floor Manager, 25-30 years old. Right salary to right man. BLUE BONNET ROLLER RINK, Liberty, Tex.

SIDE SHOW ATTRACTIONS FOR CANADA Opening April 29. Half and Half, Magician, Mentalist, also other. Route includes 26 fairs. Address HOWARD SPECTOR, care Billboard, 1564 Broadway, New York City.

HAVE COMPLETE NEW SHOW—WANT SIDE Show People all kinds. Talkers, Girls for Dope Exhibit, Illusions. CARROLL MILLER, Stowe, Vt.

SINGING ACCORDIONIST—DOUBLING PIANO. Solo quality voice essential. Union, Baritone preferred. Must play and sing old and new tunes. Good appearance to join new trio. Write BOB ROBERTS, Hotel Desher, Columbus, Ohio.

WANT PIANO PLAYER FOR CARNIVAL—Must read, take. Low, sure salary with reputable show. No boozers. BOX C-155, Billboard, Cincinnati.

WANTED—LEAD ALTO SAX AND CLARINET Player. Good Dance Man. BURT PEARSE, DeM, N. Y.

MAGICAL APPARATUS

AT BARGAIN—MAGICAL SECRETS, MIND-Reading, Mystery Escapes, Side Show Cards, Chemical. List, 10c. GENOVES, Gen. P. O. Box 217, New York.

CATALOGUE OF MINDREADING—MENTALISM, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Numbers, Palmistry, Graphology Charts. Wholesale prices, World's largest stock. 158 page illustrated catalogue. E.C. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. Ap22

DRIVE CAR BLINDFOLDED, WALK BAREFOOT on Broken Glass, Rope Escapes, Mind Reading, other publicity stunts. Send 3c stamp. DAREBIL, 307 Felix, St. Joseph, Mo.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 230 W. 42d St., New York City. ma3x

LOOKI MYSTERY TRICK AND GRANT SURPRISE Catalogue of Stage Magic, Jokers Novelties, Cardtricks, Puzzles, Routines for 25c. LAWRENCE VICK, Dept. B8, Queens Village, N. Y. ap15x

MAGIC—FUEL LINE OF TRICKS AND JOKE. Send 15c for our new large illustrated Catalogue. KRINOG, 336 Sixth Ave., New York. ap15

FINXY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquist Figures, Punch and Judy and Marionettes. FINXY, 126 1/2 N. Wells, Chicago, Ill. Illustrated folder free. mv13

VENTRILOQUIST FIGURES—24 PAGE ILLUSTRATED Catalogue, 10c. FRANK MARSHALL, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. mv13

VENTRILOQUIST FIGURES—NEW AND USED—Bargains. Dealers wanted. TURNER, Ventriloquist Factory, 121 1/2 N. 11th St., St. Joseph, Mo.

MISCELLANEOUS

LAUGHING MIRRORS FOR PARKS, CARNIVALS, Fun Houses, Eggs, Muzzums, Dance Halls, etc. Small investment, big returns. C. J. MURPHY, Dyers, O. ma3x

MECHANICAL SHOWS—PERFECT PERFORMANCE, complete, \$40.00 and up. Photo 6c. Ship at once. B. AUSTIN, 1708 Second, Kearney, Neb. ap15

METALLIC WRITING—MORE BEAUTIFUL than ink or pencil. Artists Investigate. Free samples. METPEN, 235 Fifth Ave., Dept. B, New York.

SOCIAL SECURITY PLATES—CASES FOR Plates. Electric Engraving Machines, Tattoo Machines, Colors, Designs, Stencils, Business Cards. EDWIN BROWN, 1314 Fifth, Detroit, Mich.

SUMMER RESORT SOUVENIRS—BURNT AND hand-painted Leather Novelties for your tourist trade with name of resort or name imprinted. Indian leather novelties, American made. Catalog. LEON MICHAEL, 39 West 20th St., New York City.

M. P. ACCESSORIES & FILMS

ATTENTION, OPERATORS—MERCHANTS! Free Movies. Biggest thing outdoor amusement world today. Table Programs, Equipment rented. \$21-A STATE THEATRE, Pittsburgh, Pa. x

BARGAINS—35MM. SOUND WESTERNS, Shorts, Serials, \$1.00 roll up. Free List. Also Tenby Powers Models. BOX 26, Flat River, Mo.

CIRCUIT OPERATORS—RENT COMPLETE Programs. Save money each week; service guaranteed. MUTUAL SUPPLY, INC., Virginia, Ill., or Waterloo, Ia. ap29x

EXCEPTIONAL BARGAINS—35MM. 14MM. Portable Sound Projectors, Supplies and Complete Equipment. Free catalogue. MARCH THEATRE SUPPLY COMPANY, Memphis, Tenn. mv6

FORT McHENRY, BIRTHPLACE OF STAR Spangled Banner—One Reel. State rights cheap. Write PHILIP PROVENZA, 1118 Hull St., Baltimore, Md.

JANE EYRE, 7-REEL SOUND FEATURE, Feature, \$22.00; 2 Western Electric Projectors with Sound, \$200.00 cash. TIVOLI THEATRE, LeRoy, Minn.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantity. Universals, with Amplifiers, Speakers, Equipment fully guaranteed. At attractive low prices. Request Special Bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York, N. Y. ap29x

MISSION PLAY FILM FOR SALE—SOUND. New. 6 Reels. Advertising, Trailers, Examination, cheap. B. KELLY, 8125 Reilly Ave., St. Louis, Mo.

POWER'S TALKIE OUTFIT, COMPLETE, \$195.00. Offer bargains, Sound Program, \$7.50 two nights, \$15.00 week. Silent Features, \$5.00 each. Religious Pictures. Free Lists. SIMPSON FILMS, 1275 So. Broadway, Dayton, O.

ROADSHOW AND CIRCUIT OPERATORS' PARADISE—We have films of every description for rent or sale. Try us. BOX 524, Cincinnati, O.

SACRIFICE—VICTOR 16MM. SOUND PROJECTOR, complete, \$165.00; 7x9-foot Portable Screen in Special Trunk (cost \$125.00), sell \$35.00, perfect condition. ART (DOC) MILLER, 202 South Main St., Elmira, N. Y.

SIMPLEX, POWERS PROJECTORS, LAMP-HOUSES, Soundheads, Amplifiers, Lenses, Stereopticons, Portable Projectors, and 16MM. Equipment bought and sold. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA CHAIRS, Sound Equipment, Moving Picture Medias, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. ap15

WANTED—"PRIMROSE PATH" PRINTS, Trailers, Advertising. For Sale, complete with Blower and Gas Engine, reconditioned 45-Whitlie Tangley Calligraphy. ALBERT DEZEL, 2310 Cass, Detroit, Mich. x

2 SIMPLEX ACME PROJECTORS, COMPLETE with Arc Lamp, R. C. A. Sound, and Chevrolet Truck. A-1 condition. THE MOVIE SHOP, 2440 Catalpa Avenue, Chicago.

16MM. SOUND FILM PROGRAMS AND PROJECTORS for sale and rent. Free catalog. SOUTHERN VISUAL EQUIPMENT CO., 494 S. Second St., Memphis, Tenn. ap15

PERSONALS

CHARLES (CHUCKY) CONNERS—GET IN touch with ED COROMATI at once. New York City. Circle 6-0700.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW—4-BOR-A-DIME OPERATORS—Send today for information on the new Studio Foto-Flash full-size outfit. Takes pictures size 3 1/2x5 1/2. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. ma3x

ALL 4 FOR 10c OPERATORS—CUT PRICES ON all machines and supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. ap15

ELECTRIC STEEL and Ketchum Organ... strong Corbett, Williams and... Billboard, Cincinnati, Ohio.

TENOR OR ALTO SAXOPHONE—Ward... playing with reliable band... Billboard, Cincinnati, Ohio.

TROMBONE—Union, Double Bass... playing with reliable band... Billboard, Cincinnati, Ohio.

TRUMPET—Modern, fine... playing with reliable band... Billboard, Cincinnati, Ohio.

AT LIBERTY PARKS AND FAIRS

AERONAUTICAL SENSATION

Parachute Drop, Also Mammoth... Billboard, Cincinnati, Ohio.

BALLOON ASCENSIONS

Parachute jumping, Modern... Billboard, Cincinnati, Ohio.

BALLOON ASCENSION

World's Champion Lady... Billboard, Cincinnati, Ohio.

BALLOONISTS AND AIR

Plane Parachute Jumpers... Billboard, Cincinnati, Ohio.

BOOKING INDEPENDENT

Two Standard Feature Acts... Billboard, Cincinnati, Ohio.

BALLOON ASCENSIONS—WITH ONE OR MORE

Parachute Drops furnished... Billboard, Cincinnati, Ohio.

CARMEINE CIRCUS REVUE—FOUR COMPLETE

and complete free acts... Billboard, Cincinnati, Ohio.

FOUR HIGH CLASS ACTS—WORLD'S GREAT

at Wagon Act, real Comedy... Billboard, Cincinnati, Ohio.

JOHN AND CHUCK DALTON HAVE FEW DATES

open for circus fairs... Billboard, Cincinnati, Ohio.

AERIAL ACT—Three High... Billboard, Cincinnati, Ohio.

AERIAL GYMNASTS—Three... Billboard, Cincinnati, Ohio.

CHARLES LA GROIX—Original... Billboard, Cincinnati, Ohio.

CLOWN COP—Original... Billboard, Cincinnati, Ohio.

FAST DOUBLE TRAPPEE ACT—Original... Billboard, Cincinnati, Ohio.

FRED AND MARIE GUTHRIE—Four... Billboard, Cincinnati, Ohio.

HIGH FIRE DIVER—Established... Billboard, Cincinnati, Ohio.

RIGHTY DOGS—Earl's... Billboard, Cincinnati, Ohio.

THE BERNARD—Three... Billboard, Cincinnati, Ohio.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ AND ALL... Billboard, Cincinnati, Ohio.

DIXIELAND PIANO—All styles... Billboard, Cincinnati, Ohio.

PIANO OR ACCORDION—WIDELY... Billboard, Cincinnati, Ohio.

PIANO PLAYER—READ, FAKE... Billboard, Cincinnati, Ohio.

PIANIST—Due to... Billboard, Cincinnati, Ohio.

PIANIST—All... Billboard, Cincinnati, Ohio.

RHYTHM PIANIST—Modern... Billboard, Cincinnati, Ohio.

SOLID PIANO MAN at Liberty... Billboard, Cincinnati, Ohio.

AT LIBERTY SINGERS

VOCALIST—EXPERIENCED... Billboard, Cincinnati, Ohio.

THE MAVERICK—Singer... Billboard, Cincinnati, Ohio.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—GENERAL BUSINESS TEAM... Billboard, Cincinnati, Ohio.

CHARACTER DANCER AND SINGER—STAND... Billboard, Cincinnati, Ohio.

AT LIBERTY—Bremen's... Billboard, Cincinnati, Ohio.

AT LIBERTY—Tena... Billboard, Cincinnati, Ohio.

ESTABLISHED RADIO UNIT—Western... Billboard, Cincinnati, Ohio.

FIDDLING PETE and His... Billboard, Cincinnati, Ohio.

GEORGE DE MOTY—Jazz... Billboard, Cincinnati, Ohio.

LATIN-AMERICAN TRAMP—New... Billboard, Cincinnati, Ohio.

MENTALIST—Features... Billboard, Cincinnati, Ohio.

AGRICULTURAL

compared with 61 1/2 month... Billboard, Cincinnati, Ohio.

ruary (all products included... Billboard, Cincinnati, Ohio.

EMPLOYMENT: INCREASE

Employment on farms as of... Billboard, Cincinnati, Ohio.

RISK INTEREST

It's great factor because... Billboard, Cincinnati, Ohio.

Service Is Important

"After many troublesome... Billboard, Cincinnati, Ohio.

Brokers Are Listed

"Incidentally, the association's... Billboard, Cincinnati, Ohio.

MEYERS LAKE

to the spacious bathing beach... Billboard, Cincinnati, Ohio.

ing. Policy of occasional name... Billboard, Cincinnati, Ohio.

Larry Troy, in charge of the... Billboard, Cincinnati, Ohio.

SPANGLER AND

and will open on April 29... Billboard, Cincinnati, Ohio.

CONY STILL

much of a play. A couple... Billboard, Cincinnati, Ohio.

Atlantic City's routine

pro-posed hallyboo from... Billboard, Cincinnati, Ohio.

Old where about Easter

being conducted "half a mile... Billboard, Cincinnati, Ohio.

White AC is devoutly

sprucing up for New York's... Billboard, Cincinnati, Ohio.

Most important, World's Fair

can provide seems to be... Billboard, Cincinnati, Ohio.

Long Beach hasn't been

heard from... Billboard, Cincinnati, Ohio.

Wirth Shrine Show Draws in Hartford

HARTFORD, Conn., April 8.—Capacity crowd attended opening show of the six-day Frank Wirth Shrine Circus in State Armory here on March 27 and business was good remainder of the week. Mack Kassow was equestrian director and Victor's Band played accompaniment.

On the program were Loyal Repinsky Troupe, Four American Eagles, Bernard's Elephants, Spiller's Seals, Shanghai Wing Troupe, Nelson and Nelson, Harry Ritzley, the Kitaros, Emerald Sisters, Reuben Costanzo's King Kong, the Walkmirs, Miss Ethelida, Jeanette May, Picchiani and Les Royal Troupe, Flying Charles Troupe, Four American Sullys, and Bluch Landorf, Bumpy Anthony, Frank Prevost, Elmer McE-Too, Abe Goldstein and Old Conlin, clowns.

Concert was managed by Edna Bianchi and included Burt Northrup's Horns; the Fishers, guitar; Joe Mesard and Princess Marguerite, midgets, and Jackson Twigg, Australian whip cracker.

Deadwood Show Has 6,000

DEADWOOD, S. D., April 8.—Fifth annual Black Hills Industrial Show sponsored by the Chamber of Commerce in City Auditorium here on March 29-April 1 was a financial success, reports Camille Tull, About 6,000 attended. George Shuey's Orchestra played the date. Door prizes were awarded nightly. Feature of the exposition was a nut show, children being admitted free. Event was advertised in newspapers and by window cards and direct mail. Much publicity was received in the press.

Attractions for Indiana Fete

BROWNSTOWN, Ind., April 8.—Goodly rides have been booked for the 11th consecutive year and a number of shows and concessions are planned for the 13th annual six-day Brownstown Soldiers' Reunion and Home-Coming under auspices of the American Legion Post, reports E. A. Brodbeck, committeeman. Sweet, which dates back prior to 1900 when it was sponsored by the GAR, will be held on the public square and is expected to draw from six counties. Added attraction will be a merchants' and industrial exhibit. On the committee are Henschel Vermilya, secretary; Harry McCoker; Glenn Empeon, Howard Snyder and E. M. Hays.

Midway for Moose Festival

GREENSBURG, Pa., April 8.—R. L. Overstreet, assistant manager of Weyls Production Co., booked as midway attraction for the Moose Club Charity Festival here, reports the sponsor is getting much advance publicity from newspapers and the local radio station and that programs will be broadcast direct from grounds during the event. There will be a popularity contest, winner to receive an automobile, and two parades under direction of Red Harris. On the committee are C. F. Morris and Clyde Thomas.

Acts Draw at Wis. Show

OSHKOSH, Wis., April 8.—Sixth annual Home Show closed a four-day showing in Oshkosh Clubhouse here on April 2 and attracted about 6,000. Staged under sponsorship of the Civic Progress Association, entertainment features included Johnnie Olson and Jack Hill, radio entertainers, and Fred Davis' Harmonica Rogues, formerly with Borrah Minevitch's Rascals. Music was furnished by Earl Kemp's Orchestra. Admission was 12 cents.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Pa. Dates Booked By Sober, Fleming

SUNBURY, Pa., April 8.—Mel Sober reports he has been engaged as general agent for Bill Fleming, who is booking five rides at Pennsylvania events this year. Sober will also direct a number of the events, some of which will use George A. Hamid acts and Tex Beach Radio Round-Up. Among shows booked are Mabel Mack's Mule Show, Millie Woody's Monkey Circus and attractions of Johnny Eck and Tommy Fallon, he reports.

Events booked to date include Firemen's Celebration, Catawissa; Annual Jubilee of Friendship Fire Co. and Band, Sunbury; Brooklyn Drums Corps Anniversary Celebration, Lewisport; Annual Carnival of South Side Chemical Co., Riverdale; Union Fire Co. Celebration, Shamokin; Music Festival of Citizens' Band, Trevorton; Annual Carnival of William Cameron Fire Co., Lewisburg; POGA Fair, Oriental; Farmers' Fair, Millersburg, and firemen's celebrations in Millisburg, Middleburg, Turbotville, Liverpool and Northumberland.

Free-gate policy will be in effect and events will be heavily billed with three-sheets, one-sheets and window cards. Sound trucks will be used to advertise and announcements will be made over WKOK. Other features will be parades, band concerts and contests.

Successful Fla. Festival Has Midway and Free Acts

PAHOKEE, Fla., April 8.—After a slow start five-day 10th annual Everglades Fair and Home Carnival, sponsored by the American Legion Post, picked up momentum and closed successfully here on April 1. Reports Eddie Deloy, of the Barney Tassell Show, midway attraction at the event. C. T. Gault, secretary-manager, and the committee were pleased with results.

Tassell's unit had 8 rides, 8 shows and 18 concessions on the midway. Billie Wood's Monkey Circus pulled heavily. Free acts were Harry Probbens, acrobat; Manuel and Sig, rope spinners, and Dolores Codino, knife thrower.

J. A. Darnaby To Direct Entertaining of Royalty

CHICAGO, April 8.—J. A. Darnaby, many years promoter of pageants and special events, will have an important part in entertainment plans which Winnipeg, Man., is making for the visit of the King and Queen of England.

Winnipeg committee in charge of programs and entertainment for the visit of their majesties has appointed Darnaby director of events under Dr. E. G. Bricker. Plans include a mammoth historical parade and jamboree to be held on the Mall in Winnipeg.

This will be the fifth major event in Winnipeg participated in by Darnaby as general director of events.

Shorts

ZIMDARS Greater Shows have been signed for annual St. Arto Street Festival to be held for 10 days in Omaha, reports Al H. Pina.

OREAR SUTTON SHOWS have been booked for a six-day Collinsville (Ill.) Street Carnival under auspices of Central Trades Council, reports John Rockman, committeeman. Nights have been dedicated to surrounding towns, and invitations have been mailed to unions within a 50-mile radius.

WILLIAM F. BAKER, John B. Rogers Producing Co., arrived in Birmingham recently to begin rehearsals of the Vulcan Apollo, nine-day outdoor show

to be staged in connection with dedication of a statue of Vulcan, representative of Birmingham, a steel center.

RIDES will be featured at the annual three-day Webster (N. Y.) Volunteer Firemen's Carnival, reports Harold K. Foley, who has again been made general chairman following last year's successful event.

MASSACHUSETTS Temple Shrine Circus committee, Buffalo, employed a novel promotional stunt for the annual show which opened in Broadway Auditorium recently. Letters were sent to business men seeking contributions to buy admissions for underprivileged children, 20 to 25 admitted for 25. Committee published contributors' names in The Shrine Guide, members of the Daddies' Club and listed names of donors in the program.

JAYSSE FOLLIES, male revue, is to be presented in Canton, O., for two days by the Canton Junior Chamber of Commerce. John Rodgers Producing Co. will direct the show.

PENNSYLVANIA dates contracted by Weyls Production Co. include firemen celebrations in Irwin, Rockwood, Silgo, Chimer and Spenogle and an event under auspices of Veterans of Foreign Wars in Leechburg, reports R. L. Overstreet, assistant manager.

RIDES, shows, concessions and Harry S. Bradford's show, booked thru WTAK, will be featured at the six-day Auburn (Ill.) Community Fire Association's Festival, reports Ivan Mann, engaged as business manager for the second year.

PROP. CHARLES SWARTZ, balloonist, reports that he has been booked for the three-day West Tennessee Strawberry Festival, Humboldt, for the sixth consecutive year.

GEORGE BALL and Jack Schaller Attractions, Inc., were contracted to produce the annual Firemen's Show in Pasadena (Calif.) Rose Bowl, using some circus acts, reports Jack Schaller.

ADVANCE sale for Hamid-Morton Shrine Circus for one week in Duquesne Garden, Pittsburgh, is brisk, reported George Tyson, Garden publicity director. Seats are selling in books of five for 75 cents. Pre-opening matinee will be staged for orphans.

BOB KANDER reports that a number of sponsored events are scheduled in Toledo this year and that he has opened offices there. Four men and three women are assisting him on promotions. Other promoters active in the city are Byron Polindexter and Chester MacAvoy.

DAILY change of vaudeville bill is featured at the six-day Better Homes and Electrical Show opening in Thomasville, Ga., on April 10 under auspices of Kiwanis Club and American Legion Post, reports F. Paisley Davis, manager for the third year. All exhibit space was sold to more than 40 merchants. Colored people will hold a tri-county field day and barbecue under auspices of schools on Saturday.

PROGRAM of acts has been booked through Sun Exchange and concessions are planned for the three-day Tinsburg (O.) Home-Coming Celebration, reports L. E. Holt, chairman. Others on the committee are C. E. Maxam, treasurer; R. F. Smith, secretary, and Julia Green.

NATIONALLY known entertainer will be brought to Youngstown, O., for the three-day Home of Tomorrow Exposition in Stambaugh Auditorium under auspices of the Real Estate Board, said P. R. Van Norden, manager.

SHOWS, rides, concessions and exhibits will be featured at the seventh annual three-day East Palestine (O.) Street Fair under auspices of the American Legion Post. George Kirtley is chairman.

Pro Acts Draw Heavily At Bloomington YMCA Show

BLOOMINGTON, Ill., April 8.—Annual six-day YMCA Circus ending here on April 1 and directed by C. D. Curtis was a financial success. Drawing capacity houses daily, reports Grace Genders. Bertrand B. Smith was associate producer. Among visitors were Mr. and Mrs. John Hunt and daughters, Gloria and Bonnie, on March 28. At conclusion of the date Director Curtis gave a dinner for professional members of the show.

Among pro acts spotted between turns put on by YMCA affiliates were La-Blonde Troupe, triple acts; Andy Bakalar, comedy cannon; Ray Goody, slide for life and tight wire; Frank Shepard, serials; Elaine Malloy, contortions and magic grind; Flying Fishers, Flying La-Mafs and Flying LeClarea.

AMERICAN ACTS

(Continued from page 33)

young girls; Saacha Price, popular Danish comedian, in medley of music, dancing and clowning; Albert Schumann, high school horse; Lilienboer's Oketa Orls, seven ten accordionists; Les Point, strong man; novelty; Joan Brandon, cigar and drink tricks; Emil Gautier, good dog act; Ernest Schumann, Liberty horses; Aussia and Czech (7), knife thrower; Bob Matthews and his lion.

The China Theater in Stockholm opened March 1 with a vaude-circus bill headlining the American tramp cyclist, Joe Jackson. Also featured on the bill are Lulaine Loers, former Ringling trapeze artist; Will and Gladys Chase, the American cowboy dance team, and Earl and Carroll, roller skaters. Others on program are the Five Ratinatas, Swedish acrobats; Frank Eden, juggler; Ruth Hazen, dancer; Holly Kelle, pianist-comedian; Elizabeth and Dell Adams, dancers; George Andre Martin, finger-dance novelty, and the Three Dancing Dolls.

Grook, the sea Euffessan clown, is playing dates in Stockholm, Copenhagen and other Scandinavian spots with his own vaude-circus company.



JAY DEE
THE GREAT
THE OLD AGE MAN
Amazing Trapes, Houdini, 100 Ft. High, Mass and Throwing. Presenting a terrifying appearance in his Act. Available for Parls, Film and Celebrations.
JERRY D. MARTIN
Care The Billboard,
Cincinnati, Ohio.

WANTED CARNIVAL
—or—
OLD HOME WEEK
JUNE 12-17
Wm. GARMER JOHNSTONE,
Circuit United Group, Olymer, Pa.

WANTED
Shows, Rides and Legitimate Concessions to Play Our Six-Day Spring Festival. This is the first Festival in Johnson County in 25 years. Seats, 25c. Advance tickets have been sold on basis. Car fare free. A feature every night, such as Radio Wishing, Baby Show, Beauty Contest, Free Arts, Band and Brass Band Concerts and other features to make the people of the county happy. If your show does not come up to our standard, we give your money. Same time for concessions. The date is week of May 1st to 6th, at Mountain City, Tenn. Address are the American Legion. Address your wire and letter to GENERAL MANAGER, American Legion Festival Headquarters, Mountain City, Tenn. If you also see this show, please write to 17 S. Main St., Va. Under Circus code printed on our Novelty Concessions.

CARNIVAL WANTED
BELLS MAY FESTIVAL
MAY 1939-20
EDD BREEMAN, Chairman, Bells, Tenn.

WANTED CARNIVAL
FOR LATE AUGUST.
J. E. GOUGHTE, Secy.,
WHITAKER BREMEN,
Whitaker, N. C.

WANTED
Rides and Concessions for Week of June 25
Contact
E. C. McHENRY, Pres.
Lynchburg Fire Co., Lynchburg, Va.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Novelty Venders Go Into Action at R-B's Opening

Good biz done with stand-bys but workers yearn for new item to loosen public purse strings—Ferdinand blow-up sole newcomer—cowboy muffler, whips, canes okeh

NEW YORK, April 8.—As Ringling-Barnum circus took possession of Madison Square Garden Wednesday for its season's opening, pitchmen and concessioners in attendance hopefully scanned the horizon for clouds that would spell the end of the new item drought. All they got was rain. Big drops teamed down to dampen the event that marks the beginning of the outdoor season in the metropolitan area. The boys weren't kicking about the way their stuff was moving. People seemed willing to buy, but they can't help but feel the handicap of not having some novel number to get the selling pace for the rest of their merchandise. Regular stock seemed to have considerable appeal, but where was that flash item to really loosen public purse strings?

Ferdinand the Bull came closest to stealing the show when he reared his benevolent head in the form of a blow-up balloon doll. Displayed on a cane, he was obviously funning No. 1 in the race. But the pace was inclined to be slow.

An American-made cowboy muffler or handkerchief introduced at last year's opening still looks good. Its brilliant colors made it a fast mover at rodeo and Wild West shows last summer, according to reports.

Hats of every size and many styles—cowboy, Mexican, tropical—showed their usual strength. Among a variety of dolls on canes, with feathers, one of the most promising was a clown doll. It's a tall, gangling type dressed in a bright-colored rayon gown suit.

Whips are, of course, natural sellers and show no sign of weakening in their unbroken popularity. The kids go for 'em. Toy pistols with leather holsters are fair. Balloons are going good, especially with the novel numbers being marketed right now. They come in all shapes with arms and feet designed after popular characters.

The star of the Ringling show is obviously Gargantua the Great. In the course of the circus season thousands of people will gaze in awe at this ferocious beast gobble his chest and shakes bars of his cage. And yet no manufacturer has struck on the idea of a black, hairy Gargantua doll. If so it's been kept in the shadows.

Chi Premium Expo To Open May 1

CHICAGO, April 8.—Plans are complete for the ninth annual Premium Exposition and Convention to be held at the Palmer House here May 1. More than 160 of the nation's prominent manufacturers of premium, gift and prize merchandise have reserved display booths.

As in former years the expo is again being sponsored by the Premium Advertising Association of America, Inc., which holds its annual convention at the Palmer house during exposition week.

The program committee has arranged an attractive schedule for each day of the expo, with many features of special significance and value to users of premiums, bingo and salescard operators and others whose job it is to select merchandise articles for distribution on a quantity basis.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

There were no startlingly new numbers advertised in the Spring Special Deals of The Billboard; there were enough individual items and deals offered to satisfy most operators who hadn't decided on what they were going to work this spring. Small radios, both electric and battery operated, led the parade as usual with fishing tackle running them a good second. Among other items shown either separately or on a deal and suitable for a card or board promotion, were clocks, novelty musical barrels with fit-

Fair-Bound Vacationers To Up Usual Demand for Travel Items

NEW YORK, April 8.—With rail, bus, boat and air lines preparing for one of the greatest travel years in history, alert concessioners, salesboard men, direct-sellers and all users of prize and premium merchandise are planning to cash in heavily by featuring accessories which Americans on tour will need.

Railroads in particular have publicized for some time special World's Fair rates, enabling a person to ride from any location in the country to either the San Francisco or New York fair and home for \$50. This proposition is expected to attract thousands of travelers who, of course, will be in the market for luggage, toilet kits, cases and all accessories needed for traveling.

Not only will transportation be heavier this year, but the picnic and camping season is close at hand, creating a demand for luncheon kits and other outdoor equipment such as knives, cooking utensils and fishing tackle.

Wholesalers report they already are noticing an unusual call from concessioners and salesboard ops for items that have a "pick-up-and-go" appeal as the home-bound city dwellers begin to get itchy feet. Among items that have novelty appeal and are especially useful to the traveler because they take up so little space are toilet kits, with all shaving and personal gadgets; a clothes brush that holds complete shaving, combing and tooth-cleaning paraphernalia in the top of the brush; portable pullman slippers and a pair of rubbers that fold up to pocket size. A light-weight elec-

ted picture glasses, neckwear, bowling pin cocktail shaker, fur capes and scarfs, table covers and pocket knives.

Here is the dope on that photo-flash camera deal we mentioned in a previous column. Deal, according to reports, has been clicking heavily. Because the camera has powerful consumer appeal it should continue strong right thru the fall season. Camera used is the Press Flash Falcon and is featured on a 34-hole card, 1 to 29 cents, with a \$13.95 take. Two cameras are given away, one to the seller and one to the winner, with one extra consolation award. An official world's fair talking clown. It looks like a natural for a fast turnover.

The Falcon Press Flash camera takes pictures both night and day, in the home or outdoors, and you need no special knowledge or skill to operate it. The flash attachment and shutter are synchronized so that the flash bulb goes off at the same time the snapshot is made. Standard size film is used and when desired pictures may be taken without the flash bulbs as the camera has a disconnecting switch for that purpose.

The new color cameras may also take hold and are worth looking into.

H. W. HALZER, of Inter-City Premium Service, sent along a salescard with this note: "Inclosed you will find our latest salescard. It has proved to be a hooey. It has appeal because nine out of 10 persons drink and they all crave home-made drinks that will compare with the ones they buy at bars. Item featured is Shaker, known as the automatic shaker bartenders use. Shaker operates electrically and is guaranteed for one year."

Silver Mfg. Co. is famous for its ability to come up with popular numbers which have an added twist. This time it is the Rotary Alarm Clock, an item which should move.

HAPPY LANDING.

Mdse. Bingos OK in Trenton

Jury refuses to indict ops conducting games for religious or charity orgs.

TRENTON, N. J., April 8.—By refusing to indict bingo ops who conduct games for charitable or religious orgs and use only merchandise awards, the county grand jury ended several months' feud carried on by city officials against bingo games.

The dispute had attracted wide attention because Catholic authorities in the city stated they would be unable to continue classes in parochial schools without revenue gained from bingo.

In a formal statement the jury held that games should be permitted without police interference if conducted by reputable local organizations for merchandise prizes instead of cash.

BINGO BUSINESS

By JOHN CARY

NOW that the shouting has died down and the smoke cleared we note that with bingo in Trenton "business going on as usual" is the slogan. It was a pretty fiery feud they had down there. Local political giants did plenty of chest thumping while they ran about the demoralizing effect of the game. But most of them realized that more votes were to be lost than gained by attacking the favorite game of their constituents. So when the county grand jury refused to indict these ops who ran the games for non-profit orgs and used only merchandise prizes, everybody seemed just as glad to let the matter drop.

THE SAME trouble has sprung up in the same State's other counties to the north, where in Bergen and Passaic counties a couple of prosecutors are fighting it out. One's for it, the other against it.

SIGNIFICANT in the Trenton affair was the condition they imposed on ops receiving permits to conduct games. Only merchandise prizes may be awarded. We've harped on this point so often that it is with pardonable (we hope) pride that we cite the words of the Trenton grand jury. Incidentally this body is quite a representative group and its opinion jibes closely with the average citizen's viewpoint on the matter.

IN CINCINNATI, where there's been quite a hubbub lately over the issuing of bingo permits to patriotic orgs, latest developments indicate that some liberal legislation will be drawn up soon in regard to the game. Such a bow was raised when city council failed to give veto their bingo okeh that the ball was started rolling in the direction of favorable legislation.

INCIDENTALLY Cincy has a robust champion of bingo in Councilman Waldvogel, who ran off a winning ticket with the slogan, "I am for Bingo," at the last election.

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.

FAST SELLING SUMMER ITEMS

ELGIN CANDID TYPE CAMERA



Equipped with Super Speed Lens—Fixed Focus—Eye Level View Finder—7 Frames Per Second—10 Pictures from every roll of film—Kodak or Apko. Each \$1.10 Doz. \$12.00

FLEETWOOD CANDID TYPE CAMERA

New Hi-Speed Lens—Eye Level View Finder—Schnaphot or Time Exposure—10 Pictures from every roll of film—Kodak or Apko. Each \$1.10 Doz. \$12.00

ELGIN ELECTRIC SHAVERS

Guaranteed for 1 year. Give close shaves. Motor starts automatically. NEW LOW PRICE. Each 62c Dozen \$7.20 Special Price in Gross Lots. 25% Deposit, Balance C. O. D.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

THE SENSATIONAL MYSTIFIER



MAGIC DICE BOX

PITCHMEN • DEMONSTRATORS • STREETMEN • MAKE BIG MONEY!

Each \$3.00 Doz. \$30.00

Yet this simple to work. Anyone can do it. Regular \$5.00. Buy the box that does the trick. Made of bakelite. Instructions in every box. Be the first in your territory to cash in.

Gross, \$32.00 — Sample, \$5.00
25% Deposit With Order, Balance C. O. D.
MAGIC DICE BOX CO.
32 W. 42d St., Rm. 1724-25, New York City

Extra Value! \$2.25



No. 88 9588—Ladies' Dresser Watch. Exquisitely Styled 10 1/2" L. Chrome case in assorted engraved designs with beautiful link bracelets to match. Guaranteed sealed movements. Each in attractive presentation box. Save money NOW by ordering fine watches for \$10.50.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

Sensational New Item ROTARY ALARM CLOCK



It's the new thing that is used in these times. This modern clock is setting a hit with chamberlains and tabled operators. Buy for double and liberal discount. LIST PRICE \$7.50

SILVER MFG. CO., Inc.
2833 ELSTON AVE. CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Toy Bank Dolls

Crown Toy Co., supplier of an unusual variety of glove dolls patterned after the famous Disney characters, announces its latest number, toy coin banks made of metal that come in the form of such well-known screen favorites as Donald Duck, Ferdinand and Pluto the Pup. The banks are brightly colored in heavy enamel and are especially appealing to kids, the firm points out. Crown also reports demonstrators are going to town with their line of glove dolls. Latest line featuring "mitts" with legs is especially hot, it is said.

Religious Mottoes

A complete line of religious mottoes, beautiful in design and workmanship, is now being manufactured by Gem Sign Co. Mottoes are inscribed on blue poster board 8 1/2 by 9 1/2 inches in size and come in sparkling tinsel, each decorated with an appropriate design, the firm reports. It is expected that these mottoes will have a large sale to homes, boarding houses and hotels. Prices are such that agents and distributors enjoy an unusually large profit per sale, the firm states.



Household utensil workers will be interested in a new spatula which has appeared on the market. Item is being handled by Arrow Sales. Article is so constructed that it has three blades, which give it a great advantage over the ordinary spatula and lends itself to demonstrating possibilities. Item is attractively manufactured and seems to have housewife appeal.

Bun Warmer

A new and clever gadget that should make a hit with bingo operators and other prize users is the Junior Bun Warmer introduced by West Bend Aluminum Co. It is made of spun finish aluminum and has genuine Thermopax handles and knob on cover. Item heats rolls on top of stove and serves them in bowl of the pipe, the scrapings drop neatly into the receptacle in which the

the game utensil, it is said. Item is nine inches in diameter and has all the features of flash, low price and universal appeal to make it a play-getting number, the company reports.

Coin Purse

A new leather billfold that has a coin purse and also plenty of room for cards and stamps has been put out by Norco Products. Outstanding feature of the wallet, the firm reports, is the unusual coin dispensing device, which makes a hit with everyone. Big enough, it is said, to use as a pocket filing case, the purse is so compactly built that it fits into the vest-pocket. It has an open window for Social Security and identification cards.



Kloset-Lite

In addition to being a top-heavy favorite with prize users the new Kloset-Lite has possibilities in the direct-selling field, the maker, Grantham Associates, Inc., reports. Item is claimed to be the perfect low-cost answer to the need for a portable light in closets, attics and basements. The light is switched on and off with pull cord, but it works from dry cell batteries and is an all-metal unit. It weighs but a few ounces, is extremely low priced and may be demonstrated easily, the firm reports.

Cosmos Pipe Reamer

Cleveland Corp. is marketing what it describes as the first practical pipe reamer for 200 sizes. The basis of this



confession lies in the fact that this reamer catches its own scrapings. The reamer is designed like a drill and fits any pipe. When the device is rotated about in the bowl of the pipe, the scrapings drop

Special Close-Out Super-Value

White Stone Starting Silver Rings. Worth \$30.00 per Gross. While They Last.

Per Gross **9.00**

NO. 1700—Brilliant Fire Polished. Best Quality White Stones. Filigree Design Mounting.

Ingersoll Mite

Lowest Price Ever Quoted

Lots of 25 or more 1.20 each

Smaller Quantities, \$1.25 Each.

81W78 - Metal Band. 81W78 - Leather Strap. Chromium Plated Case with Gilded Dial and Gift Figures. Unbreakable Crystal. Each in Box with 88-80 Price Mark.

N. SHURE CO.
200 W. Adams Street CHICAGO

HOOPS

for HOOP-LA and RING-TOSS Games

Smooth Finished Wood Hoops... All Sizes

THE GIBBS MFG. CO.
CANTON, OHIO

FRAMING A JOINT?

HERE'S WHAT YOU NEED

86481 Aluminum Bolt Bottles, Each \$1.00
86482 Wood Bolt Bottles, Each .40
86483 White Bolt Bottles, Per 100 \$1.00
86470 Case Bolt Rings, Per 100 \$1.85
86448 Three Darts, Gross, 5.00
86247 Rubber Boulder Balls, Doz., 1.20
86115 Rubber Covered Balls, Doz.,85
86285 2 Inch Wood Roll Dice Balls, Per 100 4.50

Wholesale Hoops Rings, Hoops Balls, Darts, Cork Darts, Adhesive Tickets, Etc. Write for Prices on Items Not Listed. 25% Deposit With C. O. D. Orders.

LEVIN BROS.
Terre Haute, Indiana.

THE Spotlight IS ON OUR NEW 1939 CATALOG

WILL BE READY ABOUT APR 25TH

Send for Your Free Copy Today

• CONCESSIONAIRES • PITCHMEN • AUCTIONEERS • STREET WORKERS • CORN GAME OPERATORS • PARADES

If you want to see the greatest array of Winning and Concession Merchandise ever offered, don't miss the send for your Free copy of our new 1939 General Catalog.

GELLMAN BROS.
119 NO. 4TH ST. MINNEAPOLIS, MINN.

BIG MONEY MAKERS! FOR THE SPRING!

CAPEE SOLENOID JACKETS SOAPS \$4.50 & UP

Amazing Fair Values. All the latest styles. Every woman will want one. Discount-Price for Single and Balance Operators. ACT AT ONCE. Be the first to receive literature to get started with the most profitable line. Write for Illustrated Catalog and Price List. M. BEIDEL & SON, 242 W. 30th St., N. Y. C.

BULOVA — GRUEN ELGIN — WALTHAM

WREST AND POCKET WATCHES FOR LADIES AND GENTS. \$2.95

Needle-Point and Quilted-Like New. Start At

1939 STYLES NOW AVAILABLE

WRITE FOR OUR NEW CATALOGUE. NORMAN ROSEN
Philadelphia, Pa.
401 BANSOM ST. PHILADELPHIA, PA.

SILVER MFG. CO., Inc.
2833 ELSTON AVE. CHICAGO, ILL.

SCOOP! SPORT GOGGLES! U.S. FULL VISION LENS — ART. COLORED — ENGRAVED FRAMES — NON-SKID NOSE REST

Co. No. Pat. Dec. \$1.45 — Includes Post. and Dep. 10c for \$2.50 — Includes Post. and Dep.

MOTH CAKES — GIANT — VIVID COLORS — Doz. 40c

Full Line of Cards, Cocks, Bladders, Notices, Lotions, Premiums, Stakeboards, Electric Signs, Jubilee Merchandise.

CHAMPION SPECIALTY COMPANY, 614 W. Central St., Kansas City, Mo.

WORLD'S FAIR JUNK ITEMS

For either N. Y. or Frisco Fair. Clever Junk Gifts and Souvenirs. Send for Spec. Fair Bulletin. Cocktail Slippers . . . clever and nice . . . surefooted. Each \$1.00. Doz. \$10.00. Special Orders below listed at disc. price.

World's Fairing Glass 50c. Crack-Up Gilt Hat 1.20. Heavy Waxed 10" Heavy Heavy with Gilt 1.20. Pictures 1.20. New To Him a Gilt Book 1.20. Blushy Glass. Also in Gilt Gold Finger 60c. Ladies' Jewelry 80c. Wood Prying with elegant and fancy handle. Cover an deer and inside 2.00. Red Hot Diamond Highball Glass 60c. Solid Wristy Finger 60c. New 1.20. Egg 1.00.

MANHATTAN QUALITY CO., 150 BROADWAY, NEW YORK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

G. E. RADIO
6-Tube
\$8.95

Superheterodyne, Coast to Coast reception, ONLY \$8.95 Each.

Four-Tube Terry Weezy Radio, size 8 1/2 x 10 1/2, Date \$6.75 (No Cabinet, not included)

Send for Free Catalogue.

THE STARR CO.,
1814 E. Wacker Ave., Dept. B-2, CHICAGO.

NOTES from SUPPLY HOUSES

J. E. Brewer, known as king of the rabbit foot business, shows no signs of relaxing the fast pace he has maintained thru his rapid rise to success as a manufacturer and supplier of quality rabbit feet. "From business already in 1939 looks like it will be the best year I've ever had," he says. Brewer, one of the first to recognize and exploit the possibilities of rabbit feet, reports he has a complete line, including combinations with watch fobs, key chains and good luck charms. He expects a large demand to develop for his World's Fair rabbit feet, for which he is licensed by both fairs, and reports one of the largest calls for his product has come from firms using the feet attached to small plates bearing slogans as part of promotional schemes. Much publicity has been received as a result of these promotional Brewer reports.

Sam Guttmann, head of Standard Sales Co., announces that the firm's 1939 novelty and premium catalog is now available. Up-to-the-minute hits, including the new portable radio, fishing tackle and Ferdinand the Bull dolls and Will Rogers statuettes, may be found in the book, he reports.

After 55 years in the manufacture of embossing machines Roovers Bros., Inc., now presents a fully automatic stamping machine. The semi-automatic low-priced machine hitherto available for stamping Social Security plates, has been so widely used that the new machine is expected to be very popular. The automatic is suitable for Social Security plates and for imprinting any etched plate up to 7 by 3 1/2 inches in size. Designed as a precision instrument, it combines many features for economical operation, such as interchangeable hardened steel type. No experience is required to operate the machine, and it does not tire the hand, the firm states. There is a year's guarantee against mechanical defects. A circular may be obtained from Roovers Bros.

Aeracore sound systems, made especially for show business by Federated Purchaser, Inc., are being sold in unprecedented volume, reports Dave Ormont, sales manager of that concern. Ormont states that these systems are being used in hundreds of different types of installations, ranging from huge outdoor systems to 5-watt indoor systems. One of the most popular of the larger types is the Aeracore De Luxe 30-watt portable system suitable for outdoor and indoor work. Another popular model is the complete Aeracore 18-watt system built into an airplane luggage-type carrying case. A new eight-page flyer describing last-minute bargains in sound systems, radio sets, electric phonographs, testers and cameras is obtainable by sending name and address to Federated, Inc.

NEW ITEMS
(Continued from page 61)
reamer is imbedded, thus enabling the user to dump the scrapings into an ash tray without spilling them.

Baseball Bat Pens
A clever number that should go over with souvenir and pen workers and prize users is the new plastic pen, molded in the form of a baseball bat, recently introduced by Van Dine Bros. Also it is a dip pen, a special fountain-type point holds enough ink to write several hundred words without dipping, the firm states. Pens are inscribed either with the autograph of a big league ball player or with any desired trade-mark or message. Company states that the item's low price, coupled with its timely appearance just before the opening of the baseball season, has already resulted in an auspicious start for the pen. They are available in any color.

Character Dolls
One of the most important items for concessioners this year, according to Wisconsin De Luxe, will be that lovely

character, Ezeddie the Bull, comical, slightly lumpy large. The number is ideal for wheels, scales and other concessions, the firm reports. Price is said to be exceptionally low. Another item which Wisconsin De Luxe predicts will be very popular on midway this year is Flapper Panny, also a flashy article and coming in a number of color combinations. Number comes in a satin silk dress with silk acetone embroidery trim. Skirt has a 24-inch spread. Head and arms of the doll are made of unbreakable composition material and it is 14 1/2 inches tall.

Y-P SHOW
(Continued from page 38)
by the clowns in the old Al O. Barnes street parade.

Among visitors were Mr. and Mrs. L. L. Cronin, Mr. and Mrs. O. S. Briggs, Mabel Stark, Eddie Trees, Earl Stewart, Jack Orimes, Art Springer, Arthur Borella, Hal Brown, Walter Mathie and L. Ross.

With the Zoos
COLUMBUS, O.—Three cubs, first offspring of Joe and Lal, zoo lions here,

were born recently and The Columbus Dispatch carried a photo of the cubs in the hands of Dr. Sel O. Stephan, of Cincinnati Zoo, and Uprona Hagenbeck, of Stellingen, Germany.

CALGARY, Alta.—A four-year-old cinnamon bear in Calgary Zoo, was shot by a city policeman after he had been seriously injured in a fall in his cage. His back apparently was broken after a fight with his mate. Zoo officials have not said whether the bear would be replaced.

COLORADO SPRINGS, Colo.—Two black leopards born in Cheyenne Mountain Zoo here on March 23 are in good condition and being cared for by the mother, reports Superintendent E. W. Clark. Zoo has received a female mountain lion, roped and captured by George Champagne at Castle Hot Springs, Ariz.

NEW ORLEANS.—Crowds are dropping and inmates are showing more life at Audubon Park Zoo. Monkey Island is being remodeled and more residents are promised before summer to bring the colony up to about 40. Peanut sales have had a 100 per cent boost.

HORN OF PLENTY

25¢ Dozen, Balance E. O. D. Prices P. O. B. Chicago. Send for Our New Catalogue 300 and 304.

JOSEPH HAGN COMPANY
The World's Bargain House.
217 & 223 W. Madison St., Chicago, Ill.

DRUM MAJOR TEDDY
Always a Sensation. A Big Finish for the Mayor.
No. 550 D
\$8.80 Dozen
No. 550 B-L-D
\$21.00 Dozen
32-in. tall
SEE YOUR JOBBER
PERSIA MFG. CO.
416 N. Sangamon, CHICAGO

ELGIN & WALTHAM \$2.95

Renewed Guaranteed Men's Wrist Watches
Wholesale Jewelry Since 1914.
Send for Free Catalogue.
25% Disc. Bal. C. O. D.
LOUIS PERLOFF,
729 Walnut St., Philadelphia, Pa.

FREE SPORS
Wholesale Catalog
4000 Selections
BARGAINS

No.	Item	Price
1674	Lady Veil Beauty Fender	2.48
D283	L. V. Fender and Perfume	4.22
R03	Fountain Pen and Pencil in Case	18.80
499	Charms, Assorted	.40
1207	Genuine Leather Briefcase	4.99
580	Tie and Collar Holder Set	1.99
784	Bathrobe in Art. d. Shape Bottled	1.99
2512	Mrs. U. S. G. Oil Comb	2.99
1034	Bedding	2.79
2021	Mrs. U. S. G. Bottled Comb	1.87
1034	Quality Pipe with Best Cover	2.99
2108	High Dry Shavers, Each	.99
1043	U. S. G. Edge Blades, 1,000	2.99
1044	U. S. G. Edge Blades, 100	.99

SPORS CO., 420 Erie St., La Crosse, Wis.

Baggage Stock Bowing Out?
By JERRY P. BOOKER

BUFFALO, April 8.—Is baggage stock bowing out? From present indications this would seem so. It is such a pity that the circus man's friend, year in and year out, is to be omitted from the Big One this season. He has been with the circuses since their beginning, and now to suddenly drop from the picture is substitute for an iron-shod mechanic, many oldtimers and myself are shaking our heads.

The term circus, to the average patron, means a glimpse into something of the past, out of this world's hustle and bustle of modern times and drudgery. To them also the term circus means rumbling red wagons drawn by long strings of beautiful teams, decked out in jingling harness. They have grown to appreciate this living marvel and take pride in recognizing the circus draft horse as one of the finest specimens of draft stock.

It is this free attraction that is the great drawing power to the main public of circusgoers. It appeals to them and they are undoubtedly the ones to be pleased as it is the general public that makes the circus possible.

Sightless Spectacle
What attraction is there in the sight of a thundering, chugging, iron-shod tractor or truck bearing a string of several wagons? Besides this sightless spectacle it leaves a churned mess that once was asphalt paving.

The figures show that gas is the cheapest, as an eight-horse team costs between \$1,600 to \$2,000 without harness, must be fed winter and summer, requires one-fourth car space and requires about five men to keep them fed, shod, stabled, etc. They load 32 horses in a car and get six Macks on a flat.

On the other hand a 10-ton tractor costs between \$3,000 and \$8,500 and the pay for these tractor experts, mechanics and truck drivers will exceed that of the horse handlers and drivers.

On ordinary lot conditions the "big" will survive, but if there is a very muddy lot one might as well give up. The U. S.

Army, in experimenting with iron-shod tractors to replace its horse-drawn artillery, has proved that under these conditions a tractor will bury itself in the mud; that a horse is much better under these conditions.

Difficult To Replace
The circus draft horse always has maintained a high standard and attempting to replace him and still maintain speed and efficiency he has given will be very difficult.

The loading device to be used on the show trains is not a necessity in the advancement of the modern circus. The show train teams have been used since circuses took to railroads and have performed their duties faithfully under all kinds of conditions. The loading device is very impractical, slow and useless on a curved siding. Only one can be used on each section and must travel back and forth for every wagon loaded on that section. Three good train teams will do the work in one-third the time.

Attempting to modernize the circus to the extent of eliminating the big working teams will never prove successful. The circus needs draft horses both commercially and for traditional purposes to survive in this critical period of its history.

Many of the smaller shows know the drawing power of the circus draft horse, will carry them for parade purposes this season and will find it profitable. The draft horse has taken a "last stand" on the circus lot and many fans and myself are hoping to see him back pronto.

ELGIN and WALTHAM
GUARANTEED WRIST WATCHES \$2.75
18 New Cases
Send for Catalogue showing the biggest bargains in the country.
GABRIEL - IEZZI
2118 So. 18th Street, Philadelphia, Pa.

NOVELTY MEN.. Use ROBIN HOOD HATS
This Season
ASST. COLOR BLENDS with FANCY FEATHER QUILLS
The thing for Archery Galleries, Parks, Fairs, Carnivalists, Concessionaires, Firemen, Scouts, Camps.
Also complete line of Cowboy and Miniature Cowboy Hats for Rodeo Men.
Write for Full Information.
ESTA HAT CO.
77 St. French Street, Newark, N. J.

5000 PIECES TO CLOSE OUT
White or Yellow, Round, Rectangular, Yarns. Get quantity prices on request.
ASSOCIATED SALES AGENCY
BIRMINGHAM, ALA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Stamp Your Own SOCIAL SECURITY and 25 other Name Plates

DOUBLE YOUR PROFITS!



Write For NEW 1939 FREE CATALOG! COMPLETE NAME PLATES AND STAMPING MACHINES

THE IDENTIFICATION CO. 1890 Broadway, New York City

NEW WORLD'S FAIR MODEL

Just Out - The Pen of Tomorrow. Sample Set 50c.

PEARL PLUNGERS, \$19.00 Gross PENS • PENCILS • COMBOS. JOHN F. SULLIVAN 438 Broadway, New York City.

NEW CATALOG! showing latest, fast selling Games and White Goods. Rings, Lockets, Crosses and Earrings. Jewelry. Send for FREE CATALOG, or \$2.00 for samples. Majestic Bead & Novelty Co. 207 Fifth Ave., N. Y. C.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Ball Pens.



SOUTHERN PEN CO. 18 H. Union St., Dept. F, Paterson, N. J. Send \$1.00 for Samples. Prompt Shipments.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 7 Jewel, 18 Size, in B. M. Engraved Cases, at \$1.75. Send for Price List. Money Back if Not Satisfied. CRESCENT CITY WATCH MATERIAL CO. 112 N. Broadway, St. Louis, Mo.

UNDERWOOD



PENS • PENCILS • COMBOS. BUY DIRECT FROM MFRS. For Better Grade Pens 50c. GRODIN PEN CO., 693 Broadway, New York City.

Guaranteed, Fine, Double Edge, Perfect in Color. BLADES \$2.50 Single Edge - packed in 50, \$4.50 per 1,000. Send 10c for Samples. JEDRO CO., 132 W. 32nd St., New York City.

JUST ONE OF MORE THAN 50

We believe our Pen and Pencil line is the most complete in America. We know its quality is unequalled and our prices unparallel. Write today for our price list and catalog.

STARR PEN CO. Dept. B-2, 550 W. Adams St., CHICAGO.

SOCIAL SECURITY PLATES

Table with 2 columns: Quantity and Price. 100 Plates, 5 4.50; 1000 Plates, 40.00; 100 Double Cases, 3.00; 100 Single Cases, 2.00.

HART MFG. CO. 245 Broadway, New York City.

TRY SOMETHING NEW! Fast Selling Ink Pencils for Pen and Window Workers, Copywriters, etc. Catalog free, or 5 Samples \$1.00. Make big money. PENS • PENCILS • COMBOS. RELIABLE PEN & NOVELTY CO., 245 Broadway, New York City.

MEDICINE MEN

Write today for our catalogue of Ointment, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 197 E. Spring St., Columbus, Ohio.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Meeting Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

WLANOLER RANBO... We have been doing very little pitching and have been spending our time working over our road equipment. We expect to hit the road soon. Learned that Bart Bilbo was injured recently in an auto accident.

THINGS WE NEVER HEAR: "We seldom hear our citymen kicking about street salesmen selling their wares, provided they are not tearing in their talks and sell their goods without force, meanwhile being aware of traffic and other legal problems. Why, then, should we continually harass them by seeking adverse legislation against them? They have to eat, too, you know."—Local Merchant.

MAURICE (SPEED) HASCAL... blasts from Eugene, Ore., that he and Joe Colby, after working around Seattle, Wash., for two weeks, will work the Apple Blossom Festival in Wenatchee, Wash., April 15, then head east to work fairs and celebrations. Hascal would like to read pipes from Bill Sherman, Johnnie Vought, Al Rice and Jimmy Wells.

HERB JOHNSTON and Eugene Fredette are reported to have worked Sacramento week of March 27.

TRIPOD OPINIONS: "Don't count on a four-day trip; take to the road for business."

NOTES to this pillar disclose that Leonard Rosen, Harry Lavin and Ozdie Route are working out of San Francisco; and that Matt Herman and Bob Hanley are working cities near by, as San Francisco is really closed.

SEVERAL EXHIBITS... of pitchdom, including Jerry Russell, Sam Jones, Syd Sherman, Carl Richardson, Henry Blum, Mary Ragan and Chet Wedge, are reported in San Francisco.

MEMORIES: Remember several years ago when a med unit was being rebuilt while camped out in a woods in the South? It seems that one of the members of the show frequently soldered on the job, and a hunting he would go. Returning with his gun slung over his shoulder one day from a two-hour trip, the bossman accosted him and said, "Here you, drill a hole in that big pole over there." Misconstruing the meaning, a local visitor rushed over to another workman, a Polish fellow and screamed: "Clear out of here, the manager just told that fellow with the gun to shoot you."

DOC JERRY COATES... pipes that Philadelphia is a good town to stay out of unless the layout you have is a new one for the town. "Open with herbs in the H. L. Green store, Pittsburgh, next; then I go on to Ohio, Indiana and Illinois. I have seen boys out now and they are all doing well. Let's have pipes from Charles Price, Eddie Gillespie, Art Nelson and George Brown."

GEORGE DE OTREY... Just sends a line from Preston, Ida.: "Just came up from the South via Nevada. I met a few of the boys around Rags. Saw Curly Gates, Frank Gorman, St. Louis Slim Murphy and his sidekick, Lord Baltimore, working a new sheet and doing well."

WHAT'S BECOME of all the whistlers out? Seems that with all the ladders, swings and awnings lug cutters to swing music there should be ready sales for them everywhere, provided they are properly and adeptly demonstrated.

COMMENTS from George Dufat, of Jamaica, N. Y.: "As you may have noted in the papers, Brooklyn is bridge mad and will be nuts for many months to come. But yet the clever novelty manufacturers have not had the hindsight to issue any suitable novelties to get the benefits of this great flush of bridge interest. Why not current event items? Several hundred civic outfits are shouting, but not one of the frozen-brain business men has had the sense to come out with novelty

jewelry, flags, buttons or charms. Just compare the junk they sell novelty jewelry in department stores with novelty jewelry the shape of a bridge charm, stick pin or lapel button. Not even dime pennants have been offered. Here is a ripe market for even department stores."

OVERHEARD a pitchman chirping the following the other day: "The rose is red, the violet blue; do I need some dough? I'll say I do."

JUST FINISHED... the Everglades Fair and Bean Festival at Pahokee, Fla., and am migrating north," pens Eddie Deloy. "Conditions have been okay, but just as soon as the remainder of these 'poddod pebbles' have been gathered it's curtains until next January; and the boys and girls are heading north. Morris Kahnstreff would like to read pipes from Bill Sherick, Nig Golden, Harry Corey, Sam Jones and Al Goldstein."

STANLEY NALDRETT... info that he's going strong with juicers in St. Louis and that Maxey Goodsky is in town trying to pick up two good med workers.

FOR CENTURIES there have been salesmen of specialty merchandise in this country and abroad. By the same token—of salesmen and entertainers to the public—regardless of all selfish activities of opposing business interests, there will be pitchmen doing many more years to come.

JOHNNY HICKS... pens from Los Angeles: "I'm beginning my fourth year with Hilderbrand's United Shows with Ye Old-Time Auction Store. I'm going back over my old route thru Oregon, Washington, Idaho and California, and I'm keeping my old customers and making new ones. I've found that it pays to handle the best merchandise and to treat your customers right. I would like to see a line from Willie Herchfield and Eddie Allen. Quite a few boys out this way but things are quiet."

PITCHMEN'S SAYINGS: "It sure keeps the mob laughing."—Al Sigel.

CONTRADICTION... Doc J. L. Raye's recent report that San Francisco and Oakland, Calif., are open, Mary Ragan, writing from the former city, declares: "Doc Raye has never been here or he wouldn't send in such stuff. San Francisco is positively closed to the boys; they put them in jail now. If you work here it must be in a department store and you have to have the state reader, which is plenty hard to get. It took me four months to get mine. There have been a lot of boys and gals leave here disappointed. Don't take my word. But come and see for yourself. Don't come—C. O. D., tho, because touches are hard to get."

INTENTIONAL MISREPRESENTATION is a deadly enemy to any profession. Shoot 'em straight, fellows. It pays.

SAM JONES... working gummy in Los Angeles, has four rooming houses and declares that he will quit pitching gummy after he gets two more rooming houses.

JIMMY TATE... scribbles from Danville, Va.: "Just received word from my old pal Bags Raganland, who is getting organized down in North Carolina. Guess they will show Virginia this season under canvas with gaud. Being a musician myself, I thought all musicians were cowboys until last week when I happened to catch

Veterans Wake Up! Note required to larger quantities. Old lines are back in line selling our Veterans' Job Books. Memorabilia—2c to 5c. Sell 10c to 25c. Other remarkable features, including: Patriotic Calendars, Welcome Cards, etc. To be sent free for samples. VETERANS' SERVICE MAGAZINE, 148 Queens St., New York City.

OAK-HYTEX BALLOONS

NEW! ANIMAL PRINTS

EACH PICTURE shows the baby animal with the old, greatly enhancing the appeal. This new series makes Animal Prints more popular than ever.

Ask your Jobber, or write to us for full details. The OAK RUBBER CO. RAYMONA, OHIO.



Every \$1.00 Gets you \$5.00. You get real profit. Goodrich Home Workers always have cash, and when you get orders, money is made by The Goodrich Co., Est. 1844, they help with confidence. Pitchmen, Window Workers, Dealers, write for low cost prices. Don't waste time. Sample 10c. GOODRICH, 1520 West Madison, Dept. 50-3, Chicago.

WORLD'S FAIR SPECIAL NOW READY. Gender Streamlined—Plungers, Combs and Ball Pens. Fastest Selling Pen on the Market. "It's All in the Percents". JARV KELLEY, The Fountain Pen King, 427 Broadway, New York City.

SOCIAL SECURITY PLATES. Over 40 million buyers. Universally needed. These plates, were tremendous profit-making money maker. Salesmen and agents wanted full or part time. Also new plan tells how to organize others to work for you. No money needed, we start your business. No experience necessary. Don't wait. Act now. Free catalog. FEDERAL NAME PLATE CO., 207 Broadway, New York City, Dept. (B-4).

BEST DEMONSTRATION PEN IN YEARS. GENUINE \$1.00 EVER-INSURE WATER PEN. Patent No. 2,923,395. The only simple, reliable Water Filling Pen. Nothing to be repaired—fills like Mechanical Pencil. First Quality Pearl Stock. \$2.00 PER GROSS, 3 SAMPLES \$1.00. ARGO PEN-PENCIL CO., INC. 220 Broadway, New York, N. Y.

LOWEST PRICES GUARANTEED. Sharp Needles (Retail \$2.00) 1,000 Needles 25c. Toilet Needles 1,000 Needles 60c. Military Needles 1,000 Needles 87c. Embroidery Needles 1,000 Needles 85c. Sewing Machine Needles 1,000 Needles \$1.50. Needle Threaders in Glass 1,000 Green 35c. Army & Navy Needle Books 100 Complete 1.15. World's Fair Needle Books 100 Complete 47c. Needle Packages With Needle Threaders, Big Seller (Big Profit) 100 Complete 1.05. Sample 25c. Small Green Glass Filled. Depend on G. O. D. Orders. Free Circular. PILGRIM NEEDLE CO., 224 Broadway, N. Y.

\$18.00 Per GROSS for BETTER PLUNGERS. 3 Improved Samples, Postpaid 50c. ARDYO PEN, Mfg., 187 Lafayette, N. Y. C.

★★★★ BLADES. WORLD'S BEST VALUES. No. 1—5 to a Box, Collophane \$2.50. 1,000 Blades. No. 2—Famous "Champion" Brand 5 to a Box, Collophane, 1,000 Blades 4.25. No. 3—Famous De Luxe "Happy Duty" A Real "No-Man's" Blade 5 to a Box, Collophane, 1,000 Blades 7.00. Orders for 100 blades or more gladly filled upon full payment plus postage. Deposit on G. O. D. Order. (Big Profit) Sample 10c. SINGER BLADE CO., 601 Broadway, New York.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., April 8.—On April 3 Mr. and Mrs. Floyd Bently and daughter, Joy, had dinner and spent the afternoon with us. Floyd was press agent of the Abner Kline Shows in 1927, leaving there to join the Levitt-Brown-Huggins Shows and later had his own dramatic show. He has his own billposting plant in Hillsboro, Ore., now. Grace Fisher was with Capt. 20 Big Shows when they opened at the San Bernardino (Calif.) Orange Show this year. Grace is one girl that can do anything on a show. She began her career in the chorus, but for two years was with the Al O. Barnes Circus and did her share of menage riding and posing. She's been selling tickets and cashing in the Shows' bookhouse for two years. Along with several other show women, she has a son who is ready to graduate from college this year.

I received a copy of the advertising booklet sent out by the Hennies Bros. Shows. Edited by Walter Hale, it is a generous peek into the line-up of the show for the season. I was pleased to see that the women on the show were prominently mentioned. Elsie Brinkley's Owl Show and Sis Dyer's Animal Show were given first place, but I noticed that Mrs. Daisy Hennies, mother of Harry and Orville, was in a place of honor in the group picture of the show.

I also received a copy of the little newspaper which Baker-Lockwood Co. is putting out. It is of general interest, but too much space is given to the men. Only women mentioned is Mrs. William Chalkias of the Snapp Bros. Shows. She's a good friend of mine and I'm glad she saved the women from being omitted altogether.

Elsie Miller is doing a good job as secretary of the Ladies' Auxiliary of the Showman's League of America. She writes to many of the out-of-town members, keeping them informed of the club's doings. She writes there has been much illness among members this year. I was sorry to learn that Frances Kellar had been thru another serious operation.

Grace Cox, secretary of the Missouri Show Women's Club, was unable to take her usual spring trip to Florida on account of a fall. She writes she will spend the time before going next year in a wheel chair if she has to keep from losing out again. My motto as president of the Ladies' Auxiliary of the Heart of America Showmen's Club this year was, "You can't change yesterday, that's clear. You cannot change tomorrow till it's here, so all that's left for you and for me is to make today just as sweet as can be." But I heard Mary Stewart's "Collect for Club Women" at the Town and Gown Club here and believe it takes in everything. Here it is: "Keep us, O God, from pettiness. Let us be large in thought, word and deed. Let us be done with fault finding and leave off self-seeking. May we put away all pretense and meet each other face to face without self-pity and without prejudice. May we never be hasty in judgment and always be generous. Let us take time for all things; make us grow calm, serene and gentle. Teach us to put into action our better impulses straightforward and unafraid. Grant that we may realize it is the little things that create differences; that in the big things of life we are as one. And may we strive to touch and to know the great heart of us all, and, O Lord God, let us not forget to be kind."

Circus Glamour

By DOC WADDELL

Do the old daddies and young sprouts of circus fandom understand the circus. Its glamour and the things that go with it? They have their ideas. All of the rest of us have ours. We, as thousands of others before us, will "pass on," and as our circus ideas as to glamour, no poles and the like will be buried with our bodies in the grave, or given to ashes in the crematory. But

the circus will still be, with additions and subtractions, new acts and new thrills, an eternal, everlasting, forever truth and fact. Do the aged papa want to go back to the one-center-pole "big top" with one ring? Was the glamour taken away when Ringo A. Bailey gave us the Great Barnum show with its three rings, two stages, mid-air performances, hippodrome track of speed and flash and flash and a death-defy that no other show could duplicate? He added to the glamour. And say, there was so much noise and cry, "Give us back the old one-ring circus so everybody can see the acts," that Bailey put on the road, I think under the Forepaugh title, the largest one-ring circus conceivable. And it dizzily failed. Ringlings tried it and failed. Did Uncle John Robinson take from the managerie by insisting on a 10-pole top for it? Why, he only added to the glamour of the managerie.

Compare the present indoor circus performances with those in the years of the Roman Coliseum. Bailey, in his Madison Square Garden spring presentations of the Barnum show, increased the glamour of the Roman Coliseum events. Compare the circus of today with the first in the world, Adam's Garden of Eden offering. Compare the circuses of today with the first circus in America, Bickott's Circus. Old friends, wake up. Know and understand the evolution of the circus and then it will be clear that there has been improvement in the big-top world as in every other business and thing. The glamour of the oceans was not destroyed by the improved shore beaches and resorts and the progressed mighty liners that plow its gigantic storms and waves. How about your selves? Born, growed, walked, still growing. Is the glamour from you because you were weaned and no longer wear swaddling clothes?

Posey's 40-Horse Team

Did Jake Posey take any glamour from the circus by training and driving the 40-horse team? It was formidable addition over and above the "one-horse show." Folks first lived in caves, then in shacks made of forest and jungle brush, then in huts, the log cabin came and now we have beautiful homes nests of wood and brick, metal and cement. Is the glamour away from the home? Do the skyscrapers subtract glamour from cities and building? Is glamour taken from the circus by the William H. Curtis' inventions? The harm comes by submerging and not using them. Improvement in circus departments and in the individual units making up the tented town can never did and never will destroy the glamour of the circus, because the circus idea came from God. Paul, who lives in sweetest memory, was in his early days a tent maker. He carried on the God idea of tents, and the glamour is not subtracted from tents and tent making by the modern way of making them nor by the great size of the now mighty spread of canopies.

If the mind and eye of invention and vision can give us a big top without poles and performances so every patron can see all, why not? If director comes who can present an indoor performance different and better than any we've enjoyed, let it be done. Right now the circus mortal eyes behold is humanity at a standstill. Spiritually it is moving on. The God thought called leaven will "leaven the whole lump." The Moses, the Bailey, the Leader will come. In conclusion, show owners and those living in the past know that it is not the work itself but the spirit in which it is accepted and performed that ennobles.

Eliminate Drudgery

Drudgery should be eliminated from circus life. Nothing enabling about the toll of the slave crouching beneath the lash. Realize that setbacks are temporary and accidents never happen. And old daddies and young sprouts know this truth: "If your nose is close to the grindstone and you hold it down long enough, in time you'll say there is no such thing as a circus, brooks that babble and birds that sing. These three will all your world compose: Just you, the stone and your daddied old nose." If you'd clean up the circus premises and order all the scrap iron and junk found taken to the junk dealer and by mistake the junk was delivered to a garage, the garage keeper would say, "One of the worst wrecks I ever saw. If you think it worth \$242.75 we'll agree to put it in running order again." Nevertheless the circus is not dead nor dying. It lives and will never pass out. You cannot destroy the glamour of the circus.

SPERONI SHOWS WANT

Agents for Ball Games, Barnyard Operations, Will furnish outfits for Grand Shows, Animal Circus and Big Shows. Write Dept. 1000 at Opening April 22, Rock Falls, Ill.



SPRING SPECIAL OFFER

SAVES YOU \$2.50

from the regular single copy cost

Cuts the Price to Less Than 7c a Copy

Gives You 30 Copies for Only \$2.00

from April to November

including All Special Numbers



30 Copies less than 7c each

MAIL THIS COUPON NOW

Special Offer Coupon

The Billboard Publishing Co.
25 Opera House
Cincinnati, O.

Until April 15th

You Save \$2.50

Please mail The Billboard for the next 30 weeks for which I enclose not the \$4.50 thousands pay at the regular single copy price, but only \$2.

Name New Renewal
Address My occupation is
City State

Regular Rate: One Year, \$5. Single Copy, 15 Cents.
The Rate on This Offer in Foreign Countries (Except Canada) is \$3.50.
This Offer Applies to "Permanent Address" Subscriptions Only.

Rosello Seriously Injured; R-B Biz Light First 3 Days

NEW YORK, April 8.—With the season just two days old, Ringling-Barnum lost one of its featured attractions Thursday night when Rosello, the man in the moon, slipped from his descending rope following completion of his high-balancing act above stage one in Madison Square Garden. Physicians at Polyclinic Hospital, where he is confined, said that the serialist definitely will be unable to work for several months and possibly permanently. Rosello lost his grip while making a rapid slide down by rope, falling 15 or 20 feet to the stage. He was carried from the arena unconscious and suffering broken wrists, a fractured ankle and possible internal injuries.

Act, an importation this year, obtained favorable comment in the local papers following the Wednesday opening and was being considered as one of the really headline acts in the '39 program and a valuable publicity item for the press department. No plans have been made for replacement as yet.

As expected, business the first three days has been light due to pre-Easter week. The Garden has been, scarcely half full at the first five performances. Advance sale for next week and thereafter is regarded to be heavy. Next week is always extremely heavy due to public school vacation, termination of the Lenten season.

Show has been rerouted and tightened up and is beginning to run as smooth or smoother than Garden shows in the past.

ROUTES

(Continued from page 22)

- Murray, Patricia (Madison Gardens) Hollywood, Pa.
 - Murray, Jerry (Palmer) Los Angeles, Pa.
 - Murray, Elizabeth (Diamond Horseshoe) NYC, Pa.
- N**
- Nelson, Fred (Orlando) New Haven, Conn., Pa.
 - Nelson & Howard (Columbus) Chi., Pa.
 - Nightly Countess of Song, The (Lookout House) Covington, Ky., Pa.
 - Nazarenko, Iasha (St. Regis) NYC, Pa.
 - Nesbitt, Evelyn (Alabama) Chi., Pa.
 - Nevins, Thelma (Top Hat) Union City, N. J., Pa.
 - Nichols, Jane (Chi. Revue) NYC, Pa.
 - Nichols, Yasha (Russian Kretchma) NYC, Pa.
 - Nolan, Bert (Silver Cloud) Chi., Pa.
 - Noll & Nolan (Village Barn) NYC, Pa.
 - Norman, Karyb (Bedford Rest) Brooklyn, Pa.
 - Norris, Harry (Club Aladdin) Chi., Pa.
 - Nowak, Wilma (Butler's Yg. Old Tap) NYC, Pa.
 - Noy, Misha (Casino Reuse) NYC, Pa.

- O**
- Oakes, Jimmy (Club Trevol) Juarez, Mexico, Pa.
 - O'Day, Darlene (Blumark) Chi., Pa.
 - O'Day, Annie (Old Seal) Chi., Pa.
 - O'Dell, DeWitt (Moritz) NYC, Pa.
 - Ober, Dorothy (State-Lake) Chi., Pa.
 - Oria, Nina (Havana-Madrid) NYC, Pa.
 - Orrick, Eva (St. Regis) NYC, Pa.
 - Ortega, Rosita (Havana-Madrid) NYC, Pa.
 - Orton, Four (Royal) Dublin, Ireland, April 8-16, Pa.
 - Osterman, Jack (Little Club) NYC, Pa.
 - Oswald, Marianna (Le Ruban Bleu) NYC, Pa.

- P**
- Pager, Ken & Roy (Colonial) Dayton, O., Pa.
 - Paley, Nellie (Caldwell's) NYC, Pa.
 - Palmer, Gladys (Rose Bowl) Chi., Pa.
 - Palmer, Jack (Pennsylvania) NYC, Pa.
 - Paloma, Humberto (Rainbow Road) NYC, Pa.
 - Paloma (Whirling Top) NYC, Pa.
 - Papa Frank (Pal.) Chi., Pa.
 - Parker, Ray (New House) Columbus, O., Pa.
 - Parker, Murray (Barkley's) Brooklyn, Pa.
 - Parker, Bettette (State-Lake) Chi., Pa.
 - Parker, Bobby (Plaza) NYC, Pa.
 - Parolina, Tom (Diamond Horseshoe) NYC, Pa.

- Patik Morgan (Miami Cafe) Pittsburgh, Pa.
- Paul, Fred (Orlando) New Haven, Conn., Pa.
- Parrot, Johnny (Garden Cafe) NYC, Pa.
- Parry, Phil (Lookout House) Covington, Ky., Pa.
- Payne, Johnny (Elysee) NYC, Pa.
- Pavone, Catalina (Club Trevol) Juarez, Mexico, Pa.
- Peabody, Eddie (Riverdale) Milwaukee, Pa.
- Petro & Dolores (Harlem Casino) Pittsburgh, Pa.
- Pedro & Lyla (4th St.) NYC, Pa.
- Pepper, Mack (350 Club) San Francisco, Pa.
- Perry, Katherine (Cotton Club) NYC, Pa.
- Petry, Gedda (St. Regis) NYC, Pa.
- Phillips, Jimmy (Bill's Day) NYC, Pa.
- Pickens, Jazz (Plaza) NYC, Pa.
- Pickens, The (Colonial) Dayton, O., Pa.
- Pierce, Jack (Danilo), Dante, Va., Pa.
- Pierre & Paulette (Hawaiian Gardens) San Jose, Calif., Pa.
- Plant, Mark (New Yorker) NYC, Pa.
- Powell, Scott (Little Club) NYC, Pa.
- Powell, Buddy (Ginger's Inn) Port Huron, Mich., Pa.
- Punjab (Expo.) San Francisco, Pa.

- Q**
- Quetzmaier, Bill (Gay Nineties) NYC, Pa.
 - Quinn, Johnny (B & B Nat Club) Brooklyn, Pa.
- R**
- Raines, Evelyn (Midnight Sun) NYC, Pa.
 - Ramson, Esther (Bradford) Boston, Pa.
 - Ramson, Clay (Alma Cincinnati) Pa.
 - Randall Sisters (Pal.) Chi., Pa.
 - Randolph, Amanda (Hick Cat) NYC, Pa.
 - Rara, Victoria (Hawaii Art) NYC, Pa.
 - Ray, Jill (Chateau Moderne) NYC, Pa.
 - Ray, Jess (Village Barn) NYC, Pa.
 - Ray, Ernie (Oriental) Chi., Pa.
 - Ray & Naldi (Cotton Club) NYC, Pa.
 - Raymond, Bill (Fender-Bar) Union City, N. J., Pa.
 - Reed, Ellen (Barney Oakland) NYC, Pa.
 - Reed, Wilma (Walton) Phila., Pa.
 - Reid, Belle (O'Brien's Cafe) Brooklyn, Pa.
 - Reid, Paul (Roxie) NYC, Pa.
 - Reiter, Eric (St. Regis) NYC, Pa.
 - Reisand, Rita (Radio Frank's) NYC, Pa.
 - Rhodes, Doris (Strand) NYC, Pa.
 - Rhythm Rockets (Capitol) Washington, D. C., Pa.
 - Richman, Harry (Walton) Phila., Pa.
 - Rigg, Curly (Le Ponds) Hollywood, Pa.
 - Rita & Rubens (Arabian Club) Columbus, O., Pa.
 - River, Tubby (Jiff Club) Miami, Pa.
 - Robin, Betty (Colosseum) Chi., Pa.
 - Robins, A. (Earl Carroll's) Hollywood, Pa.
 - Robinson, Bill (Cotton Club) NYC, Pa.
 - Robt Rigo & Francine (Book-Cadillac) Detroit, Pa.
 - Rogers, Roy (Colosseum) Chi., Pa.
 - Rolichera Trio (Sponsor) Marich, Ind., Pa.
 - Romany, Teres (Nell House) Columbus, O., Pa.
 - Rosales & Berille (Amsterdam) NYC, Pa.
 - Rose, Harry (Colosseum) Chi., Pa.
 - Rosella, Sando (see Club) Chi., Pa.
 - Roster, Dave (Marshall) Kansas City, Mo., Pa.
 - Ross, Neeter (Le Windsor Bar) NYC, Pa.
 - Ross, Shirley (see Phila.) Pa.
 - Ross, Geraldine (Midnight Sun) NYC, Pa.
 - Roy, Jill (Chateau Moderne) NYC, Pa.
 - Royal Rollers & Mickey (Hollywood Beach) Hollywood, Pa.
 - Royce, Gerry Ann (Perkins Club) Kansas City, Mo., Pa.
 - Royce, Ed (Pal.) Chi., Pa.
 - Russell, Maybelle (Hwy Club) NYC, Pa.
 - Russell & Farrer (Chateau Moderne) NYC, Pa.
 - Ryan, Tommy (Commodore) NYC, Pa.
 - Ryana, Thos (Baris) Washington, D. C., Pa.
 - Ryder Sisters (555 Club) Chi., Pa.

- S**
- Saint Clair, Milla (Penthouse) NYC, Pa.
 - Sakonsky, Silmoon (Hawaiian Kretchma) NYC, Pa.
 - Sally & Thomas (Riverdale) Milwaukee, Pa.
 - Sanders & Garland (Murray) Kansas City, Mo., Pa.
 - Sava, Maruata (Casino Suisse) NYC, Pa.
 - Schoff, Fritz (Diamond Horseshoe) NYC, Pa.
 - Seaton, Asp (Overman Clinton) NYC, Pa.
 - Sedgwick, Edna (New Yorker) NYC, Pa.
 - Seifer, Anna (Kenmore) Syracuse, Pa.
 - Shaffer, Eddie (Corkham Tavern) Detroit, Pa.
 - Shanahan, Terry (Jimmy Kelly's) NYC, Pa.
 - Shaw, Ralph (Holland) NYC, Pa.
 - Shaw, Bert (Belmont) NYC, Pa.
 - Shaw, Esther (Levinson) NYC, Pa.
 - Shaw, Aris & Orch (Pal.) Cleveland, Pa.
 - Shaw, Rita (Radio Frank's) NYC, Pa.
 - Shaw, Miriam (Edison) NYC, Pa.
 - Shayne & Armadillo (Hollywood Beach) Hollywood, Pa.
 - Sheldon, Gene & Co. (Strand) NYC, Pa.
 - Sherman, George (Penthouse) NYC, Pa.
 - Shore, Willie (Rose Bowl) Chi., Pa.
 - Shipstead, Roy (Pan-Pacific Rink) Los Angeles, Pa.

- Silver Stag Rangers (Wired) NYC, Pa.
- Simpson, Gladys (St. Regis) NYC, Pa.
- Simpson, Le Verne & His Theater Workshop (Hammock, Mich., 11; Eagle River, Wis., 12; Ironwood, Mich., 13; Phillips, Wis., 14)
- Smart, Dick (Pete's Monte Carlo) NYC, Pa.
- Smith, Jerris (Top Hat) Union City, N. J., Pa.
- Smoothies, Thos (Belmont-Plaza) NYC, Pa.
- Somper, Sammy (Chicago) Chi., Pa.
- Sonny, Sonny (Cotton Club) NYC, Pa.
- Spangler, Jack (Haufl) Oakwood, Wis., Pa.
- Spaulding, Marie (Armadillo) NYC, Pa.
- Sperry, Frank (Roosevelt) NYC, Pa.
- Spirsky, Phil & Band (Buffalo) Buffalo, Pa.
- Spry (Tany's) NYC, Pa.
- Stabley, Carol (Show Bar) Forest Hills, N. Y., Pa.
- Steel, John (Butler's Yg. Old Tap) NYC, Pa.
- Steil, Fred (Midnight Sun) NYC, Pa.
- Stephens, Mildred (Merry-Go-Round) Dayton, Pa.
- Stimpson, Gail (Gloria) Columbus, O., Pa.
- Stirling, Dolly (see Club) Chi., Pa.
- Stockwell, Harry (Casa Mamana) NYC, Pa.
- Stone, Mary (State-Lake) Chi., Pa.
- Stroud Twins (Veradale) NYC, Pa.
- Struwan, Lee (Paradise) NYC, Pa.
- Swan, George (Village Barn) NYC, Pa.
- Sutherland, Ann (see Club) San Francisco, Pa.
- Sutter, Charles (Walton) Phila., Pa.
- Suzanne & Christine (Continental) Miami, Pa.
- Sylvia & Christian (Casa Mamana) NYC, Pa.
- Sylvan, Olga (Crista Cafe) NYC, Pa.
- Szita & Anis (ID-HAL) Chi., Pa.

- T**
- Taft & Boone (Ball-Ball) Chi., Pa.
 - Tanner Sisters (Palmer) Los Angeles, Pa.
 - Tanya (Jimmy Kelly's) NYC, Pa.
 - Tappa, George (Walton) Phila., Pa.
 - Tate, Katharine (Queen Mary) NYC, Pa.
 - Taylor, Kay (Ches Parole) Chi., Pa.
 - Taylor, Peggy & Co. (Pal.) Chi., Pa.
 - Taylor, "Smilin'" Lou (Maxim's) Bronx, N. Y., Pa.
 - Taylor, Harry & Keppie Dolls (345 Club) San Francisco, Pa.
 - Taylor, Estelle (Club Mayfair) Boston, Pa.
 - Toback, Alexis (New Russian Art) NYC, Pa.
 - Torrey, Marie (Carlo) NYC, Pa.
 - Thompson, Sisters (Cotton Club) NYC, Pa.
 - Thompson, Boris (Rainbow Inn) NYC, Pa.
 - Thornton, Hal (411) NYC, Pa.
 - Three Peppers (Mammy's Chicken Parole) NYC, Pa.
 - Thur, Capt. & Seal (Casa Mamana) NYC, Pa.
 - Thurs Trio (Coo Range) NYC, Pa.
 - Thymon, Milla (Savoy) Buffalo, Pa.
 - Tyron Sisters (Earle) Washington, D. C., Pa.
 - Troce, Mildred (B & B Nat Club) Brooklyn, Pa.
 - Tucker, Sunny (Village Cellar) NYC, Pa.
 - Tucker, Orrin & Band (Lyric) Indianapolis, Pa.

- U**
- Underwood & Underwood (Troadero) Boston, Pa.
 - Undaroff, Misha (Russian Art) NYC, Pa.
- V**
- Valero Sisters (Hert Frohman's) NYC, Pa.
 - Valentine's Sensational Flyers (Navasota, Tex. Valentine, Flying; Austin, Tex.)
 - Vall, Pedro (Cochon) NYC, Pa.
 - Van Small, Peter (Le Mirage) NYC, Pa.
 - Van, Sanyo (B & B Nat Club) Brooklyn, Pa.
 - Van & Victor (Village Cellar) NYC, Pa.
 - Vance, Valeria (Jimmy Kelly's) NYC, Pa.
 - Vales, Angela (Barney Oakland's) NYC, Pa.
 - Vocery's Will, Choir (Cotton Club) NYC, Pa.
 - Volonska, Vally (Russian Art) NYC, Pa.
 - Vox & Walters (HKO Keith-Boston) Boston, Pa.

- W**
- Wallace, Betty (Earl Carroll's) Hollywood, Pa.
 - Wanger, Wally, Bettette (Leon & Sando's) NYC, Pa.
 - Warren, Fred & Orch. (Capitol) Washington, D. C., Pa.
 - Warren, Richard (Stork) NYC, Pa.
 - Waters, Gene (Jimmy Kelly's) NYC, Pa.
 - Weeks, Lila (Village Cellar) NYC, Pa.
 - Weir, Thos (Ches Parole) Chi., Pa.
 - Wences (Broadway) London, Pa.
 - Wendel, Ray (Hwy Club) Peoria, Ill., Pa.
 - Wenton, Ruth (Crista Cafe) NYC, Pa.
 - Wessell, Eileen (Midnight Sun) NYC, Pa.
 - Westcott, Wm (Clover Club) Fenland, Ore., Pa.
 - Whalen & Wood (Mohican) Providence, Pa.
 - White, Jack (1st NYC, Pa.
 - White, Milla (Royal) Phila., Pa.
 - White, Betty (Boulevard Tavern) Jamaica, Pa.
 - Whitney, Dorothy (Radio Frank's) NYC, Pa.
 - Wicks, One "Popsy" (Radio Frank's) NYC, Pa.
 - Wiles, Thos (Top Hat) Union City, N. J., Pa.
 - Wiley, Lee (Coney) NYC, Pa.
 - Williams, Frances (Little Club) NYC, Pa.
 - Williams, Jerry (Le Mirage) NYC, Pa.
 - Williams, Bob (Beverly Hills) Newport, Ky., Pa.
 - Williams, Pearl (Maxim's) Bronx, N. Y., Pa.
 - Williams, Green (Village Barn) NYC, Pa.
 - Williams, Griff & Band (Paramount) Ft. Wayne, Ind., Pa.
 - Willard, Harold (Gay Nineties) NYC, Pa.
 - Wilson, Charlie (Commodore) NYC, Pa.
 - Winston & Loret (3 o'Clock) Baltimore, Pa.
 - Witbee, Jerry (Maxim's) Bronx, N. Y., Pa.
 - Witbee Bros. (Royal) Phila., Pa.
 - Wood, Murray (Two o'Clock Club) Baltimore, Pa.
 - Woods & Bray (Alpine Village) Cleveland, Pa.
 - Woodson, Gertrude (Copley-Square) Boston, Pa.
 - Wright, Charlie (Buckingham) NYC, Pa.

- Y**
- Yacht Club Boys (Coney Club) Chi., Pa.
 - Yacopi, Trudy, Thos (Casa Mamana) NYC, Pa.
 - Yeo, Vincent (Merry-Go-Round) Dayton, O., Pa.
 - Yeo & Doro (Gwyneth) Chi., Pa.
 - York Men, Four (Diamond Horseshoe) NYC, Pa.
- Z**
- Zanette & Darrell (St. Regis) NYC, Pa.
- Y**
- ### DRAMATIC AND MUSICAL
- (Routes are for current week when no date are given)
- Barrington, Ethel (Metropolitan) Portland, Ore., Pa.
 - Barrington, Ethel (Metropolitan) Seattle, Wash., Pa.

- Barrington, John (Erianger) Buffalo 10-12; (Victory) Dayton, O., 13; (Harrison) Chicago 14-16.
- Carte, D'Oyly, Co. (Shubert) New Haven, Conn.
- Evans, Maurice (Shubert) Boston.
- Hills, John Rip Van Winkle Chicago schools.
- I Married an Angel (Grand O. B.) Chi.
- Kiss the Boys Goodbye (Paramount) Austin, Pa.
- Let's Sing (Music 19th) Houston 13-14; (Texas) San Antonio 14.
- Let the Boys Goodbye (American) St. Louis.
- Knickerbocker Holiday (Casa) Detroit.
- Lawrence, Gertrude (National) Washington.
- Lant and Fontaine (Taff Aud.) Cincinnati.
- Mother, The (Lyric) Richmond, Va., 14-15.
- Our Town (Billmore) Los Angeles.
- Sadiner, Corolla Out (Colonial) Boston.
- Tobacco Road (Davidson's) Milwaukee 9-16.
- Women, The (Royal Alexandra) Toronto, Can.
- What a Life (Erianger) Chi.

MISCELLANEOUS

- Arthur, Magician (Cantonville) Ala., 12-13; Mt. Hebron 14-15.
- Bird, Magician (Poplar Staff, Mo., 12; Mountain Grove 13; Bolivar 14; Springfield 17; Neosho 18; Clinton 19; Windsor 20; California 21).
- Campbell, Loring, Magician (Lynn, Wyo., 14; Salt Lake City, Utah, 17; Taylorville 18; Salt Lake City 19; Myrum 20; Oakley, Ida., 21).
- Craig Bros. Show (Beller, Md., 13-15; Marian Med. Show; York Center, O. (mail address, Richwood), 16-18).
- Jama, Venturiquist; (Palace) Wapaca, Wis., 13-14; (Badger) Merrill 15-17.
- Lewis, H. Kay & Hollywood Varieties (Garden City, Kan., 13-15; La Junta, Colo., 16-20; Rocky Ford 21-22).
- Lockhart, D. L. Show (Starr, S. C., 10-13; Long, Leon, Magician; Austin, Tex., 10-13; Look at Life Museum; Pontiac, Mich., 10-13; Lippincott, Magician; Bardwell, Ky., 15-18).
- McKally's Variety Show (Waco, Md., 10-12; Mearns, O. Thomas, Magician; Drummond, Mo., 13; Hamilton, 13; Roman 14; Thompson Falls 15; Corville, Wash., 18; Clarkston 20; Milton, Ore., 21).
- Malloy, J. J., Circus unit; Youngstown, O., 17-21.
- Mammoth Expo. Train (Hutton & Anfinger's) Joplin, Mo., 10-12; Monett 13; Tulsa, Okla., 14-16).
- Miser, Al H., Show (Hamilton, Ga., 10-15; Princess Edna Show; Bowie, Tex., 10-15; Rickett's Dogs; Athens, Tenn., 10-23; Sadler's Own Co.; Anson, Pa., 14-15; Tiger Bill Circus unit; Escoria, Mich., 13-15; Greenville 16-22).
- Verde Magician; Duncan, Okla., 12; Chickasha 13; Norman 14; Konawa 15; Shawnee 18; Okemah 21-22.

CIRCUS AND WILD WEST

- Downie Bros.; Knoxville, Tenn., 11; Greenville 12; Johnson City 13; Kingsport, 14; Bristol, Va., Tenn., 15; Musfield, W. Va., 17; Parker & Walter P. Smith, Ark., 21-22.
- Polack Bros. (Auditorium) Portland, Ore., 10-15; (Ice Arena) Seattle, Wash., 17-22.
- Stinging Bros. and Barmen & Hilly (Madison Sq. Garden) New York Apr. 2-22.
- Stowell Bros. Rolla, Mo., 20.
- WPA: (Armory) Jersey City, N. J., 10-14.

CARNIVAL

- (Routes are for current week when no date are given. In some instances possible mailing points are listed.)
- Ace Midway, Altra; Harvey, Ill.
 - All-American Expo.; Webb City, Mo., 13-22.
 - American Expo.; Keystone, W. Va., 13-22.
 - Anderson-Broder; Wichita, Kan., 14-22.
 - B. & H. Am. Co.; Monetta, S. C.
 - Barfield's Comopolitain; Dalton, Ga.
 - Barler; Charleston, W. Va.; Eldorado, Ill., 17-22.
 - Barkroot Bros.; Toledo, O., 10-22.
 - Beas & Lane; Sallis, Miss.
 - Baysinger, Al; Arceton, Mo.
 - Bee, F. H.; Glasgow, Ky.
 - Bice Ribbon; Jeno, Ga.
 - Blue Ridge; La Follette, Tenn.
 - Bright Light Expo.; South Hill, Va.
 - Brown Family Rides; Waynesboro, Ga.
 - Brown Novelty; Conde, Ga.
 - Buck O. C.; Portsmouth, Va.
 - Buckeye State; Oxford, Miss.; Greenwood 17-22.
 - Bulloch Am. Co.; Rockingham, N. C.
 - Burdick's All-Texas; Conroe, Tex.
 - Burritt Expo.; Phoenix, Ariz.
 - Burr Bros.; St. Genevieve, Mo.
 - Central States; Medicine Lodge, Kan.
 - Cottin & Wilson; High Point, N. C., 15-22.
 - Coleman Bros.; Middletown, Conn., 13-22.
 - Coley, J. J.; Tulsa, Okla.
 - Crafts; Lyndon, Calif., 13-22.
 - Crescent Am. Co.; Florence, S. C.; Sumner 17-22.
 - Crowley's United; Seaside, Okla.
 - Davis & Parrott; Eastman, Ga.
 - Devo East Attr.; Florence, S. C.; Sumner 17-22.
 - Dyer's; Columbia, Miss.
 - Eddy Bros.; Chester, Pa., 14-22.
 - Fairy & Little; Pittsburg, Kan.
 - Federal State; Petersburg, Tenn.
 - Fleming's United; East Alton, Ill.
 - Fleming, Cody; Atlanta, Ga.
 - Four States Expo.; Mounds, Ill.
 - Frank's Orator; Sumnersville, Ga.
 - Funkling; Cleveland, Tenn.; Oneta 17-22.
 - Funkling United; Cochran, Ark.
 - Gold Medal; Jeffersonville, Ind.; Bedford 17-22.
 - Goodman Weider; Little Rock, Ark., 14-22.
 - Grady Bros.; Caginit, Miss.
 - Great Nation; Osceola, Ark., 13-22.
 - Great Lakes Expo.; Toledo, O., 13-22.
 - Greater U. S. & Dallas Bros.; Ft. Scott, Kan.
 - Greater United; Paris, Tex.
 - Oreberg's World's Expo.; Rocky Mount, N. C.
 - Heller's Acrob.; Danville, Va.
 - Heth & J.; Nashville, Tenn.
 - Imberbrand's United; Sacramento, Calif., 13-16.
 - Higgins, W. C.; Wenatchee, Wash., 13-22.
 - Hughes Bros.; Bardwell, Ky., 13-22.



GOLD CREST
POPULAR PRICED PACKAGES
Cocoa Almond Fruit Coconut Mints
Colored Cellophane Wrapped
Per 100 **\$2.75**
Printed 100 to Carton
Send for FREE Illustrated Catalog
20% Discount with Order, Balance C. O. D.
DELIGHT SWEETS, INC. 50 E. 11th St. New York City

CONTINENTAL PREMIUM MART

for outstanding merchandise values
write for catalog—out SOON
Please state your line of business.

822 North 3rd St., Milwaukee, Wis.

Hotels, Bobs, Jennersville, N. J., 17-22.
 Hyde, Mrs. B., Glasco, N. C., 17-22.
 Ideal Bungalows, Petersburg, Va.; Wilmington, Del., 17-22.
 Imperial, Hamblet, Mo., 15-22.
 Jeter, Johnny J., Bepo, Greenville, S. C.
 Joyland, Hanford, Calif., 16-18.
 Kaus Expo, Raleigh, N. C.
 Keystone Modern, Martinsville, Va., 15-22.
 Lang, Ben, Ellerslie, Ill.; Taylorville 17-22.
 Lantz, H. B., Jonestown, Miss.; Hernando 16-22.
 Lattip Home State, Charleston, W. Va., 15-22.
 Lawrence, Sam, Waycross, Ga.
 Lee Bros., N. Topeka, Kan., 15-22.
 Lewis, Art, Norfolk, Va.
 Liberty Am. Co., San Angelo, Tex.
 McDuff, John, Mead, Ohio.
 Maple, (List, at Q St.), Richmond, Va.; (W. Wood, at N. St.), Richmond, Va., 17-22.
 Martin's United, Stockton, Calif.
 Mighty Monarch, Woodcraft, S. C.
 Miller Amusements, Ponce de Leon, La., 16-18.
 Miller Bros., Vicksburg, Miss.; Clarkdale 17-22.
 Model, Kannapolis, N. C., 14-22.
 Modern Midway, Fayette, Ark.
 Modern City, (Warren & Livernois Ave. 1st) Detroit, Mich., 16-18.
 New England, Canton, N. J., 15-22.
 Northwestern (W. Yuma and Central) Detroit, Mich., 16-18.
 Park Am. Co., Cleveland, Ohio.
 Park J. J., Johnson City, Tenn.
 Pan-American, Harris, Ill.
 Royal United, Freeport, Tex.; Baytown 17-22.
 Reynolds & Wells, United, Keosau, Mo.
 Roberts, Greeter, Okemah, Okla.
 Rogers Greater, Union City, Tenn., 15-22.
 Roberts & Co., Charlotte, N.C.
 Royal Midway, Morrilton, Ark.
 Rubin & Cherry, Mobile, Ala.
 Scott Bros., Corinth, Miss.
 Silver Fleets, Abingdale, Ill., 15-22.
 Sly, J. Harry, Alton, La.; Lyerly road, Summerfield, Ga.
 Smith's Greater Atlantic, Lynchburg, Va.
 Soft Liberty, Cape Girardeau, Mo.
 Sparks, J. P., Atlanta, Ala.; Jasper 17-22.
 Spaulding, Charlotte, N. C., 15-22.
 Sunset Am. Co., Keosau, Mo., 15-22.
 Swisher, H. C., Galena, Ill., 15-22.
 Texas Raymondville, Tex., 16-22.
 Texas 1939, Bona, Tex.
 Texas Longhorn, Willsboro, Tex.; Clarkdale 17-22.
 Tidwell, T. J., Dallas, Tex.; (Dairy Show) Plainville 17-22.
 Tyron, (List, Brockton, Ga.)
 United American, Batesville, Ark.
 United, Jersey Beach, Ga.
 Wallace Bros., Paducah, Ky.; Hopkinsville 17-22.
 John N., Detroit, La.
 Whitley Attrs., (W. Washington and Morris) Indianapolis, Ind.
 West, W., Hot Springs, Neodesha, Kan.; Augusta 15-22.
 West Coast Am. Co., San Mateo, Calif., 11-16; Palmdale, 15-22.
 West Bros., West Frankfort, Ill.; Mt. Vernon 15-22.
 Western State, Austin, Tex.
 Whittier World's Wonder, Greensboro, N. C.; Raleigh 17-22.
 World's Greenburg, Pa., 15-22.
 Winters Expo, Altoona, Pa.
 Wolfe Am., Lavonia, Ga.
 Woods, (List, ALA.), Wetters Falls, Okla.
 World of Fun, Inman, S. C.; Glads Spring, Va., 17-22.
 World of Pleasure, Lansing, Mich., 21-22.
 Zimbar's Greater, Jonesboro, Ark.

OUT-OF-TOWN

(Continued from page 16)
 mate artistry which she has employed in her past successes. Her touch in the Behrman comedy, however, does not seem quite light or deft enough to be completely effective. In several scenes she gets an opportunity to display her talents as an emotional actress, and in these she seems more at home than in the drama's lighter and more capricious moments.
 Laurence Olivier was enthusiastically received for his superb portrayal of the errant playwright. In other supporting roles splendid work was done by George James and Robert Fleming. The remainder of the cast, including John Williams and Margalo Gilmore, who had the difficult role of the "other woman," was quite good.
 Guthrie McClintic has endowed the production with a smooth direction which seems to allow the play to tell its own story. Jo Mielziner's sets are distinctively modern and in good taste.

Granted a number of improvements in the dialog, together with Miss Cornwell's gradual assimilation of comedy technique, *No Time for Comedy* should make a fairly safe Broadway possibility. What the play really needs right now is more time for comedy and less time for propaganda.
 H. Kenney Jr.

12 NEW SHOWS

(Continued from page 16)
 Fancy at the Duke of York's. Tyrone Guthrie's production of the former is not just Shakespeare, the tempo being along lines of burlesque. The latter is a musical adaptation by Alec Dyer and Herbert Riley of Jerome K. Jerome's *Fanny and the Serpent Problem*. Criticisms were unfavorable.
 Last production of the month was Heagen and Charing Cross at the St. Martin's on March 29. The plot by a new young dramatist and former cinema manager, Aubrey Danvers-Walker, furnishes Mary Clara with a strong part as the mother of a murderer. Richard Bird directs.
 At the People's Palace, east-end center of culture in Mile End Road, four plays have been presented, one each week; *Houman's Victoria Regina*, *Alec Coppola's I Killed the Count*, *Elmer Rice's Street Scene*, and *Burns's Honey-moon*, by Dorothy Sayers and M. St. Clare Byrne. Special performances of note were six of the seven *Comedie Francaise* presentations, each a sellout; two of Iona Leigh's *Jerusalem*, a drama of the back of Jerusalem in A. D. 69, by the People's National Theater at the Playhouse; the gala ballet at Covent Garden before the

FAVORITE SWEETS ONE OF MY NEW 1939 CANDY FLAMES
 It's a High-Class Candy... Packed with First Quality Swiss Candy that is Guaranteed to withstand all weather. Wrapped in Assorted Colored Cellophane. Packed 4 Dozen to a Carton.
 Dozen, \$1.40—\$4.40 Per Carton
 25% Deposit With All Orders. Balance C. O. D.
 Send for Free Illustrated Catalog.
MARCEL CANDY & NOV. CO. 102 4th Avenue, New York City.

4 for 10c PHOTO OPERATORS
 PHOTO MIRROR—Made on 2 1/2 Glass, for 1 1/2" Photo, accuracy Colors, Design, with Engraving. \$30.00 Per 1,000.
 SPECIAL—Frame made on 4 1/2" Glass, with opening for 2 1/2 Photo, Assorted Colors and Design. \$1.25 Per Dozen.
 Prices quoted are in standard packaging. In smaller quantity add 10%.
 WIRE MASELS FOR 2 1/2 PHOTO MIRRORS. PRICE \$4.00 Per 1,000, or 80c Per 100.
 PRICES QUOTED IN APRIL 8th BILLBOARD WERE IN ERROR. ABOVE ARE CORRECT PRICES.
 25% Deposit. Send for Illustrated Catalog.
AUTOMATIC MIRROR CO., 91 Place St., New York City

King/Queen and President of the French Republic on the 22d, a matinee at the Westminster of Shaw's *Candida*, and, most remarkable of all, a matinee before the King and Queen at the Coliseum on March 27 to benefit the King George Hospital Fund for Actors and Actresses. At this the profession was represented by all grades, from a host of stars to students of the Royal Academy of Dramatic Art. In the major item alone, Louis N. Parker's pageant-play, *Drabe*, more than 300 took part.
 Unique was the Anglo-French entertainment staged in the India Office courtyard as part of the festivities arranged in connection with the French president's state visit. This included the balcony scene from *Roméo and Juliet*, played by John Gielgud and Peggy Ashcroft, and contributions from *Sacha Guitry*, *Sir Seymour Hicks*, *Edith Brind*, *Ivy St. Helier*, *Jack Halloway* and *Cicely Courtneidge*.
 A summary for *London* would not be complete without mention that on the eve that great actor-manager, Sir John Martin-Harvey, began his farewell tour at Leicester.

Pitt ATS a Show Shy; May End Owing One

PITTSBURGH, April 8.—Shortest season in years seems void of sixth subscription show for American Theater Society, with possibility of refund or credit on next year's sales or one-show special reservation for subscribers, ATS secretary Thomas Kenyon informs. Fifth play will be Alfred Lunt and Lynn Fontanne in a split *Seek of The Sea Gull* and *Idiot's Delight*. Lunt showed four nights here in 1938 and fled town in midst of St. Patrick's day flood. Subscribers will have choice of attractions for reservations. Sixth feature may be Gertrude Lawrence in *Skyark* if booking can be arranged by Manager Harry Brown.
 Probability of formation of Playgoers' Association here to guarantee longer season of legit seems remote, according to theater folk, because of scarcity of bookings and relative strength of ATS and regular box-office patronage compared to other cities.

About 3,000 ATS subscribers this year, less than the number of 1937-1938, have paid in almost as much cash as last year's, due to a bigger sale of orchestra and first balcony seats and minimizing of gallery tickets.
 Theater would rather have one show due subscribers than play an inferior attraction. Kenyon opines, recalling instance of four years ago when ATS ended season owing a show to patrons. Very few asked for refunds, he recalls, with most of them buying an early show for following season. ATS has operated here since 1932, when it merged with Theater Guild that had opened several years earlier.

Tax-Evading Broker Sentenced

NEW YORK, April 8.—Motion to suspend execution of sentences against Philip Guryan and Samuel Bloom, theater ticket brokers convicted for evading brokerage taxes, was denied by Federal Judge John C. Knox Tuesday. Sentences of four months in jail and \$2,000 each prevail, plus a fine of \$2,500 against the Newman's Theater Ticket Office, Inc., of which both are officers. In denying the motion the judge also rebuked the defendants.

Pitt To End Short Season

PITTSBURGH, April 10.—For second time this season Nixon is dark in holiday

HE IS BREAKING ALL RECORDS!



No. 24—FREDDY THE BULL. Height 7 1/2 in. Length, 10 1/2 in. Today's Most Lovable Character. Very Comical—Plenty Energy. The Ideal Number for Wheel, Scales, Bell Games, etc. Packed 12 to a Cart (No Loss Sold). Ea. \$20
 Write for Full Details on Our Complete Line of 114 Numbers.
 A 25% Dep. Required on All Orders.
 Ask Us On Our List for Our New Catalog
WIS. DeLUXE Cat.
 1902 N. 3rd St. MILWAUKEE, WIS.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.
 Showman's Insurance Man.
CHARLES A. LENZ
 Permanent Address, Chicago, Ill.
 4736 Insurance Exchange Bldg., Chicago, Ill.

H. C. SWISHER'S SHOWS

Open Gates, Ketchikan, April 15 to 22, Downtown Seattle.
 WANTS Occasional Agents. All Rights Reserved for single Loop-a-Piece. Ent. Wheel, Exhibition, Concessions, all open street things. Prices and Conditions. Come on. Winter quarters 221 E. Third, Seattle, Wa.

SILVER FLEET SHOWS

Will open April 15 at Oakland City, Ind.—WANT Occasional Agents. All Rights Reserved. Phone, P.M.C. Wm. People, Officers, Show Plans, Scales, Air Orbits and Block Concessions. Come on. Skills Agent wanted. Have cash for air non-transporting shows. Write for details. Send all mail and news to: (Address) H. C. Swisher, 13100 N. 13th, and then to Oakland City, Ind. F. A. OWENS, Manager.

SUNSET AMUSEMENT COMPANY

Open Downtown, Ketchikan, Ia., April 15. Carrying 10 Bells, 5 Shows, No pay sale.
 WANTS Occasional Agents. All Rights Reserved. Write to: (Address) Sunset Amusement Co., 13100 N. 13th, and then to Oakland City, Ind. F. A. OWENS, Manager.

PERCELL'S PIONEER SHOWS

WANTED—Will buy or book rides. Also want Shows and Legitimate Concessions for Firemen's Conventions, Old World Works, etc. Excellent ride help.
MICKEY PERCELL.
 Box 174, Elmira, N. Y., Phone Elmira 21729.

FROM OUT FRONT

(Continued from page 16)
 of the chase and madness that has spread thru our own essentially unimplicated land the theater may offer the momentary balm of peace and of escape. Escape has always been the chief—and the highest—aim of drama. In times of catastrophe, however, the theater has been pulled down from its pedestal; it has been made a means of increasing rather than decreasing the horror and insanity about it; it has been made a mouthpiece rather than an art. The tendency is inevitable, aided alike by those who use the theater's emotion-stirring magic for the low ends and the poor blind sheep who are themselves used. But those who love the theater as an art, those who love beauty and humanity, sanity and peace, must fight against it to the furthest extent of their powers.
 It will be a losing fight; but it must be fought.
 If our land is thrown willingly into a needless struggle that can do good only to financial interests and to political aspirations, if we are convinced by the power-that-be that we will end slaughter by the somewhat dubious method of pouring thousands of fresh lives into it, if the madness now in vogue here, is fostered by the ministering care of Washington into full and evil bloom, then—then above all—must the theater remain a place of peace and escape and beauty, where shattered lives may find a momentary haven of rest. Now, in a period of catastrophe, when the standards against propaganda are being loosened, the theater must guard against propaganda as never before.
 For, every fingering emotion momentarily aroused by such a piece of bloody-shirt-waving as *The American Way* is fuel beneath the seething caldron of jingoism and hate. Now, above all, we must remain calm and clear-headed; now, above all, we must disregard the pull of surface emotionalism that sets feet to tapping before the music of a band.
 And if we must have propaganda in the theater—as we inevitably must—let us at least examine it carefully; let us refuse to be stampeded by catchwords of nationalism and surface pride. Let us see what Americanism really is.
 It is not, surely, the killing of millions of American boys in a war that in no way threatens America. It is not, surely, the arousing of jingoistic nationalism and the preparation of unsuspecting sheep for the knife of the butcher. It is not, surely, the insistent confusion between the fundamental principles of our land and a set of loudly-mouthed expedients that serve the purposes of a political opportunist. It is not, surely, the twisting of the statements of one of our great national figures into an unintended defense of those expedients.
 It is, rather, protection of the lives and the happiness of our people (rather than the interests of our financiers). It is to provide a sanctuary of sanity and peace for the terror-torn people of other lands (rather than to increase that terror by adding to it). It is made up of our congenital refusal to take orders from above, our insistence on following the right as we individually see it, our government (as Maxwell Anderson put it in *Knickerbocker Holiday*) by amateurs, rather than by reaction and power-mad professionals.
 It is a sanctuary to shun bloodshed and horror, madness, brutality and murder, not to plunge into them headlong and without need. It is Americanism to offer a place of sanctuary for the oppressed, to offer peace and beauty and equal freedom in the midst of a world gone mad.
 It is, transported from the field of politics to that of art's function, remarkably like that of the theater.



Circus Stuff

IS THE circus dying? Can it come back? These and other questions are arresting the attention of both press and public. Not to mention circus people themselves. Look Magazine will make the subject a five-page feature in its April 25 issue. C. E. Duble, the old windhammer, who always digs deep into the record books, stated some weeks ago that the tankard stuff is on the edge. Robert D. Good, circus collector of Allentown, Pa., forwards a clipping which to him reads like a "death warrant" on the "good old reliable circus baggage stock." He regrets that baggage stock has been cut down in recent years because to him "there is nothing so 'pinch-quickening' as seeing a fine six or eight-horse team coming down the street. With this elimination of work horses in favor of trucks it is no wonder John Q. Public is blasé toward circuses."

The clipping is from The Philadelphia

Record of March 23. It is an advertisement by Ivin C. Walker's Northtown Farm Barns announcing "the greatest of all horse shows held in the East." Of for sale were 800 bits of harness, 350 collars and other horse items from Ringling Bros. Circus.

Mr. Walker's advertisement is picturesque, full of the personal touch. "For 35 years the Walker Horses have pioneered in the agricultural and commercial problems of the East," we read. "More dependable and economical than any tractor." Then comes the high point of the ad, the humor that sounds like nonsense but is in fact the good old "piece de resistance" of the copy. Here it is: "No farmer can have a tractor and be a Christian. The farmer by using tractors to start last year's tractor will force him from the church."

Ivin C. Walker then puts in a word about a woman who wanted him to come out to her place to sell her husband a couple horses because he can't fit to live with, turning the tractor every second of the way, etc.

Every man peddles his own type of water craft. Some use yachts, others houseboats or barges. It all depends on one's economic state. The biggest of the big shows, which has just opened its season at the Garden, might be called a Capote Circus by comparison with other years of Big Ones. Weather, labor trouble and amiable business conditions forced the management to sharpen the stiletto for the trimming process.

Complaints are in the air already. Die-hard circus folk insist the Big Show should always remain not only the biggest thing on wheels but the standard, meaning business itself, should be maintained.

This theory is questionable in practice. The sentimentalists don't pay the bills. The circus operator does, especially when he is budgeted by the fine Italian hand of, let us say, a banker. The circus has no more obligation to the public than a newspaper. The circus is not a public trust. It lives on its revenue. So does a newspaper. If the diehards and the fans resent the kind of Big Show operation which today calls for "retrenchment," do they propose to foot the bills?

If this nation cannot support the circus industry in a big way the fact will be known soon enough. But before the crepehangers sound the death knell of this great American institution let them give the institution they say they love an opportunity to function under more ideal conditions. That is the real test. Labor difficulties and dwindling income

for the average American can always be counted on to defeat the best laid plans of mice, men and circuses.

FIRST the sponsoring fire department filled his tank, then proceeded to fill his quarters as a fire broke out in Jimmy Jamison's room in a New Bern (N. C.) hotel. Jimmy has the diving act with Kaus Expedition, which opened in New Bern, its winter quarters, last week. After a siege of illness in a Boston hospital May Jackson, of the bike team of Leo and May Jackson, is back in her Reading (Mass.) home with kind words for the people who remembered her with letters.

Oscar Lowande, once a smaller principal rider, is still going strong in a comedy part of the WPA Proceclo.

The Pinochle Society is suffering now that Freddie Phillips is busy on the Charlie Good midway in Westchester. Elwood A. Hughes, g. m. of Toronto's Canadian National Exhibition, and his lovely daughter accompanied Mr. and Mrs. George Hamid on a motor trip to Atlantic City for the Easter opening of Hamid's Pier. Returning from a five-week tour of Europe in behalf of his Steel Pigs, Frank P. Gravatt announced that there are still a large number of outstanding acts available on that side of the pond which would be more than willing to come here if they could, preferring to be spotlight heroes instead of so much cannon fodder.

Hartmann's Broadcast

AGAIN we hear that old cry of circus A and carnival managers failing to answer telegrams, letters and post cards from people making application for work in response to help-wanted advertisements in The Billboard.

It is so shame that this condition continues. The complainants feel that when it is found their services cannot be used, shown an employer should extend the courtesy of at least a penny post-card reply to that effect. On this we agree with the complainants, and if the offending showmen were reasonable and put themselves in the shoes of those applying for work, they would agree, too. Unemployed persons probably lose good jobs elsewhere when they are kept in ignorance.

Another important point is that an employer is not building up good will when he ignores people in whose services he might be interested later on.

TO SUBSTITUTE trucks and tractors for baggage horses, circuses might just as well go in for mechanical clowns and elephants. That's the opinion of Alvin J. (Happy) Price, who has spent practically all of his life around circuses and their winter quarters and for the past 25 years has been connected with the main end of shows.

"People like horses," he writes, "and they think of a circus as a show of fine horses, elephants, lions and other animals. To use mechanical devices instead of horses would take away the circus spirit. When a caterpillar stalls on a muddy lot there will be many wishes for old Prince and Dobbin. And when it comes to unloading a train there is nothing that can take the place of that team of boys. Let us not deprive those draft horses of their opportunity to show the world their beauty and ability."

A CIRCUS man published recently in a sodally paper and apparently written by a press agent under a nom de plume named Mike T. Clark, ex-carnival owner and manager, got down this note: "Did you ever read the stories which Tony Hamilton, for years manager for Jim Bailey, wrote about circuses and gave the lie to all that had been written by press agents for them—and this after Ringling Bros. refused to place him when they took over the B. & H. show?"

RELATIVE to the query of Dick Collins as to whether Walt Mealand ever tied up with a carnival, high club and a political campaign for the same man and at the same time, Walt replies:

"I note that my distinguished confrere, Sir Richard the Great Collins, whom I suspect was once press agent for Noah's original boat show, asked me if I ever exploited three jobs for one man. The answer is 'no,' but I will match my 'Battling Bunny' stunt of the rabbit biting the huge python at the Canadian National Exhibition in 1936 against his hot dog stunt for fun, money or marbles.

Dick is a great guy and I'm glad he is back in harness. Long life to him and that other young fellow, Doc Waddell, they called publicly purveyor in captivity."

WE WERE misinformed, unintentionally, when we said a couple of issues back that the Great Wallendas would be back on the Ringling-Barnum circuit, where they had been a fixture for years. It seems that Carl, manager of the troupe, wouldn't stand for a cut in the act's salary, and then signed contracts for a European tour that will keep the troupe busy until about March 30 of 1940. Trip abroad will include a 31 weeks' stay at the Tower Circus in Blackpool, Eng., and engagements in France and Germany. The troupe will sail soon. Of course, the foreign tour hinges upon the outcome of the impending war.

Notes From the Crossroads

By NAT GREEN

OUR HAT is off to Ira Watts, who in his article in the Spring Special told in clear and understandable language just what ails the circus and what must be done to bring back its prestige. Watts didn't pull his punches and the article isn't going to set so well with those whom the shoe pinches. Which is all to the good! Maybe the "pinches" will get few shoes.

The circus—speaking of the touring shows—has not sung its swan song, our good friend Bob Hickey to the contrary notwithstanding. Bob, in his recent publicity stories, has said that almost no little towns will thrill to the music and exciting smells of sawdust, hamburger and pop corn this season. If a few many of the larger shows are temporarily off the road, but there still are nearly 30 circuses operating, many of them giving very creditable performances. As Ira Watts says, the circus is at the crossroads, and we still have faith in its ability to continue and prosper. The minority who have pinchy shoes will see the light or go out like a light!

With one thing Hickey says we thoroughly agree. "The circus of the future," he says, "will be a more compact affair that will carry fewer and fewer persons in addition to the actual performers." Quite true. It's a mechanical age and circuses are falling in line with the march of progress.

A visitor to winter quarters at Rochester, Ind., reports that all Cole Bros.' parade equipment is painted and ready to go and some 60 men are working in quarters. Show is set to open the last of April at Rochester, play a week in Indiana, one Illinois stand, then eastward to the off stand-by—Indianapolis, Cincinnati, Dayton, Springfield, Columbus and so on.

Visitors from New York bring word that the "natives" are craning their necks and gazing at the tremendous Ringling-Barnum hit on the Longacre Building. Looks as if the "brothers" are going to gang up in the East. Russell Bros., Downs Bros., and Barnett Bros. shows all headed for Pennsylvania in double-quick time. Clyde Malloy is busy agenting Floyd King's Hill Parade. Gene Ross, former circus man, in from Bloomington on business. Gene is still on the road, but not trouping. He's now traveling representative for a big manufacturing concern.

Howard Y. Bary and Verne Williams surprised the boys of the Atwell Luncheon Club by dropping in for lunch a few days ago. Bary took some good-natured ribbing about his movie suit. Williams will not troupe this season, being set for a lucrative job at the various race tracks. L. B. Greenhaw, general agent of Parker & Watts Circus, stopped off for a visit in Chi on his way to quarters at Fort Smith, Ark.

Irving Kempf writes from his hospital bed in Dayton, O., that he may be able to go home soon, but because of a broken vertebra he may have to remain in bed for several months. His brother Bruce is at home in Capac, Mich., building a mechanical exhibit for a brewing company, and his niece, Hazel Helen Kempf, has left the Cleveland Playhouse to take a part in the Westinghouse Co. exhibit at the New York World's Fair.

There's still a chance that Clyde Beatty may appear at the San Francisco fair. All hinges on whether the fair will put up bonds for 10 weeks. By the way, the Omaha Shrine show say it went over bigger than in any previous year.

CASH IN ON THE NATION'S THIRST FOR HAWAIIAN TROPICAL DRINKS. Includes menu with items like Pina Colada, Coconut Champagne, and Papaya. Price 72-50.

CRYSTAL EXPOSITION SHOWS. *Last Call* WANT *Last Call*. Opening Kings Mountain, N. C., Saturday, April 15, to Saturday, April 22, 1939. Various attractions listed.

GOLD MEDAL SHOWS. Want Photo Gallery, Pitch-THI-You-Win, Hoopla, Cigarette Shooting Gallery, Fish Pond, Country Store, String Game and other 10c Concessions. Will book or buy Crystal Maze, Fun House, Laughing Mirrors and Super Roll-o-Planes.

MIGHTY MONARCH SHOWS WANT. FOR LONG SEASON IN COAL FIELDS AND SOUTHERN FAIRS. Will buy LEASE OR BOOK The Wild, Octopus or Whale, also Kiddy Ride, Ring Slide for Wheel, Merry-Go-Round and Pony. Offer for Old Review, also Man to Man, Cork Show, Mustangs for Flight, etc.

MILLER AMUSEMENTS. CAN PLACE AT ONCE. Corp Game and Cook House, \$35.00 per week. All Stock Concessions \$15.00 per week. Riders and Manager for Miscellaneous, 30/50 seats. P. ACE capable Electrician: Wheel, Whip, Merry-Go-Round, Foreman, Manager Top Country Store Wheel. Now showing on the streets in the heart of the Strawberry Belt at Ponchatoula, La., until April 23.

Baltimore Showfolk at Waldo Pullard Funeral

BALTIMORE, April 8.—A number of outdoor showfolk attended the funeral of Waldo Pullard, veteran concessioner, mechanic and wheel builder, who died in City Hospital here on March 20 from injuries sustained when struck by an automobile on March 9. Well known in the carnival and circus circles, Pullard for the last 25 years had been connected with the office of John T. McCaslin, which handled arrangements.

Funeralbearers included Les Blaine, William Earl, J. J. Burns, Babe Walters, Sam Bogart and Art Kavanagh. McCaslin conducted the services at the Shilmunek Funeral Home on March 29. Other showfolk attending included Johnny Eck, half boy; his brother, Robert, and sister, Mrs. Moran; Frank Zoubeck, Harry Bowen; Cho-Cho, clown; Dorothy Miller, James J. Hartlove, Mr. and Mrs. Cooper, Martin Lauzier, Mingle Foster. Beautiful floral offerings came from Mr. and Mrs. John T. McCaslin, Harry Bowen, Margie Hofer, Babe Roberts, Sam Bogart, Harry Madala, Ed Jones and wife and L. M. Sandy. Many wired condolences and Actors Fund of America contributed toward the funeral expense.

FLESH ON

(Continued from page 4)
Certain word showing the play are vague, it was indicated it may tour if the two-week booking here warrants.

Criterion, long called a Jinx house, is about to ditch foreign flicker policy and return to flesh with Will Morrissey. Last production here was *Shuffle Along*, which died after four days. Morrissey has leased rehearsal call for *1939*. Palmero Brandeas is expected to see rehearsals under way this week. Fred Bertone, who came to the Coast to open the Casa Matanga, is scheduled to move in with his band. Show is to be titled *World's Fair Revue*. Interior of theater is getting face lifting, with new stage and orchestra pit being built. Slated to open around the middle of April.

Altho. Tent has caused b. o. takes around town to slide perceptibly, biz has held up fairly well. Last production into Baltimore, which opened last week, was *Whitecaps*, starring Ethel Barrymore. Was well plugged around town but failed to draw as anticipated. For two-week stand it pulled around \$21,000.

Next for Baltimore are *Our Town*, *Mrs. the Dogs*, *Goodbye and Tobacco Road*. This leaves the house with solid bookings for the first time in months.

FTP production of *Run Little Challen* going into its 10th month at the Mayan is around 15 to 20 per cent of former high grosses. Situation is similar at *Two a Day*, where grosses are around \$3,000 per week. *High Tor*, at the Ballico, is not proving particularly popular with the cash customers, only drawing around \$1,900 per week. While no closing date has been announced for *Run Little Challen*, *Two a Day* is slated to bow out on April 20. *Kroustige* is to replace it at Hollywood Playhouse May 3.

With announcement that new director has been named by Hallic Flanagan to head FTP here, there are no indications that policy changes are in order. Alexander Lefschich was named after the spot was left open for several weeks following resignation of James Ullman, who stepped out after assertedly deciding FTP here was in hopeless mess.

Situation in night club field has not changed a great deal so far as the Grove is concerned, with both culinary union and hotel management still locking horns. Meanwhile slated opening of Benny Goodman draws nearer, and no apparent progress is being made toward settlement of the strike. Several members of APA who were banned from the Grove along with musicians by Central Labor Council have voiced their displeasure at being called out because of "beat" between waiters and cooks and hotel.

It was pointed out by disgruntled APA members that waiters and cooks on strike are eligible for strike benefit fund maintained by their unions, while APA has no

such benefits. Night club acts are forced to take layoffs with no prospects of getting dough until spot reopens. While culinary workers are given weekly stipend while they are on strike, it was claimed. Further "beefs" were voiced by acts who claimed they were being used by other unions to "pull the chestnuts" out of the fire.

After announcing the Baltimore Bowl would drop act Joseph Faber, who handles talent for the spot, stated Bowl will continue to use acts, cutting from six to around four. New prices in effect since bow-out of Shep Fields have upped patronage 20 per cent. For years Bowl has run under \$1.50 cover policy, but finding biz going to Earl Carroll and Florentine Gardens, decided to drop tariff and see what happened. According to Faber, upturn in business has been far greater than anticipated. Drink prices have been sliced from 30 cents to 25 cents a copy.

Dropping its name-band policy, the spot is now able to buy a local band at a much lower figure, shaving the nut.

Earl Carroll has inaugurated new policy at his theater-restaurant on Sunday nights by reserving 350 tables for \$1.50. This does not include diners, but only privilege of watching show. Regular price for feed and table is \$2.50.

Present indications are that flesh entertainment is still making headway in return to public favor despite unfavorable publicity received due to strike at the Grove.

SUGAR'S DOMINO

(Continued from page 4)

background that will obtain for them the newspaper attention that is of such great value to them. . . . Performers should think twice before throwing away money on "campaigns" proposed by glib press agents. . . . After all, a press agent is nothing more than his name implies. . . . His job is to contact the press for those who are unequipped or too busy to do so. . . . Honest newspaper men, of whom there are far more than performers who get bum notices are willing to admit, do not object to dealing directly with performers. . . . Newspaper men feel flattered when performers take the trouble to call on them at their offices or go out of their way to look them up when they are visiting a night spot. . . . Most of the time they shy away from performers because they have the impression that performers don't want to be bothered with them. . . . This common impression can be dispelled by performers taking the lead. . . . There are many other things that performers can do to help themselves with the press. . . . Only they would take matters in their own hands. . . . Press agents—when they are capable and honest—are worth far more than most of them receive as fees. . . . But a performer should train himself to distinguish between the good and the bad. . . . Many performers learn thru sad experience. . . . That is the hard way. . . . The logical and easy way is to weigh carefully promises press agents make; to work along with the press agent, if time allows, at every turn. . . . There is nothing mysterious about the press agent's routine, altho some unscrupulous ones try to make it appear so. . . . It is nothing more or less than hard plugging, building up of contacts and fertility of idea chambers that make a press agent successful. . . . Many performers can do most of these things, if they have the ability and the time. . . . If they have neither it is another story and they have to take pot luck. . . . If they have time they should work with their press agents more closely so as to gain a keener appreciation of what is being done for them. . . . If this is done it will not take long before performers are wised up to the phonies. . . . The honest press agents with plenty on the ball have nothing to worry about because it is only in this way that their clients can get to know how good a job is being done for them.

LAZARUS WILL

(Continued from page 4)
to the fact that Vibeck's Trotta was selected as vice-president over his objections as committee chairman. Others on the ticket, which will be unopposed, are Herb Berg, treasurer; Kenneth Clark, secretary; Martin Starn, trustee for three years; Ralph Rolan, Elias E. Sugarman, Lou Lifton, James Cron and Marth Starr, govt. work. Formal election will take place in about two weeks.

Lazarus has been AMPA's vice-president, and Starn is the retiring president.

J. J. PAGE SHOWS WANT

Legitimate Concessions of all kinds except Corn Game, Cookhouse and Peacocks. Good opening for Palmistry and Frazon-Castard. Want one money-getting show with or without own outfit. Want Trick Rider (or Motoedroma). Want Ten-in-One People and Talker for same. Bert Melville wants girls for Revue and Talker for Beddy Shows. Want one more Ride, preferably Roll-a-Plane or Octopus. We have twelve bona fide Fairs contracted, also a wonderful fourth of July spot. Showing Elizabethan, Tenn., this week; first show in city limits in ten years. Johnson City, Tenn., next week; then Bristol, Va., in the heart of town. Everybody address J. J. PAGE, Johnson City, Tenn.

BLUE RIBBON SHOWS, Inc.

PLACE capable Electrician for 10-Ride Show. No lath hounds. Have complete Transformer Truck. PLACE Musical Performers and Musicians or complete Band. Salary and contract. PLACE capable Manager with people for complete framed Narcotic Show. PLACE all kinds Concessions, reasonable rates. Opening for this choice Wheels and Grind, Acres. Jack Walsh, Muzey Tarnard, Harry Burger get in touch. Miss Klien not connected. Allentown, Pa., this week.

FIDLER UNITED SHOWS

WANT AT ONCE—Managers for following shows: Circus Side Show, Girl Show, Posing Show, Snake and Single Pit Attractions. Have all new fronts, banners and tops for shows. Will furnish capable managers with complete outfit in A-1 condition provided they have people. Must join on time. Those who write before write. Showmen with reputation and new ideas always welcome. We will finance you. Write or wire FIDLER UNITED SHOWS, East Alton, Ill., this week; Jacksonville, Ill., next.

PANASSIE FROWNS

(Continued from page 4)
and a marketing brass section, Panassie is proxy of the Federation Internationale du Hot Clubs and also head of the Paris chapter of the Hot Club of France.

"Real jazz is music," Panassie explained. "Just remember Bach wrote danced music, as did Mozart, music with rhythm. There is no reason to think jazz is degenerate"—the swing has degenerated.

Hot Music Program Clicks From K. C. Theater Stage

KANSAS CITY, Mo., April 8.—Vine Street Varieties, favorite hot program over local station WDAF, is airward at 9 o'clock Saturdays from the Lincoln Theater, in the heart of Kaycees Negro district. Originated and sponsored by William Shaw, proxy of local musicians colored union, the show presents the best in jazz entertainment in town can offer.

Jimmy Lunceford guest-starred on the show February 22. March 11 program featured a King of the Bipes contest and demonstration of best boogie-woogie by Everett Johnson, local jazz and brother of New York's Pete Johnson. The show is composed of mixed professionals and amateurs, and highlighted is Julia Lee, colored band leader and pianist. Julia's 24 months at Lincoln on the South Side is the longest engagement on record here in recent years.

Dramatists OO Play Brokers

NEW YORK, April 8.—As a result of grand larceny indictment brought against Eric S. Pinter, play broker, Dramatists' Guild will confer with the Incorporated Society of Authors' Representatives to devise more stringent regulation of play brokers. Organization will be asked to provide greater control. Guild will probably reach agreement if has now with the agents regardless of outcome of the Pinter case.

TALENT AGENCIES

(Continued from page 20)
Commece's Monte Cristo night, April 26, and the Texaco Co.'s annual party April 28. . . . WALLY GLUCK, Buffalo, reports talent bookings for the Deer and Rose Club, Jamestown, N. Y.; the Buffalo-Cane Club's monthly parties and a stag party at the Buffalo Athletic Club. He has booked Bert Layton and his Flirts into the To Toe Club, Montreal. His brother, Sidney R. Gluck, has just opened a booking office in New York city and is producing units as well as handling talent and bands.

EMPIRE ENTERTAINMENT BUREAU, Detroit, operated by Harry Russell, has been rechristened the Actors' Empire Booking Exchange. Jack Miller and Charles T. Collins have been added to the staff.

London Casino Reopens

LONDON, April 8.—The London Casino reopened Wednesday under direction of

Pan-American Shows WANT

SHOWS—Will furnish outfits for Tuba, Athletic and Rinko Pit Attractions. WANT Acts for Rinko Show, CAN PLACE Rinko Help for Tin and Chairmen. WANT Occasions; Shooting Gallery, Fish, Castard, Photo, Dishes, Miss Camp. CAN PLACE Agents for Fish Pond and Cart Gallery, Wheel Agents that run work stock. Address Herin, Ill., this week; St. Louis, Mo., April 17.

OHIO VALLEY SHOWS

OPENS APRIL 22
Wants Shows and Concessions, small Cookhouse, Candy Shop, Cigarette Gallery, Derr's Bowling Alley, Spring Game, Cat Race, Arcy Grand Place and confetti. Also want Chairmen, Johnson, town, Sooty wire one of each. No pay sets. Wire or write. OHIO VALLEY SHOWS, 1150 West St., Wheeling, West Va.

Alfred Edalle, managing director of Prince of Wales Theater, Denver and supper show will be the Sal Taborin Revue, from Paris, with Joe Jackson Sr. representing America in international cast.

Buffalo Union Signs Clubs

BUFFALO, April 8.—Musicians' union contract, enforced last fall by Local 43, AFM, has just been signed by the Park Club, one of the few spots that has been holding out. The local Consistory, and other nonconformists, signed a few weeks ago thru Manager Vernon Reed. Only one missing is the Meadowbrook Country Club.

Peru, Ill., Club Reopens

PERU, Ill., April 8.—Timothy Deagone reopened his South Bluff Country Club today for the season with show booked by Paul Marr, of Chicago. Opening bill had George Moore, Horton Spurr, June Scott and Coley and Adair. Budget for talent will go up later in the season.

Casanova, Detroit, Reopens

DETROIT, April 8.—Casanova Club, new near-downtown theater restaurant, opened Monday under management of Lord Bernhardt, who formerly managed the Blue Lantern, a smaller cafe in the same location. Eddie Minick and band open for an indefinite run, thru the Dal-Bay office. Floor shows booked thru Betty Bryden.

Osborne Slides Neat \$627

BRIDGEPORT, Conn., April 8.—Sliding his third appearance of the season at the Ritz Ballroom last Sunday, Will Osborne didn't do so badly when he drew a nice crowd of 530 patrons, considering that his date was substituted in between Artie Shaw's appearance several days before and the coming of the Casa Loma Band next Sunday. The box office was scaled at 75 cents, making an intake of \$627.50.

Girl Band for Seattle

SEATTLE, Wash., April 8.—Lyons Music Hall started last week with a girl band, the Night Queens of Swing.

Film Released Too Late

PHILADELPHIA, April 8.—Had KO's film *Love Affair* been released here sooner the Philadelphia Room of the Hotel Philadelphia may have still been open. The Philadelphia got a big publicity break in the pic, being selected as the spot where Irene Dunne is the featured singer. The room closed early this month.

Strouss Bill To Liberalize Show Licenses Passes

CHARLESTON, W. Va., April 15.—House Bill No. 138, introduced by Delegate Junius M. Strouss, chairman of the powerful House committee on taxation and finance, liberalizing the Mountain State's license fee on circuses, carnivals, midway shows, riding devices and concessions, was signed by Governor Homer A. Holt on March 29 and becomes effective 90 days from that date.

License fees now are: Circuses, if by train, \$4 a day for each day performances are given; if by truck, \$3 per truck per day.

Carnivals, \$5 a week; each entertainment at which separate admission is charged to be assessed 10¢, addition as follows: Riding devices, each \$10 a week; concessions selling service, food and drink and merchandise, each \$5 a week; games, such as pitch-till-you-win, each \$10 a week; wheels, each \$25 a day.

Strouss' plan also permits for the first time selling at an annual fee of \$200, no license for less than a year.

Bagatelle tables also get taxed, by the year, at \$10 for the first table and \$5 for each additional one in a set-up.

Slot machines, the penny variety, are taxed (annually) at \$2 per machine; all other machines, for larger coins, at \$5 per machine.

MARRIAGES

(Continued from page 29)

Writer and commentator, in Honolulu March 20.

ZIRKLE-DEANE, Louise Zirkle, non-pro, and Doris Deane, character and specialty dancer, of Pittsburgh, December 27 last, it has just been revealed.

Coming Marriages

Frank Burke, emcee for several shows on Station CKLW, Detroit, and Anne Campbell, nonpro of that city, in Hamilton, Ont., April 18.

Harold P. Pressman, of the advertising department of Penn-Pressman Co., and Lillian Stuber, publicity director of Station WPKB, Philadelphia, in that city June 18.

George Moran, special agent with Hildebrand's United Shows, and Ruby Bernstein, St. Louis, in Sacramento, Calif., soon.

Bernard Tubb, Regina, Sask., nonpro, and Jessie Bradstreet, studio hostess and soprano at Station CKCK, Regina, in that city soon.

Bob Siskela, carnival showman, and Lillian Baker, nonpro of Lexington, Ky., in June.

Dave Thompson, fight promoter, and Agnes McCaffrey, former Marcus show girl, in Perth, Australia, soon.

William Hinds, Station KDKA announcer, and Dolores Doliboff, nonpro, in Pittsburgh May 17.

Robert McElroy, Station WCAE chief announcer, and Billie McVinnill, stage and former screen actress, in Pittsburgh in June.

John G. Housknecht, sound technician with NBC, and Clare Higgs, radio performer known as Honeychile, in Bensenville, Ill., in June.

James Patrick Black, pianist at the Dome Cafe, Chicago, and Jean Mildred Kennedy, dancer at the Chest Parer, Chicago, April 15 in that city.

Births

A 5 1/2-pound daughter to Mr. and Mrs. Barney Rapp, at Christ Hospital, Cincinnati, April 10.

cinatti, April 10. Father is the orchestra leader and Cincinnati night club impresario, and mother, the former Ruby Wright, was formerly vocalist with the Happy Orchestra.

A seven-pound son, Ian Alan, 40-cent, and Mrs. Martin Wells recently in Pahokee, Fla. Mother is the daughter of Barney Tassell, owner of the shows bearing his name.

Twin girls to Mr. and Mrs. Charles Spickett March 28 in Mansfield, O. Father is assistant manager of Warner's Sixth Street Theater, Coshocton, O.

A son, Charles Benjamin, to Mr. and Mrs. Charles T. Collins in Detroit, recently. Father is producer and books with the Agency Empire Booking Service, that city.

A six-pound son to Mr. and Mrs. Doc Stringer in Seattle recently. Parents are concessionaires.

A daughter to Mr. and Mrs. H. E. Ribson, of Uteble Hill, Hillsides, in a Wingham (Ont.) hospital March 26.

A daughter to Mr. and Mrs. Forrest (Bob) Richardson in Santa Fe, N. M., March 30. Father is drummer in Johnnie Hamilton's Orchestra, currently at the Trianon Club there, and mother is the daughter of Mrs. "Babe" Hittig, a former trouper of Denver.

An 8 1/2-pound son, Harold Dean, to Mr. and Mrs. H. O. Killburn in General Hospital, Nashville, Tenn., March 24. Parents were formerly with L. J. Hoth, Al O. Hanson and C. D. Scott shows.

An eight-pound son, Thomas Francis II, to Mr. and Mrs. Thomas F. Kennedy in St. Petersburg, Fla., March 3. Mother is the daughter of Milt Robbins, side-show manager.

A 7 1/2-pound son to Mr. and Mrs. James Gross in Northside Hospital, Youngstown, O., March 20. Mother is the daughter of Joseph Wales, who operates the Liberty and Capitol theaters, McKeesport, Pa.

A six-pound son to Mr. and Mrs. Andrew Sheridan in Mercy Hospital, Pittsburgh. Father is attorney for Harris Amusement Corp., Pittsburgh, and mother is the daughter of the late Senator John P. and Mrs. Eleanor Harris.

A son to Mr. and Mrs. David Hearst in a Hollywood hospital March 24. Father is a son of William Randolph Hearst, the publisher, and mother is the former Hope Chandler, New York showgirl.

A daughter, Josephine Lucille, to Mr. and Mrs. H. C. Masorang in Natchez (Miss.) Hospital March 11. Parents are associated with the Buckeye State Shows.

Divorces

Harry G. Corry, concessionaire with Henness Bros' Shows, from Carman Corry in Little Rock, Ark., March 23, reports Corry.

Jacqueline Delubac, French stage star, from Sacha Guitry, French author, actor and playwright, in Paris April 5.

Margaret Wynne, the former Margaret Lee, New York stage and screen actress, from Shirley Wynne, nonpro, in Los Angeles April 5.

Mrs. Marion Chase Frouge from Thomas Frouge in the Superior Court, Bridgeport, Conn., last week. Frouge is a former character actor, who last season sponsored the Ridgefield Summer Theater, Ridgefield, Conn.

Mrs. Paula Spoetle Nyberg from Walter Nyberg, orchestra leader, in Superior Court, Bridgeport, last week.

William J. Peshong, concessionaire, from Josephine Peshong in Lancaster, O., last week.

Ethel Levey, musical comedy star and former wife of George M. Cohan, from Claude Grahame-White, pioneer British airman, in London March 30.

Luella Mullens Conrad from Stanley Conrad, Sarasota, Fla., radio announcer, in Cincinnati March 20.

Full D'Osgay, stage and screen actress, from Maurice Earl Hill in Chicago March 24.

Norman Bede Ridge, managing director of Greater Union Theaters, from Mrs. A. Rydge, in Sydney, Australia, recently.

MINSTRELSY

(Continued from page 28)

able to leave the nursing home in another fortnight. Kane has undergone two operations and various forms of treatments and for a time hopes were given up for his recovery. After his complete recovery Kane will again work fair with his rube act, which he has been doing the last several years.

DOC WADDLE writes: "Recently inquiry of the Ted E. Faust Minstrels brought me treasured memories. I was its business representative in advance and booked the show. We surely did wildcat. Klaw & Erlanger fought the Faust Minstrels to stop it. We made the first season (1903-04) a real profit. What became of the money is beyond me. The 1904 season was about to open and so on. But a cat of freight cars was shot into a siding at Columbus, O., into Ted Faust's Pullman. Mrs. Faust received a broken rib, a celebrated talking parrot was killed and other damage was done. The railroad settled gratifyingly and we opened at Marysville, O., on time with 90 cents in the treasury and a graded contract calling for 90-10 percentage. Had the opera house manager bought a few tickets he'd have had the better of it. He didn't and on we went, getting by. It was a hard struggle, but we made it, closing in the spring of 1904, paying 50¢ and leaving Faust and me \$20. He wanted to split, but I took \$5, leaving him \$15 for himself and family. I took the first train to Cincinnati and hired out to my first job, the John Robinson Circus. We didn't go out in the fall of 1905, tho we were booked solid. We hadn't the money. By not going out we fooled Al O. Field, who had framed the Dog-nelley-Hatfield Minstrels to book us. The D-H show lost money. My second man on the Faust show were Ted Galbreath, now a business man in the money at Birmingham, Ala., and John Nedrow, who is doing nicely with a bill-posting plant at Massillon, O. George Cunningham was manager of the Faust Minstrels. He took ill the second season and went to his home in the East. 'Pop' Carr was its first principal comedian. Then followed Bobby De Rue and Billy Baird. I discovered Baird in a stock company in a little town in South Carolina. Little Ruby Faust still lives in Columbus, O. Dear old Vic Faust is somewhere in the United States. Ted, his wife and Gene are dead. William Pattle, who was the Southern Nightingale, has a movie theater in Leland, Miss. What's singer was Clyn De Bruin. Found him in Hillsboro, O. Is he living? Who knows? The Ted Faust Minstrels was the greatest singing cork show I ever knew. Wonder how many who were with the show still live. Tell The Billboard."

IN TELLING of some of the old burnt-cork troupes he has visited in the past Walter L. Main brings to mind the Skiff & Gaylord Minstrels, which he caught in Greenville, Pa., back in 1870. "Not all the people and looked over the equipment, there," Main typewrites. "They had not yet opened or were vacationing when the William Main Show was there. This was my father's first tent show. There was no side show and no concert, and it was more minstrel than circus. My father opened with a minstrel act, with Pettit and White as endmen. They also did a knockabout song and dance. Leopold and Westworth did horizontal bars and contortion; Ed Leopold's wife did the silver and tin. We finished the show with the play, The White Star; Nellie Leopold was ill for a few weeks, and my mother played Rosie, and at times I played Jack, and did the stump speech and blackface. In other words, my mother and I were understudies."

H. B. (DOC) KERR, conductor of the "Around the Town" column in The Akron (O.) Beacon Journal, gave liberal space to an interview recently with Clyde Chain, for years with the Al O. Field and Vogel minstrel shows and now identified with a department store in Akron. Clyde told how he and his brother, Del, also a minstrel, got their first professional engagement the same week. While residing in Selam, O., 25 years ago, according to Clyde, he received a telegram to report to the Vogel show

for a tryout a few days after Del had received a similar wife from Al O. Field, who was reading a new book at Columbus, O. Both lads made good. Clyde, a baritone, was a soloist and master of ceremonies for years with Field and Vogel. Later Del went into the show with Eddie Nelson, who is now retired and residing on the West Coast. Del also had an act with Nick Hufferd, well-known black-face comedian.

IN ANSWER to Wilbur L. Brown, who recently saw in a Detroit newspaper of April, 1908, a review of the Ill Henry minstrels, Burt V. Barnes writes: "It sure brought back pleasant memories to me. I was with the show at that time playing slide trombone in the band and drums in the orchestra. And I remember all the show names and many more during the eight seasons I was on the Ill Henry car. Many of them have passed away; Diamond Broca, Frank McNish, Duff and Randall, El Tom Ward, Herbert Swift, Carl Carlton and Woody Van Anda. We had one of the finest minstrel parades and bands ever put out."

PROF. C. SPENCER CHAMBERS, of Syracuse, N. Y., who claims to have the largest and most complete collection of show programs, lithos and photos in the United States, recently bought a scrapbook that was owned by Frank Dumont, late minstrel. It includes bills from Carnegies & Disney's Minstrels, 1886; Young American Minstrels, 1875; Sanjour's Minstrels, 1861; photos of Dave Wampole, James Russell, Neil O'Brien, William Arlington, Dan Shelby, Harry Armstrong, Wayne and Lovely; complete bill of Haverly's Mastodon Minstrels, 1890; cuts of Billy Emerson in his character of Josephus Orange Blossom, with Emerson's Minstrels; Minstrel Callen, Healy & Callen Minstrel group and a group of Haverly's Minstrels at Niagara Falls, N. Y., in 1885.

DON DAVIS recently visited Mr. and Mrs. George Guy in Springfield, Mass., and after talking with George, who is 83, Davis says he realizes how little he knows about minstrelsy. "I intended to stay in Springfield two days," Davis writes, "but as George's daughter, Mrs. Tom Mee, a trouper, and Al Finard Jr. were on hand, we had a home-coming and I wound up remaining there seven days. I was formerly with the Tommy Wolfe Shows as assistant manager, and my wife, Pearl, rode in the melodrama under direction of Hartley Seigens and William Fleming, who was general agent."

BILLY JAMES, veteran minstrel leader of Long Branch, N. J., recently ran across a picture of the J. H. Haverly United Mastodon Minstrel troupe taken in 1879. The photo had this line on it: "Death has claimed a number of the above." James wonders how many are alive today. Listed in the picture are Charles Reynolds; Sam Dwyer, Billy Rice, Harry Kennedy, Pete Mack, O. H. Carter, Will Lavack, John Raper, T. B. Dixon, Halsey W. Roe, William S. Belknap, George W. Harley, J. M. Hall; Charles Frohman, treasurer (who died when the Titanic sank); J. K. Buckley, James Adams; J. H. Lee, secretary; E. M. Kayne, William Fegan, W. H. Strickland, William Courtwright, Harry O. Lansing, Eugene Stratton, William Welch, J. H. Haverly, John Rice, Barry Maxwell, Robert Hooley, Daniel F. Thompson, George Gorham, Frank Cushman, James Gorham, John Gorman, John Stiles, Thomas Sadler, Eddie Quinn, William W. Barbour, Lem H. Wiley, George H. Lennox, Harry Miller, George H. Freeman, George Barbour, Henry Sperra, Harry Shirley, Tom Ward and George W. Franchum.

WALTER L. MAIN typewrites from Geneva, O.: "In 1880, in Smith's Opera House, Ashtabula, O., I laughed at Happy Call Wagner's Minstrels. Wagner was comedian in the afterpiece, The Lead-Pipe Heasel. I have been amazed by Dupres and Benedict, Barlow, Wilson, Primrose and Webb, Lew Dockstad, Hi Hagg, Mike Leavitt, Haverly, Billy Edwards (deceased), Al O. Field and many others. I have the book written by Field entitled Watch Yourself Go By."

DATA RECEIVED by Walter Brown based on the death of Charles W. Young, on whom inquiry was made here recently, is that Young died in New York City November 20, 1923, and burial was supposedly made in a Brooklyn cemetery. In 1905 Young ran a small hotel in Mt. Clemens, Mich. He made his home in New York City after his wife died.

WANTED - MAN AND WIFE

TO OPERATE BOBIE MANLEY Photo Machines. Also Long Range Shooting Gallery with own transportation with Ruby & Cherry Exposition, opening at Mobile, Ala., Saturday, April 15. Long season with the best of routes. Write or wire

SAM GORDON, Manager Concessions
RUBIN & CHERRY EXPOSITION, Mobile, Ala.

BROWN NOVELTY SHOWS WANT

FOR CRIFPIN, CA., WEEK APRIL 17, AND STRONG ROUTE NORTH. Flat slide of any kind that gives SHOWS! We will furnish complete outfit for any length while Attention. CAN PLACE Legitimate Concessions that work! Get an address Cordell, Ca., this week. Celebration Committee in Ohio wanting good, clean Shows get in touch with us.

LANSING-MICHIGAN
D. A. U. SPRING FESTIVAL
 APRIL 21-22 (2 DAYS)
 WANT any and novel Shows of all kinds. Gloria Wylie, Wally Egan, Eddie Phillips, etc. or come see Act for Robert's Shrine Revue. Legitimate to Ring Shows of all kinds. Grand Mackay, Bob Brown and other industrial cities to, please. Write in. All address.
HARRY HILLS,
 427 W. Looper, Lansing, Mich. Tel. 4-2686.

WANTED
 Information as to the present whereabouts of Dudley and Lillian Rice, of Ring Circus. These persons or anyone knowing where they can be reached at this time, please write.
 BOX D 100,
 Care The Billboard, Cincinnati, Ohio.

Girls Wanted
 CAN PLACE Dancing Girls, good appearance, Full season's work. Wire or come on. Address
RAEHN DECKER,
 Model Shows, Opening April 14, Kansas City, Mo., C.

BARLOW'S CARNIVAL
 Paragould, Ark. This Week.
 WANT Legitimate Concessions only. WANT Athletic Shows and Minstrel Shows. Have complete outfit for sale. For more, contact for Elbert Wood and Allan Henschell Morris-Osmond.

FLYING MILLERS
 "America's Ace Aerialists"
MIDWAY ATTRACTIONS
 CAN PLACE SHOWS, WITH OR WITHOUT TRANSPORTATION. WILL BOOK OCTOPUS, ROLL-O-PLANE, TILT-A-WHIRL OR WHIP. RALPH V. RAY CAN USE CONCESSION AGENTS. STOCK ONLY.
 FAIR SECRETARIES AND COMMITTEES IN TEXAS AND OKLAHOMA: Get in Touch With Us for Open Time.
 Address, Mexia, Texas, this week. Permanent address, Room 229 Shell Building, Houston, Texas.

LAST CALL J. L. LANDES SHOWS LAST CALL
OPENING APRIL 28th JUNCTION CITY, KAN. THEN KANSAS CITY
 WANT CONCESSIONS: Custard, String Joint, Pitch-Till-You-Win, Bumper, Fish Pond, Hoop-La, Girls for Ball Games, American Palmsbury. Agents write, WANT SHOWS: Grand Shows, Gawk, Wax and Crime, Monkey Circus, Ossified Man. Will furnish outfits complete to capable show people. Have complete framework for Hill Billy, Minstrel or Girl Revue with 24-ft. Semi-Trailer, closed body, seats, scenery, piano and all that is needed to open show. New front just completed by Charles Elliott. J. L. Landes writes, also Bob Wyatt. Need good waiters for Cook House, also dishwasher. Happy Leter wants Feature Act for Side Show, Ossified Man, Punches and Judy, Magic, Midgets, Circus Ground Acts, Ticket Sellers, etc. Small, sure salary. Circus Cookhouse now open. Anyone knowing whereabouts of Landes Bros. Colored Revue write.
 Write: C. C. BUTON, Agt. Mgr., J. L. Landes Shows, Chapman, Kan.

WANTED IMMEDIATELY
 17 Experienced Union Ring Stock Men and 7 Elephant Men.
WANTED—Not Later Than May 7—Union Ushers and Men in Other Departments for Jobs Opening in Brooklyn.
 NOTE: Baggage Stock Department has been eliminated.
ALL JOBS LISTED ARE OPEN ONLY TO MEMBERS WHO WERE IN GOOD STANDING OF AFA CIRCUS EMPLOYEES' DIVISION ON RINGLING SHOW BEFORE IT CLOSED IN SCRANTON LAST YEAR.
 Report to **STROUD, HESTER or JACK MILLS,** American Federation of Actors, 1560 Broadway, New York.

ACE MIDWAY ATTRACTIONS
 WANT LEGITIMATE CONCESSIONS OF ALL KINDS. Privileges reasonable. Mostly Spring Fair Shows. No Racket or Coupon Shows Wanted.
 EXPERIENCED ELECTRICIAN, MANAGER AND GIRLS FOR OFFICE GIRL SHOW. Have complete new outfit. Salary mostly out of office. CAPABLE MANAGER FOR ATHLETIC SHOW. New Outfit. Chance for capable Man to make himself some real money. WILL FINANCE ANY CAPABLE SHOWMEN. CAN PLACE 2 MORE GRIND SHOWS. CAN USE BALL GAME AGENTS. WE HAVE TIPS FOR OFFICE CONCESSIONS. WANT AGENTS THAT CAN WORK STOCK CONCESSIONS. HAVE BEST ROUTE OF EARLY CELEBRATIONS AND FAIRS.
 SPECIAL NOTICES FAIR SECRETARIES CELEBRATION COMMITTEES: We have several open weeks: We carry 10 Rides and 50 Shows. Right in the popular Show on the Road. 100% Legitimate. 2 Free Acts. Investigate us.
 All address: **Wm. M. FURBER,** Manager, Harvey, Ill. This week.

LAST CALL
JAMES E. STRATES SHOWS, Inc.
 Open Charlotte, N. C., Saturday, April 15.
WANT GRIND SHOWS: Fast legitimate Concessions open. Fred Furnice wants Concession Agents.
JAMES E. STRATES SHOWS, INC., Box 574, Savannah, Ga.

Curtis Plaque From Acts
MINNEAPOLIS, April 8.—The plaque presented to Mrs. Edna Curtis, of the Curtis Black Stage Troupe, as reported in The Billboard of April 8, was the gift of performers who worked the Shrine Circuses in Minneapolis and St. Paul, reported Director Noel Van Tilberg. Of Zuhrah Temple Shrine Circus Mfg. The acts raised the funds for the memento and the temples had no part in the presentation, he said.

Goodman To Get Under Way
LITTLE ROCK, Ark., April 8.—Goodman Wonder Show will open the season at Fair Park here next Friday with a 10-day stand, reports Beverly White. A crew of 200 is putting finishing touches on equipment in quarters here.

Sheridan Date to Zeiger
ALBUQUERQUE, N. M., April 8.—C. P. Zeiger, manager of the shows bearing his name, said yesterday that he had signed to present the midway attractions and Mabel Stark's animal act at the Sheridan (Wyo.) Rodeo.

Pt. Smith Fair to Zimdars
RUSSELLVILLE, Ark., April 8.—Contracts to furnish the midway attractions at the new Ft. Smith (Ark.) Fair have been awarded the Zimdars Greater Shows, reports Al H. Wine.



BIG PROFITS
RENTAL or SALES
ROCK-OLA MOTOR SCOOTER

*Thoroughly Engineered,
 Rugged Construction
 for Dependable Service*

Special Prices on Quantity Purchases
MOTOR SCOOTERS PREFERRED
 4805 MAIN STREET
 HOUSTON, TEXAS

CETLIN & WILSON SHOWS
 Opening Saturday, April 15, High Point, N. C., Fair
 All Workmen report not later than the 12th ready for work.
 Following People please acknowledge this advertisement: Forest Snyder, Bill Baker, BJB Keaton and Johnny Rayley.
 Wang Unborn Show on account of disappointment; have complete equipment excepting show.
 Want Legitimate Concessions of all kinds; reasonable rates.
Zacchini Cannon Act Is Free Attraction Here
 Address Winter Quarters, Greensboro, N. C.

WEST'S WORLD'S WONDER SHOWS
 14 Fairs and a proven Still Date Route, including Western Pennsylvania Firemen's Convention and a top-notch bona-fide Fourth of July Celebration. Can place Rides, Octopus, Stratoship, Double Loop-o-Plane, Dipsy Doodle, Roll-o-Plane, Scooter, with transportation or will furnish wagon. Show-Girl Revue Manager and Producer. Illusion, Fat Snake, Life, Capable Showmen. We will furnish complete outfits and wagons. Johnny Williams wants Plant Show People. This is an office show. Ride Help, come on; we can place you. Free Acts, if you have something sensational, wire. Not interested in ordinary High or Wire Acts. If not absolutely sensational, save your time. All address **FRANK WEST,** General Manager, this week, Greensboro, N. C.; week April 17, Raleigh, N. C.

DEE LANG'S FAMOUS SHOWS
 CAN PLACE FOR TAYLORVILLE CENTENNIAL SPRING CELEBRATION WEEK OF APRIL 27, AND BALANCE OF SEASON, INCLUDING 24 FAIRS AND CELEBRATIONS, STARTING JUNE 22, AT BARNESVILLE, MINN.
 CONCESSIONS—Can place legitimate Concessions operating for not more than 10 cents. No grit. Wanted SHOWS—Can place Side Show starting week April 24. Will furnish new framework complete except Banner to reliable party who has a good Show to put in same. Tom Scully and Frank Zorda write. Will furnish complete outfit for party who has Headline Girl Illusion. Will furnish Tops and Fronts to reliable Showmen who have something new to put in them and not conflicting with what we have.
DEE LANG'S FAMOUS SHOWS, Dee Lang, Gen. Mgr., Belleville, Ill., April 10-15; Taylorville, Ill., April 17-22.

FOR SALE
RAILROAD CARS AND SHOW WAGONS
 Reason for Sale—To Clear Mortgage.
 Write or Wire **ED SANBORN,** c/o A. M. Sanborn, Belleville, Kansas.

F. H. BEE SHOWS, Inc.
 Have complete small show open. New Wild Man Banner. Want Manager who has something to put in it. Have good opening for Stock Concessions, especially Cigarette Gallery, Long-Range Gallery, Hoop-La, String Game, etc. that can stand to make money steadily. We play all proven territories. Address Glasgow, Ky., this week or come to Bowling Green, Ky., week April 17. Our '35 Fairs start week July 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

SECURITY

Under the stress of modern times security is about to become one of the most important words in our language. It affects all, rich and poor alike. The rich say they want security for their investments; the poor say they want security for their jobs. And the question has been enlarged so that entire nations wonder whether they are secure from aggressors.

Members of an industry or trade wonder about the security of their business. Whether new inventions or ideas will supplant their business, or whether competition or laws will ruin them.

A prominent operator of coin machines once said: "I would be willing to pay one-fourth of my total earnings if I could have some guarantee of security as to what is legal and to know just what I might expect in regard to my machines."

That is expressing the insecurity many operators feel rather bluntly, as most of them would be willing to pay a high price for definite security from a legal standpoint. Many operators delay buying new machines because they cannot feel secure as to future operation. So they repair old machines or buy used ones in order to lessen the risk. Manufacturers and employees in the factories feel this rather keenly.

So pressing has the matter of security of business, of jobs, of national safety become that it would be natural to expect agreement and co-operation in promoting the greatest security for all.

But that is not the case. Instead we have widespread disagreement, antagonism and opposition.

David Lawrence, well-known editor and columnist, recently expressed the idea that this is the wrong time for partisan disagreements. Then he quoted well-known facts to show that countries like France are in a dangerous position because of their citizens being split into so many political parties.

One of the first steps in promoting security for one and all would be general agreement on some very definite plans of security.

The word security has been popularized by what we have termed social security laws. These laws were designed to promote security in jobs, health and old age, particularly for the lower income groups.

Here one would expect widespread agreement and co-operation in meeting a problem which many European countries had faced long ago. But instead of agreement and harmony there has been powerful opposition.

Perhaps an outstanding attitude on how to regard social security developments in this country was set by former Governor Winant, New England Republican, who resigned his job, threw partisan issues to the wind and became a crusader for the new security laws.

"The law will need to be improved, but we cannot afford to scuttle it," he indicated.

A recent Gallup survey indicates how seriously the lower income groups feel about security. Fifty-two per cent of the

population feel that they would be forced to go on relief in one to six months if they lost their jobs or income.

"It is a picture in simple words of what is probably the most powerful single impulse in the American political and social scene today," it was stated.

It is the best possible explanation of why people vote as they do, the poll commentators say.

A serious phase of this question which few commentators have stressed is the implied opposition that is developing between classes. If 52 per cent of the population admit serious insecurity, that leaves 48 per cent that does not admit insecurity. It is too apparent that a growing opposition between these two groups is expressing itself in the way people vote.

It may be extremely unfortunate for a nation that finds its population dividing over the feeling of security or insecurity. The future would appear much brighter if there were universal agreement that none should feel insecure in a country so rich in resources as the United States.

The disagreement seems to come about who should have security first. The investor insists that he should have security for his investment first, while the 52 per cent feel that they should have security first. A cartoonist recently illustrated the idea by suggesting the question of which comes first, the hen or the egg.

The man or party that can adjust the issue will have set up the millennium. Dictators in many countries are taking advantage of such situations and solving them in a manner that makes the citizens of free countries shudder. It remains to be seen whether citizens of a free country can adjust their economic affairs so that relative security may be given to all.

But while these big issues go on the coin machine operator is interested in some degree of legal security for his machines. He will then take care of himself and his family and also keep the factories going. The coin machine trade has also taken active interest in that phase of security known as old-age pensions. The operator is willing to contribute in taxes toward the support of the aged in return for reasonable security for his business.

The operator also finds himself drawn into another phase of the question of security. Independent retail locations have long furnished the bulk of locations for the placing of his machines. The proprietors of retail establishments have found themselves in fierce competition with chains and other economic developments. The use of coin machines in many retail locations provides an added source of income which helps many proprietors to feel more secure in their business. This is a phase of the security question which becomes more important as it is considered for its possibilities.

Members of the coin machine trade are also human beings and they have problems of security of investments, of jobs, of health, of old age and of helping to maintain the security of the nation itself.

Union Exec Talks To Md. Phono Ops

BALTIMORE, April 8.—At the last regular meeting of the Phonograph Operators' Association of Maryland, Inc., Robert C. Forrest, of the International Brotherhood of Electrical Workers, AFL, addressed the members and explained what unionization could do to help the phonograph operators.

It developed that quite a few of the employees of the phonograph operators are AFL members and more are thinking of joining after they have discussed the matter with their employers.

The Maryland association is growing by leaps and bounds. Through the effort of the organization the proposed increase on phonograph licenses to \$50 yearly was defeated and the licenses were allowed to remain at \$15.

At present the organization consists of the following members: Samuel Marican, J. Hart, Louis Sawyer, Louis Shach, P. Lynch, Paul Ziman, Walter Voigt Jr., James H. Chiles, Samuel Cohen, C. R. Hoskins, S. J. Corral, I. J. Lhaut, Walter Cynak, Julius Cohen, David Podruchy, A. L. Ross, Irving Schwartz, Frank Himmelfarb, D. Davison, president; D. Dapenbury, A. Greenberg, J. E. Kline, Jack Alper, E. J. Kramer, Antonio Martino, Tony Spagnola, Samuel La Martino, W. H. Ogden, vice-president; Charles Bodman, Aaron Polb, Harry Cooper, Charles Schmidt and B. J. Wurfelburger.

Ponser To Show New Mills Phono

NEW YORK, April 8.—Jack Mitnick returned here last week from a visit to the Mills Novelty Co., Chicago, where he completed arrangements to introduce the new Mills 20-record phonograph to Eastern operators. The showing will take place at the Hotel New Yorker April 13-15, and George Ponser has made elaborate arrangements to entertain his guests with the best in food, drinks and talent.

Ponser and Mitnick are enthusiastic over the new features of the Mills phono. "The operators," George says, "will take to it in a big way. The mechanism is perfect, having a new selective unit with piano keyboard, new pick-up and carriage and marvelous tone control. The outstanding feature, however, is its beautiful appearance. The operators will be able to judge for themselves when they come to the showing."

Mills Phono Roughhouse Test

CHICAGO, April 8.—"A foughhouse beauty—that's the Throne of Music," declared one Vice Gray sales manager of Mills Novelty Co. "The beautiful phonograph was not made for beauty alone but for strength, solidity and perfect service."

"On any kind of rough handling the Throne of Music just smiles and comes

Report on South American Trade

WASHINGTON, April 8.—The Department of Commerce made its report on general foreign trade conditions for the week, based on latest cable and radio information, showing an improvement in trade conditions in South America.

Argentine trade was fairly good in February despite the disturbing effect of exchange-control restrictions on imports from the United States. Clearance sales were better than last year. Textile manufacturing benefited from restrictions on foreign textiles. Agricultural prospects were good as to quantity, altho the price situation remained uncertain, and the tourist trade was unusually active. January exports were 12 per cent under last year in value, with a less marked decline in quantity.

Brazil's business in February recovered, in some instances beyond expectations, from the seasonal January decline, and public and private construction remained active.

Uruguay's domestic business was brisk in the early part of 1939, but construction activity was interrupted during January by strikes, which continued in February. Important wool shipments to the United States were resumed in February for the first time since 1937.

Peru's business in February was somewhat more active than a year earlier, but showing a decline from year-end levels. The water supply in the whole coastal belt is now adequate. Some tendency to place larger orders is noted, but the movement of luxury items is still slow.

United Kingdom business, altho reflecting international political uncertainty, displayed a somewhat improved tendency toward the end of January. Industries concerned with rearmament were reported to be operating actively, and in some cases expanding capacity, but other trades were quiet.

German industry and construction continued to operate at full capacity despite additional tension in the country's economic and financial structure.

France has maintained the improvement in industry and commerce recorded toward the end of 1938, but has made no further recent gains owing to the uncertainties of the European situation.

back for more. It has played hundreds of thousands of times without a slip-up. It has withstood the critical inspection and heavy-handed battering of experienced operators, and its beauty of appearance, strength of construction and perfection of tone remain intact. It has been shipped tens of thousands of miles in freight cars, trucks and plain passenger automobiles and then dumped on the floor and instantly played the sweetest music you ever heard. The big meaning of its ability to take the roughhouse in the years of uninterrupted service is delivered to you, strength and service that flows out of Mills engineering, tool and die making and 50 years of manufacturing quality coin-operated products."

HEAR YE! HEAR YE! HEAR YE!

J. H. KEENEY & COMPANY

ANNOUNCE

the New 1939

Super-TRACK TIME

with 9-COIN HEAD and new "ODD or EVEN" play feature which doubles the earnings of the most profitable coin game ever made.

Also available in

"SKILL TIME" and "REMOTE CONTROL" models

SHIPPING IMMEDIATELY

Sample orders to be filled in the order received. Descriptive circular upon request.

J. H. KEENEY & COMPANY (NOT INC.)

"The House that Jack Built" 2001 Calumet Ave., Chicago

Originators and Manufacturers of Track Time, Triple Entry, Pastime and other "hits" in console games

People "Over 60" wield Influence In United States

NEW YORK, April 8.—The "over 60" group is beginning to wield an influence over the United States politically, economically and socially, was revealed here in a meeting of members of the American Orthopsychiatric Association. It was declared that with increasing medical knowledge and the segment of the population "over 60" has increased from 1/20 to 1/10. It was estimated that within a decade the proportion would increase to 1/7 of the population.

One reason for the entrance into national politics by the aged is their desire for social security. The congress pointed to the Townsend movement and similar political movements as evidence of increasing action by the "over 60" group. They urged economic security and medical care, but pointed out that research was needed to determine changes in mental abilities, in emotional reactions and in social adjustments of the aged.

Dr. Joseph K. Folsom, professor of sociology at Vassar College, declared that recent political movements seeking special benefits for the aged were a by-product of the desire of men and women past 60 for financial security. He said the vigor of such political activity was correlated in many cases with the large proportion of the aged in some States.

Another comment by Dr. Tessie Burling, psychiatrist of R. H. Macy & Co., in discussing the inter-relationship of personality and an individual's economic situation was that too many business men accepted the "inadequate" generalization that "the only concern of his employees is what is in the pay envelope."

General conclusion reached was that

WE CAN PROVE THIS:

PHOTOMATIC is the only money-making coin machine that's as profitable today as it was five years ago—and will still be just as profitable five years from now!

INVESTIGATE

International Mutoscope Reel Co., Inc. 518 West 34th St., New York



Careys, \$5.00; Mills Double Headers and Queens, \$7.00; Western Paddles, \$27.50; Andy-Bona, \$27.50; Keeneey, Hot Time, \$7.50.

TWIN CITY NOVELTY CO.

4307 Nicollet Ave., Minneapolis, Minn.

there is a tidal tide of power being exerted by oldsters in all fields and that it is entirely possible that this may have a vital effect on the future of the country.

1939 DATE BOOKS NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1939, to January 1, 1940.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 1/2 x 3 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1939-1940; U. S. and World Maps; 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at all offices of The Billboard. Mail to any part of the world for 75c each.

Cash With Order

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.



Name in gold letters on covers. 150 extra for each line.

MUSIC MERCHANDISING

Indiana Ops Meet April 16

Several speakers to be heard at music and vending assn. meeting

INDIANAPOLIS, April 8.—The board of directors of the Indiana State Operators' Association met at the office of Charles W. Hughes recently to arrange and make plans for a general meeting of all the operators of phonographs, cigaret machines and legal merchandise vending devices, to be held at the Claypool Hotel, Indianapolis, Ind., Sunday, April 16, at 1:30 p.m. Invitations are in the mail to all the Indiana operators of legal machines.

It was arranged that the principal speaker would be Walter W. Hurd, coin machine editor of *The Billboard*, General Sales Manager M. O. Hammergren, of the Rudolph Wurlitzer Co., will attend and speak. He is expected to fly from New York for this meeting. Spencer Otis, of the J. P. Seeburg Corp., Chicago; Albert Price, president of the U-Need-A-Pik Sales Co., St. Louis, and other prominent manufacturers are on the program for short talks.

At a general meeting of the operators held at the Claypool Hotel, Indianapolis, the following association officers were elected: Charles W. Hughes, Ladoga, Ind., president; A. C. Evans, South Bend, vice-president; and H. J. Windt, Indianapolis, secretary and treasurer.

Hughes announced the appointment of Otto Jensen, Fred Johnstone and Harry Dwyer as members of the rules committee.

After the directors meeting was adjourned on Sunday, April 8, Hughes entertained at dinner at his home. Attending were Harry Dwyer, Dwyer Novelty Co., Marion; Mr. and Mrs. Estel, South Bend; Mr. and Mrs. A. C. Evans, South Bend; Mr. and Mrs. Jensen, Jensen & Jensen, Logansport; Fred Johnstone, Anderson; Paul Jock, Guarantee Distributing Co., Indianapolis; H. J. Windt, Indianapolis; and his secretary, Mr. Stevenson.

President Hughes of the association extended an invitation to all manufacturers of legal coin-operated equipment to attend this meeting and be introduced to the operators.

Jersey Music Men Discuss Volume

NEWARK, N. J., April 8.—At their regular meeting on April 5 the members of the New Jersey Automatic Music Association discussed measures to correct a long-standing source of complaint in the music machine business—tendency of some recordings to play too loud, others too soft. This annoyance has been felt not only by operators and location owners but to a wide extent by record fans using phonographs at home.

Members cited as typical examples of the wide variation in sound volume the difference in Artie Shaw discs and Guy Lombardo's. Shaw's platters almost invariably come thru machines with too much power and bite that is irritating to some patrons. On the other hand, the "sweet" tones of Guy's Ork are lost in the hubbub of many spots.

Since it is impossible to regulate the volume for each selection the association decided to submit the problem to leading disc manufacturers requesting that they make necessary adjustments when the platters are made. It is expected that correction of this objectionable feature will be of considerable benefit to the entire industry.

Among other decisions made at the meeting was one to levy a fine on members for not attending meetings unless excused for a good reason. This makes attendance of members at future meetings virtually compulsory.

To eliminate confusion and conflicting (See JERSEY MUSIC in 4th Column)

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. There's no slackening off for this biggest of all hits since the beginning of the year, and from a standpoint of pure merit, that's as it should be. Coming along this week to add his three minutes to those of Guy Lombardo, Jimmy Dorsey, and Artie Shaw is Bing Crosby, always a welcome addition to the war line-up from operators' viewpoints. Bing makes it a double dandy with his warbling of the perennial *Star Dust* on the reverse.

Penny Serenade. Stepping right along in continued popularity is this importation from England, and its success is likewise deserved. Guy Lombardo's disc has been plenty potent for ops' purposes, and Horace Heidt and Sammy Kaye have contributed their share towards maintaining its popularity.

Heaven Can Wait. Chick Bullock comes up with a record of this that has been greeted with a considerable amount of acclaim from sidewalk droppers. Glen Gray's Casa Loma Band was the first to establish a hold on the customers' attention in the phono field, and Bullock is complementing that hold rather than threatening it. Both platters are equally good for machine use.

Little Sir Echo. Guy Lombardo for the dance incentives and Dick Todd for purely listenable enjoyment between them make this novelty waltz song for the phono for another few weeks. It depends upon whether your patrons like straight dance music or vocal interpretation as to which disc to have in there. Both are excellent in themselves.

I Get Along Without You Very Well. Another swell hit showing that the public can appreciate better-than-average Tin Pan Alley product. It's one of Hoagy Carmichael's best numbers, and in the hands of Red Norvo or Jimmy Dorsey has been a steady pleaser in the boxes.

COMING UP—BETTER STOCK THEM

East Side of Heaven. This title applies not only to the song but to the new Bing Crosby picture of that name. At present it appears that the title tune will be the first big hit from the score of four numbers turned out by Johnny Burke and Jimmy Monaco, who gave you *I've Got a Pocketful of Dreams* and *On the Sentimental Side*, among others from previous Crosby films. But the three other songs should by no means be overlooked. The titles are *That Sly Old Gentleman* (from *Feather and Lace*), *Hang Your Heart on a Hickory Limb* and *Sing a Song of Sbanness*. Thus far, recordings from Guy Lombardo, Orzie Nelson and Sammy Kaye are available. Biggest of all phono bets will undoubtedly be, of course, Bing's own recordings of the tunes, also available now. It hardly seems necessary to impress upon operators the importance of stocking this quartet of future hits immediately.

The Moon Is a Silver Dollar. The "Champagne Music" of Lawrence Welk is admirably suited to the requirements of this new ballad, which looks like a corner among the latest batch of pop tune product.

We've Come a Long Way Together. Another sweet ballad that is showing signs of selling sheet music, an indication that operators had better be prepared to fulfill requests for it in the boxes. Sammy Kaye "swings and sways" it in his usual smooth style.

Wishing. From the picture *Love After*, starring Irene Dunne and Charles Boyer, comes this romantic melody, and its publishers intend giving it what is known as a No. 1 plug. That usually means hitdom for a tune, and while the rule isn't infallible it means at least that it's worth while to keep an eye on the song in question. Skinnay Ennis, one of the most popular bands on the West Coast and the musical end of the Bob Hope radio show, has a fine recording of it.

OPERATORS' SPECIALS

Listings cover 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.

God Bless America. A week after the release of Kate Smith's superb recording of this Irving Berlin contribution to the wave of Americanism sweeping the country comes a Bing Crosby disc to make it practically essential for ops to put in one or the other. Song is a strong sheet-music seller and cannot be overlooked in the machines. On the reverse of both records is *My Star-Spangled Banner*.

When the Saints Go Marching By. Coming up in a hurry after its initial success in the Mississippi Valley, this Louis Armstrong platter now has to be considered a "must" for operators in every part of the country. It's currently one of the most profitable items in every machine holding it.

If I Didn't Care. A real sob ballad, admirably suited to crying into one's beer, and a great bet for taverna. The *Four Ink Spots* wring out of it everything they possibly can, which is plenty.

Beas Barrel Poina. Here is a number that seems to be one of those naturals. Catching on with the public as a result of a foreign recording, the song has been acquired by a Tin Pan Alley publisher and name bands are beginning to go for it. At present Eddie De Lange has a disc that should prove popular, and another interpretation is offered on a record platter by Jolly Jack Hebel's Ork. Guy Gordon is waxing the tune next week and his disc should be out soon afterwards.

Sunrise Serenade. This is the plattermate for the Casa Loma recording of *Heaven Can Wait* and worth more than a mention in its own right. For that matter in some sections it's being given the go-by in favor of the lovely melody on the reverse, played by Glen Gray in his very best style.

(Double-meaning records are purposely omitted from this column)

Phono Gets Big Play in Panama

CHICAGO, April 8.—Otis Ferguson, traveling writer, in the April 5 issue of *The New Republic* discourses on an automatic phonograph which he discovered in Cristobal, Panama. He comments: "Now it takes a good American nickel to play one record." And 6 cents is fairly important money among colored people down that way. And here were these people standing around at a bar in their simple pants and shirts and battered hats, crowding the machine so hard with their nickels that you had to stand in line to deposit your own."

The local population, he further relates, are very enthusiastic about music of any sort and proceed to set themselves to rhythmic interpretations or specialty dances. One boy, known as "Smookey," who "has the relaxed swing of the rhythmic pattern and along with it a drive of his own that runs along with the music and anticipates the restless urge of its legs, straggles and sharp occupations." Smookey fills the center of the floor with his feet, ankles, knees, arms and whole dancing body. "I've what the people wish to see . . . and so long as anybody puts nickels in the machine those boys won't stop, and the longer they keep going the more they do."

Ferguson tells that the phonograph "was one of the big automatic jobs stocked with recent records." In introducing his piece he sadly stated, "What with the sad ship's orchestra playing stock arrangements of *All Alone* by the Telephone, the general spathy of a few West Indian and Colombian ports, the feeling of people too poor and too tired to sing, or else singing mechanically for the tourist trade, a good forthright blast of music (from the phonograph) was enough to set anybody skipping."

In all, the story was very interesting and very favorable to automatic phonographs. Ferguson's story brings out the fact that there is a very definite and profitable market for phonograph operation in the Central and South American republics.

Gotham Gets Four Cars of Rock-Olas

CHICAGO, April 8.—The very week the Rock-Ola advertisement was run in *The Billboard*, showing a gleaming night scene down Fifth old Broadway and Times Square, four carloads of the Luxury Light-Up phonographs sped across the continent from the Chicago factory to the gay Eastern metropolis. Anticipation of a boom in business, with the New York Fair drawing many thousands, is stirring business men to make elaborate plans for the summer. Rock-Ola Luxury Light-Up phonographs are undoubtedly to be included in the entertainment fare, according to the volume of orders received by the Chicago factory daily.

Fred Fray, Rock-Ola's New York factory representative, says: "New Yorkers have taken to the Luxury Light-Up phonographs as only New Yorkers can. Rock-Ola Luxury Light-Up models are debonair Harlem's choice, and the phonographs are daily going into new locations down there. Operators are getting calls from busy New York tavern, cocktail lounges and many low locations in smart hotels which have never had phonograph music before."

JERSEY MUSIC

(Continued from 1st Column)

reports in the future, it was decided that all publicity concerning the association must come from headquarters.

A drive to bring into the fold the few remaining non-members is going into effect. After April 18 the initiation fee will be raised to \$50.

A new member was welcomed to the ranks, the Suboo Amusement Co., of Verona, N. J.

As an experiment the meeting was conducted by the vice-president, Jerry Morris. Worked very smoothly.

What the Records Are Doing for Me---

CAPEHART PHONOGRAPHS



9336 Model M
Coin Operated — Electric — Automatic and
Simplified. 10 inch records — Multiple
Selection — 50 and 100 slots. 12 Watt output
on Jensen Speaker — Magnetic
Pickup. Tame Quality Surfaces
that of any other phonograph.
Shipping weight approximately
235 pounds crates. 1/2 Cash With Order.

\$19.50

SUN SALES COMPANY
460 Lincoln Park Drive, Cincinnati, Ohio.

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.

Wilkes-Barre, Pa.

April 8, 1939.

To the Editor:

I think the music operators are getting to a stage now where they know what to order and what not to order, thereby eliminating most of the records which couldn't even nurse a nickel from the most ardent afterbug. Except for the sure song hits, the pick most of the records by the orchestras which play them rather than by the title of the songs.

For instance, Bing Crosby's records have always been steady magnets for these nickels, dimes and quarters. I think his *Merleau Rose* was a godsend to the operators and is probably the biggest hit of all time. It is still doing very well in our territory. Of course, the large foreign population in this section still helps to make the polkas the most popular records.

At present our top-ranking nickel number is *Little St. Echo* by Horace Heidt and his orchestra. While Heidt and Guy Lombardo are good, Artie Shaw and his orchestra stand above them all in these parts.

Guy Lombardo's *Penny Serenade*, Horace Heidt's *Clarinet Polka*, Artie Shaw's *Begin The Beguine* and *Hold Tight*, by the Andrews Sisters, are top records right now.

Other records which are taking in the coins are *There's a Hole in the Old Oaken Bucket*, by Sammy Kaye, and Bing Crosby's *I Have Eyes*. An oddtime, *When My Baby Smiles at Me*, by Ted Lewis, is still going well. *Honolulu, I Get Along Without You Very Well* and *Gotta Get Some Shut Eye* are also getting a good play.

Bands which are going well here are Tommy Dorsey, Sammy Kaye, Benny Goodman, Kay Kyser, Russ Morgan (who is a local boy), Lawrence Welk and Harry Owens and his Royal Hawaiian Hotel Orchestra. But, as I said before, Heidt, Lombardo and Shaw, along with Bing Crosby, are the favorites and the best nickel nurses.

M. LINDEMAN,
Beth Novelty Co.,
Wilkes-Barre, Pa.

Natchez, Miss.

April 8, 1939.

To the Editor:

Hold Tight, that's the record in the Natchez locations getting the biggest play at present and it looks like another *It Makes No Difference*, by Cliff Bruner, or *When the Saints Go Marching* by that Louis Armstrong turned out. The recordings of *Hold Tight* I've had the best luck with are those by Tommy Dorsey, the Andrews Sisters, Fats Waller and Sidney Bechet and his band. The Andrews girls hail from Franklin County near Natchez and, of course, are great favorites.

Other tunes that are extremely popular are Horace Heidt's *Where Has My Little Dog Gone?* and Kay Kyser with his *Deep*

300 USED PHONOGRAPHS

Wurlitzers P-12, 412, 312 and P-400.

SELLING AT BIG SACRIFICE. WRITE or WIRE for PRICES.

ORIOLE COIN MACHINE CORP.

138-148 W. Mt. Royal Ave.

Baltimore, Md.

NEW LOW PRICES!

WURLITZER 616 \$89.50
412 49.50
PT2 34.50

USED PHONOGRAPH HEADQUARTERS OF THE EAST
LARGE STOCK ALWAYS ON HAND
LOWEST PRICES ON ANY MAKE OR MODEL!

Phone—Write ? ? ? ? ? Wire—Come In!
EAST COAST PHONOGRAPH DISTRIBUTORS, INC.
625 10th Ave., New York City (Tel. LO-5-4877) Cable, "Eastophon"

Philadelphia, Pa. Address:

ENGEL & SPECTOR, 2012 Market St. (Phone: Rittenhouse 3546)

25c Each for Old Phonograph Records

For Full Details Write

CARL A. HOOPER

549-51 So. 2d St., Louisville, Ky.

ROCK-OLA Dist. for Kentucky and Indiana.

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. List \$2.10 Each \$25.00
Single, \$38.00.

BABE KAUFMAN MUSIC (CIRCLE CORP. 8-1642) 250 W. 54th St., N. Y. C.

WURLITZER P-12s \$34.50 Each
WURLITZER 412s \$2.50/Each
WURLITZER 400s \$9.50 Each

All in A-1 condition; ready for immediate delivery. Rush Your Orders.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 South Second Street.

Louisville, Kentucky.

RECORD MONEY MAKERS WINNERS OF THE WEEK

DUKE ELLINGTON'S THE GAL FROM JOE'S

Recorded by Duke Ellington's Orchestra (Bruno, 2108)

Charlie Barnet's Orchestra (Bluebird 10103)

A New Dimension for Your "Cashin"

PUSSY WILLOW

Recorded by Duke Ellington's Orchestra (Bruno, 2144)

Watch for

HAVE MERCY

Exclusive Publications, Inc.
1010 Broadway, New York City.

OHIO'S BARGAIN HOUSE

12-Record Rock-Olas \$29.50

412 Wurlitzers 39.50

Seeburg Model "B"s 39.50

(12-Record)

Mills Zephyr 39.50

(Early 1938 Model)

ACME PHONOGRAPH COMPANY

6210 Euclid Ave., Cleveland, Ohio

SEEBURG DISTRIBUTOR

WANTED USED RECORDS

WILL PAY 10c each
(Released Part 4 Months Only.)

DO NOT Ship any Rock, Blues, Hill Billy or Cowboy. SHIP ANY QUANTITY C. O. D. F. O. B. Your City.

MODELL'S 58 Cortlandt Street, New York City.

Purple and Romance Runs in the Family.

Out of the east end of Natchez, where I have a number of machines, I find that Louis Armstrong's *Jeepers Creepers* and his *When the Saints Go Marching* by have rung up lots of change. They also go for his *What Is This Thing Called Love?* Al Donahue's *Tattooed Lady* is very popular. Fats Waller, Cab Calloway and Duke Ellington can all be depended on for steady revenue.

In my higher type locations the sweet, conservative renditions get most of the play. *Deep Purple*, by Larry Clinton, has gone exceptionally well. I cried for you is another. In these "class" spots Bing Crosby is my No. 1 man. And that goes for many other locations.

There's profit in this biz if the operators watch their locations and follow up by changing records from time to time. Some ops, I find, pay too little attention to their locations and look upon their spots as merely places to go and "job" a machine every week. I take pride in my machines and ask my customers and others to do likewise.

WILLIAM L. (BILL) EIDT, Natchez, Miss.

MR. PHONO OPERATOR SEZ:



SAVE MONEY
use America's
Finest Phono
Needle—the
"CALCUTTONE"

Sample .. . 35c
10 Lots .. 31c
25 Lots .. 28c
100 Lots .. 25c
Cash with Order

GIVING MORE THAN 2500 PLAYS, YET COSTS LESS THAN ORDINARY NEEDLES. ORDER NOW!

THE WENDING MACHINE CO.
105-115 Franklin St., Fayetteville, N. C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



CHALLENGER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

TOPPER!



Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms, Ball Gum capacity approx. 900 Balls etc. Capacity Merchandise 5 lbs.

\$6.75

Special Introductory Offer:
1 Topper
10 lbs. Candy
1 gr. Toys
All for \$6.75.

CHALLENGER

Manufactured and Distributed by

TORR 2047A-50. 68 PHILA., PA.

LIMITED TIME ONLY LUCKY BOY VENDOR



AMERICA'S MOST BEAUTIFUL VENDOR. Great Machine at Any Price. Vends Everything. Special Introductory Offer
ONE VENDOR. \$5.95
8 lbs. Candy or Peanuts or 500 Balls Gum.
1 Wall Bracket
Lime of 10, \$55.00 Complete. **WASH YOUR ORDERS 170 Cash, Billings 0.0.24**
Send for Book List of Other Good Items and Used Machines. Penny King Ball Gum Machine. 250; Lotion Floor Mark. \$1.50 Each. **Illustration \$2.00.**

CHALLENGER

Meets the Challenge for a Bulk Merchandiser That Provides **POSITIVE FULL-TIME Performance.**
Write at once for complete details and low prices.
Exclusive Distributor
RAKE COIN MACHINE EXCH.
2438 Woodland Bldg. Philadelphia, Pa.

USED CIGARETTE MACHINES

GUARANTEED A-1 CONDITION

7 Cigarettes	GARRETT'S with stand	\$20.00
8 Cigarettes	NATIONAL 6-24	27.50
9 Cigarettes	NATIONAL 6-24	42.50
10 Cigarettes	SMOKERBROKER	17.50
11 Cigarettes	SMOKERBROKER	22.50
12 Cigarettes	SMOKERBROKER	20.00
13 Cigarettes	SMOKERBROKER	40.00

1725 Olive St., Philadelphia, Pa.
PARAMOUNT SALES CO.
1725 Olive St., Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



MERCHANDISE MACHINES

Candy Expo To Be in Chi

Dates are May 22-25 — expected to be largest show in a decade

CHICAGO, April 8.—The candy show will this year reflect the trends toward greater and more comprehensive merchandising. It has been revealed. Plans and reservations for the 16th Confectionery Industries' Exposition, to be held in the Palmer House, Chicago, May 22 to 25, inclusive, virtually assure the largest trade show staged for the industry in the past decade. It was reported this week by Truman L. Clapp and Saul Poliak, who comprise the New York firm which is again managing the candy industry's exhibition.

In keeping with the trend in the confectionery industry, show officials observed, this year's exhibit will contain special emphasis on machinery for packaging and wrapping materials reflecting the industry's concentration on greater merchandising. In addition, the full range of manufacturing equipment, supplies and services will be on view as representative of every phase of the industry's operations.

Ten Best Bulk Items for March

CHICAGO, April 8.—The 10 most popular bulk candies used by bulk merchandising operators during the month of March, as revealed by the sales records of the Pan Confection Factory, were: 1. Hard-Shell Boston Baked Beans, pecan; 2. Toy Jelly Beans (temporary name—new name being chosen in contest); 3. Hard-Shell Boston Baked Beans; 4. Hard-Shell Assorted Licorice Lozenges; 5. Ruff Burnt Peanuts; 6. Smooth Burnt Peanuts; 7. Jelly Cup Bean; 8. Pecan Wee Smooth Burnt Peanuts; 9. Hard-Shell Black and White Licorice Dibs; 10. Hard-Shell Fruit Dibs.

Robbins Trims Price On 2 in 1 Vender

BROOKLYN, April 8.—"Having sold over 5,000 of our 2 in 1 vendors, we have decided to reduce the operators' price," declared D. Robbins & Co. "We are in a position to reduce the operators' price of our 2 in 1 vender as our cost of the dies and tools has already been absorbed in the original selling price," says Dave Robbins.

"The 2 in 1 machine vends over 20 different bulk items. It is equipped with our patented attachment which vends charms perfectly without crushing or jamming."

cigarette merchandisers' association

PURELY PERSONALS: Jack Bloom went to Asbury Park to recuperate from effects of his recent appendectomy. Stopping at the Berkley Club, a Commodore Yelen just bought a new 38-foot cruiser in partnership with Aaron Gosch, of Supreme Vending. This makes Yelen a "14-foot man" since he already owns one other boat. It's Skipper Gosch from Revere, in case you forget. All the New York CMA members are invited to be on hand for the launching of Yelen and Gosch's new craft this coming week. Wonder if they'll christen it by smashing a cig vender across the prow. . . . R. Z. Greene expected back from West Coast in a few days. . . . Ed Buhler, head of New York City Cigaret Tax Bureau, on vacation in Florida. If you see Ed, the boys hope you enjoy yourself and come back looking like an Indian.

A recent visitor at the offices of the New York CMA was William Clover, well-known operator in Paterson, N.J. He and Forbes are reported to have had a long and interesting gabfest. . . . Spring brings golf and, alas! the buds are not yet bursting forth on the cherry trees in these hazy parts. Rumor has it that William Peek already has checked the little white pill round his favorite course several different times. Why this early start? Well, our snooters report it's the result of a challenge he's hurled at Anthony J. Massone, head of CMA of Connecticut. New York boys are banking heavily on Peek to come thru for them.

Alas and alack—or should it be three cheers?—Alex Frazier no longer has the honor of being the heaviest man in the New York CMA. Two things have been responsible for his "dethronement": one, the diet on which he embarked early last fall; two, the entrance into the association of Max Helicher, of Just-Rite Cigarette Service. . . . He won't be long now before Harry Pincus, of Cigarette Service, will be pushing him for California. . . . Charley Ashley, of Cigarette Service, is another golfer who's thinning up his shabby sticks. . . . Congrats to Mrs. Jack Levitt for presenting her husband, of Nassau Cigarette Service, Linbrook, L. I., with a future member of the CMA. . . . Bad weather in New York City put Irving Wildstein, of Dublin Cigarette Service, to bed for a few days. He's up and at 'em now.

Sen. Owens returned from his Florida vacation last week and reports he met quite a few cig ops while in the land of sunshine and was guest at a dinner party of Leo Wilens, of U-Need-a-Pak Products, Inc. Get Ben to tell you about "conditions" down in Florida. . . . Harry Kolodny, of Le Peko, Inc., is rumored to be "miffed" about it soon. Anyone with ideas as to how to save Harry from taking the fatal step better contact him pronto—time's a-wastin'. . . . The boys are complaining because they don't see much of Alsh Jacobs these days. Here's the reason: He's sticking close to the freeds to play with his new son. . . . Bob Hawthorne is reported to be readying his airplane for some wild and hope. Incidentally, he's the beau brummell of the association. . . . Mr. and Mrs. Bernie Rosenblatt returned from Miami, where they report they had the time of their lives. . . . Beer-drinking award goes to Carl Schlobahn, of Superior Cigarette Service.

Next meeting of the CMA of New York will be held Thursday evening, April 13. Due to the importance of many matters that are due to come up for discussion, Matthew Forbes is expecting a 100 per cent turnout. At this meeting four applications for membership will be voted on. Meeting will be devoted entirely to business, the highlight of which will be the report of the board of directors which will be rendered by the chairman of the board. Complete copies of the by-laws of the association—revised as of April 1—will be distributed. For the past few weeks M. Forbes, manager of the CMA of New York, has been holding fractional meetings of ops in various parts of the city. Long Island



TOPPER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

CIGARETTE MACHINES
RECONDITIONED
Good for Many Years

4 Col. STEWART McCUIRE	4.60
6 Col. STEWART McCUIRE	14.00
6 Col. ROWE ARISTOCRAT	15.00
6 Col. CORRETTAS	8.00
7 Col. CORRETTAS, With Base	22.50
7 Col. STEWART McCUIRE	40.00

NOTICE — We Have No Catalog.
TERMS — One-Third Cash With Order.
ACE CIGARETTE SERVICE CO.
5508 Superior Ave., Cleveland, Ohio.

operators met at the Hempstead offices of the Cigarette Service Co. last week to discuss problems of particular interest in that locality. Matthew Forbes states that these sectional meetings have proved to be of immense value since they eliminate the necessity of discussing problems of interest to only a small section of the membership at the general meetings of the association. Meetings are strictly informal and are held only when necessary.

Preparations are now being made for the next Interstate Cigarette Merchandisers' Association meeting in Boston on Saturday, May 20. Copies of the proposed constitution and by-laws already have been mailed to members.

At the last meeting of the Automata Cigarette Vendors' Association of Eastern Pennsylvania a committee to study the by-law and recommend changes to the membership was chosen. The committee selected for this important work consisted of the president, Edward J. Dingley, vice-president, Walter J. Davidson, secretary and counsel, Norman H. Fuhrman, and F. Bonomas.

The special group planned to meet regularly and study the by-laws so that recommendations for revisions could be submitted to the membership at the next monthly meeting. Norman Fuhrman, attorney for the association, stated. Members were expected to discuss the proposed changes and then vote in favor of the new measures so that they would become enforced by the end of the month.

Main reason for the decision to study the by-laws now guiding the association was a desire by the members to have the violatory regulations made more stringent. The membership opinion was that since most cigarette machine operators in the local territory are now members it was possible to offer the strongest protection for locations since the formation of this association.

A membership drive was recently completed and several operators who had not previously enlisted their machines under association protection became members.

New 1939 Model "E" SELMOR
\$6.25 SAMPLE

Vends CANDIES, TOYS, BALL GUM, things BIGGER PROFITS! New stylized design, chromium and baked enamel.



SLUG REJECTOR
 Height 1 1/2"
 Capacity 100
 Operation: Pushing
 handles
 and
 25 Cts. coin
 25 Cts. coin
 King, Columbia, and
 other machines.

ASK US ABOUT EXTRA PORTION, DEAL!
GREAT STATES MFG. CO.
 Dept. 11, 1801-09 E. 29th St., Kansas City, Mo.

Pan Contest Gets Big Ovation

CHICAGO, April 8.—Pan Confection Factory's contest has received a big ovation from bulk merchandising operators the country over, according to firm officials. "New entries are pouring in with each mail," they declared.

"The contest will close at 12 midnight April 30," they continued, "and we urge all operators to get their entries in so they will have a chance of winning a prize. It is very simple—all we want is a name for our new bulk vander candy, which we are at the present temporarily calling Toy Jelly Beans."

"We are now ready to give bulk vending operators quality products and service which are second to none. We have recently adopted a new trademark which we are using on all our stationery, etc. It is the hard-shell emblem—a mark which signifies that the product it is assigned to is of the finest quality."

"Two operator visitors, C. J. Randall, of Dixon, Ill., and C. Fred Boyer, of Champaign, Ill., who visited us last week, had the opportunity of inspecting our plant, our products and ideas for our new trademark. We are sure that they heartily approved. They know that Pan stands for the highest quality and service."

Wisconsin Ops To Get Surprise

MILWAUKEE, Wis., April 8.—Sam Lofdom, head of the Milwaukee Coin Machine Co., announced this week that a surprise was in store for operators in the very near future. "We have an announcement to make," said Lofdom, "that will be of importance to all operators. We urge all to look for our announcement next week."

"Business has been very good lately and we have been pushed to keep up with orders. However, we have managed to keep operators satisfied and well pleased. We have recently been named as distributors for the Stewart & McQuire line of coin-operated equipment. Rush by operators to secure Stewart & McQuire machines has added to the rush which has kept our force working at top speed."

"We expect to be even busier after our announcement next week. Watch for it."

Life Savers Nets \$966,261 in Year

PORT CHESTER, N. Y., April 8.—Life Savers, Inc., reports a net income of \$966,261 for 1938. This is equal to \$2.76 a share and compares with a net of \$1,016,906, or \$2.96 a share in the preceding year.

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

Correction in Assn. Notice

To the Editor: It has come to our attention that you have published a mistake regarding the name of the president of the Phonograph Operators' Association of Maryland. David Davison is president; William H. Ogden, vice-president; I. J. Phaut, secretary-treasurer. The office force consists of Sylvia Cooper, office manager; C. R. Hoakins, business manager. Board of governors consists of A. L. Rose, chairman; D. Davison, William H. Ogden, I. J. Phaut, C. Rodman, C. Schmidt, J. Hart, E. Lynch and D. Deenanburg.

Our members at present operate approximately 2,000 phonograph machines in Baltimore. The newly formed Eastern Shore Association, which is affiliated with this association, operates the majority of the phonograph machines on the eastern shore of Maryland.

We will greatly appreciate it if you would make this correction in your next publication.

Bally Shows Bev Vender in N. Y.

CHICAGO, April 8.—Bally Mfg. Co.'s Eastern Beverage Vender division has opened headquarters in the General Motors Building, New York City, according to announcement by Ray Moloney, Bally president.

"Interest in the Vally Beverage Vender has been so tremendous," Moloney stated, "that territorial headquarters have become a positive necessity. The New York office is the first to be established and will be in charge of Art Nyberg, who needs no introduction to Eastern coin machine men. Our new streamlined Beverage Vender with the snappy color-red cabinet and "soda fountain" style marble front will be on display, together with the Bally Central Carbonating Unit, by which is produced the pre-mixed, supercharged beverage Art Nyberg, accordingly, is now in a position to demonstrate the amazing simplicity, economy and big profits inherent in the exclusive Bally method of beverage vending."

"I want to take this opportunity to thank our friends for their patience. We have now increased our production facilities and are able to assure delivery of our guaranteed mechanically perfect Beverage Vender in plenty of time to cash in on warm-weather thirst."

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 is maintaining this department in 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 no industry can go forward.

Patent No. 2,151,933
 Pertaining to Coin Chute.
 Application, September 18, 1936.
 Issued March 28, 1939.
 Number of Claims, 12.
 Inventor's Name—Walter A. Trausch and William Datzner, Chicago, Ill.

A gravity-type coin chute including a first magnetic testing to arrest certain coin elements, a discharge opening, a second magnetic testing means for selectively affecting the rate of movement of coin elements thru said chute, ejecting means including a finger mounted for movement from a normal unobstructing position into the coin path in the chute to dislodge coin elements retained by said second testing means.

Patent No. 2,151,934
 Pertaining to Ball Ejector.
 Application, April 3, 1939.
 Issued March 28, 1939.
 Number of Claims, 2.
 Inventor's Name—Edward J. Sears, Seattle, Wash.

NOW—Who has the Best Confection Vender in the World Today?

HAMILTON!

New Sensational 3-Way Confection Dispenser Ready for Delivery

● Machine Vends Large Size Ball of Gum with Disney Character on Each Ball. Same Machine Will Vend Any Type of Candy Such as Boston Baked Beans or Peanuts.



The Exclusive New Hamilton Combination 3-Way Confection Vender.

GUARANTEED MECHANICALLY RIGHT
 Headquarters—Under Exclusive Disney Franchise—for Brand New Charms. Made from new dies in colors of Mickey Mouse, Donald the Duck, Elmer Elephant, Pluto the Pup, Snow White and the Seven Dwarfs. Why not make more money with this machine?
 Sample Machine to Any Dealer. Free Qualified Distributor open account for 30 days. If you do not agree with us that it is finest machine of this type ever made, return at our expense. Call in now on the ground floor. Wire, write, phone.

HAMILTON ENTERPRISES, Inc.
 727 Holmes St., KANSAS CITY, MO.

EXCEPTIONAL SAVINGS AT GIVE-AWAY PRICES

21 HANSON BERRY SCALER, Model 800. List Price \$77.00. For \$18.00	\$18.00
23 Three Compartment Bulk Merchandiser—Brand new—streamline design—beautiful—clean and well finished—simple—dependable mechanism—easy to service. List Price \$49.45	\$9.45
50 NORTHWESTERN DE LUXE, Peppery and Nickel Combinations, highly used. List Price \$18.30	\$6.85
54 ONE COLUMN BULK VENDERS—this new—beautiful appearance. List Price \$11.50	\$2.10

MACHINE OWNERS SERVICE CORPORATION, 244 Rush St., Chicago, Ill.

Assigned to Howe Mfg. Co., Inc., Belleville, N. J.
 The ornamental design for a vending machine cabinet.

Robbins Has Gum Vending Scale

BROOKLYN, April 8.—"The public patronizes that which gives the greatest value," said Dave Robbins, of D. Robbins & Co., Brooklyn. "That's why our scale, which vends a stick of gum with each weight, is such a sensational thing. This scale will beat all competition."

"After we placed the first few scales we started getting phone calls from other locations asking us to install our gum vending scale. There is no question about this being a practical merchandising idea. The gum is a nationally known brand, and the scale is strongly constructed for lifetime operating. A route of these scales represents a permanent money-making opportunity for the operator who is interested in a 100 per cent legitimate business."

\$1,721,663 Earned By Automat in '38

NEW YORK, April 8.—The annual report of The Horn & Hardart Co. of New York, operating a chain of self-service restaurants, showed yesterday a net income for 1938 of \$1,721,663 after depreciation, amortization, Federal income taxes and other charges.

Allowing for dividend requirements on the 6 per cent preferred stock, the net income is equal to \$1.83 each on the 550,381 shares of no par common stock. For 1937 the company reported earnings of \$961,627, or 40 cents a share on the common stock.

Patent No. 2,152,877
 Pertaining to Parking Meter.
 Application, July 13, 1935.
 Issued March 28, 1939.
 Number of Claims, 6.
 Inventor's Name—Max M. Wegver, Oklahoma City, Okla.
 A parking meter.

Design Patent No. 115,810
 Pertaining to Design for a Dispensing Machine Cabinet.
 Application, December 2, 1938.
 Issued March 21, 1939.
 Designer's Name—Lawrence M. Remona, St. Louis County, Mo.
 The ornamental design for a dispensing machine cabinet.

Design Patent No. 115,861
 Pertaining to Design for a Vending Machine Cabinet.
 Application, January 31, 1939.
 Issued March 28, 1939.
 Designer's Name—Lawrence Blazey, Cleveland, O.

Expanding Candy Markets

TODAY'S BEST BUY HAMMERLOID

Only Available on the Industry's Best Leader.
SILVER KING

At the increase in price, the marking—smooth—finish that will not chip, crack or peel, more practical than porcelain. Many times more beautiful.

Choice of 4 new two-tone colors. **GOLD SILVER GREEN BLUE**

SAMPLE \$2.50
Vends Caramels, Nuts, Candy, Ball Gum, 20¢ 1/4 at once. Metal and glass operators. Price of "Silver King" on every day for extra profit.
1/8 Deposit With Order, Balance C. O. D. Send for circular and copy terms. Order Now

WANTED

500 USED COUNTER MACHINES AT ONCE
Liberal Allowance on Each. Write for Details.

REBUILT CIGARETTE MACHINES
Stainless Steel Finish—Stand Free. 8 Columns—144 Cigs.

\$20.00 each
STICK GUM VENDORS
Vends all Standard Makes, Wrigley—Beacnut— or Torr. Cap. 125 Sticks.
\$2.85 each
Factory Distributor.

TORR 2047A-SO. 68 PHILA., PA.

Jennings Sees Big Use of Bag Vender

CHICAGO, April 8.—O. D. Jennings & Co. announced that R. E. (Smitty) Smith is back again with the Jennings firm and is now on a Western trip for the firm. Smith was with the Jennings firm for many years and is widely known in all sections of the country. He is introducing the In-a-Bag nut vender and a clear vender made by the Jennings firm.

O. D. Jennings, head of the firm, stated that the "in-a-bag" principle seems to be meeting a hearty approval among operators as they find how quickly the public responds to the idea. We think we really have something here that will not only prove efficient and successful in vending nuts, but that its field of usefulness can be extended to many other types of products and even into new fields of locations and merchandising. Its features of convenience and sanitation have already shown that it will win approval of mechanical selling as nothing else has done before.

Soft Drink Biz Up 73.7% in 2 Years

WASHINGTON, April 8.—According to the Bureau of Census, U. S. Department of Commerce, the value of non-alcoholic beverages produced during the year of 1937 was \$288,779,080. This figure, the report stated, did not include bottling concerns engaged in bottling products made by others.

The value of products of the soft-drink industry has increased 73.7 per cent since 1935, from \$166,297,507 to the aforementioned figure.

Figures shown by the bureau revealed that the United States total use of bottled and bulk goods reached tremendous heights. Total cases used, figuring 24 bottles to the case, was 324,478,838 cases. This is approximately 3,307,492,136 bottles. Bulk goods totaled 10,894,350 gallons. This quantity produced approximately 1,400,000,000 glasses of soft-bottled, non-alcoholic beverage.

Calculation on the figures furnished by the bureau show that retail sales on non-alcoholic beverages for 1937 probably totaled in the neighborhood of \$500,000,000.

LOOK IN THE WHOLESALE MERCHANDISE SECTION
for the **LATEST NOVELTIES, PRIZES & PREMIUMS AND SPECIALTIES**

Reprinted by Special Permission From
The Manufacturing Confectioner,
Chicago, March, 1939.

EVERY so often there comes from some one in the confectionery industry the complaint that vending machines—they usually refer to them as "slot machines"—are responsible for the decline in candy sales in the retailer's shop. This in spite of the fact that such vendors have been used for dispensing candy, gum and nuts for at least 20 years and perhaps even longer, and also in spite of the fact that candy, gum and nut processors whose products are moving thru mechanical merchandisers are not only eminently satisfied with this method of merchandising, but are even seeking new outlets of this type.

There are two distinct classes of mechanical vendors, the bulk dispensers and the unit dispensers. A sharp distinction must ever be kept in mind as regards these two classes, for each represents an entirely different merchandising psychology and each has an entirely different sales plan. Merely to clarify the issue between these two classes, some general facts are here related concerning candy merchandising by mechanical means.

In thinking of unit dispensers we take in the bar merchandising, gum machines and machines vending single pieces of candy. Of these the bar and the gum machines are by far the greater in number and dispense a much greater volume than do the single-piece candy dispensers. As a matter of fact, bar and gum machines move a larger volume of merchandise than do all the other types combined, according to the best estimates. And in the experience of those candy manufacturers whose goods are being machine merchandised, the machines not only give good sales account of themselves, but actually make sales for their candies being merchandised thru the regular retail channels. Perfection of the bar goods vender, says the head of one of the largest vending machine merchandising enterprises, has meant a tremendous additional volume of business for bar goods manufacturers.

In Industrial Plants

One of the largest new fields for candy sales which have been opened as a result of vending machines is the modern industrial plant. It is a virgin field in which the machine merchandiser has not only aided the candy manufacturer, but has been of inestimable value to the managements from industrial relations and efficiency standpoints.

Workers in heavy industries were not candy eaters prior to the advent of the present-day mechanical merchandiser. Many plants had their special fruit and candy peddlers, but management often frowned upon them for the main reason that efficiency of a production room was often demoralized during the 10 to 15 minutes that the peddler was there on his rounds. From the standpoint of the workers themselves this method of buying candy had many drawbacks—candy was available only at a definite time (often too near mealtimes); the peddler's stock was not fresh and clean; his stock was depleted when he got to certain rooms, etc. Dispensing machines have enabled the workers to get fresh, clean candy when he needs and wants it.

In the experience of bar goods manufacturers whose candies are now being merchandised to industrial and office workers thru machines, these machines have definitely created a new market for their goods not only in the plants and offices themselves but in the neighborhood candy stores. A man eating a bar at work in the afternoon will often ask for that same bar when he is out with his family at night or when he wishes to take home a bar for his youngsters. Thus the local store has not lost business because of the machine, but it has actually gained new candy customers.

Making candy available to office and industrial workers when they need and want it has definitely increased efficiency. The story is told of a plant in which a high percentage of accidents was occurring immediately after the noon lunch period. Investigation showed that the men, off an hour for lunch, were using the last half of that hour to congregate in a neighborhood tavern and in accordance with the "good old" American custom, treating one another. They returned to their afternoon's work in a more or less "fuzzy" condition, in which their reflexes were slowed down ap-

preciably. Installation of several candy machines in strategic places where the men usually ate their lunch soon cut down the accident rate noticeably, with the result that today such machines are located conveniently all over the plant. An individual who has eaten candy has no craving for beer or liquor. The two tastes simply do not mix.

Introducing a New Line

A Chicago bar manufacturer introduced a new coconut bar some time ago. This bar has never been advertised or publicized in any way. This bar was introduced to the public exclusively thru mechanical merchandisers and in certain designated localities. Soon after its appearance the manufacturer began to get calls for this bar from retail dealers in the neighborhoods where these bars were being machine sold. Investigation by the manufacturer's sales organization revealed that calls for these bars were coming from men (and their families) who were employed in industrial plants near by. Today this particular bar, still largely merchandised by machines, is among the largest-selling of this manufacturer's large assortment of bars. And the retail shops are getting profitable business traceable directly to the advertising received by the bars because of their sales in plants by machine.

Vending of bulk candies and nuts, however, still leaves much to be desired. This branch of the vending machine industry has not risen very much above the racket stage. True, there are reputable vending machine builders and operators and many reputable candy manufacturers and nut processors in this branch of merchandising. Placement of machines is one phase of this business which still needs a great deal of cleaning up. Many cities today prohibit the placement of mechanical dispensers on buildings, sidewalks, etc. But as in many other things, it is still possible to buy off the neighborhood ward heeler, alderman or political boss and thus circumvent local ordinances.

This type of candy and nut merchandising, if it may be called merchandising, does not affect the candy retailer to any appreciable extent, however. Vending machines set up in accordance with the above-mentioned practice are easily spotted by their unkept look, by the appearance and taste of the merchandise sold thru them and often by the very location in which they stand or hang? The class of people who are responsible for this bulk volume of candy sales are not now patronizing these machines, but have they ever done so. The class of people who do patronize them are in such a minority that they could not possibly cut much of a figure in retail store candy sales.

Represent Additional Business

On the other hand, there are candy and nut dispensers in locations which, like the bar and gum merchandisers, are not only catching the customer in a hurry, but are actually dispensing candy which is far cleaner and fresher than that to be had in the retail store. The design and construction of these machines is such as to enable servicing without necessity of touching the contents; they are located in spots where there are plenty of customers, yet where the physical location is such as to make impossible the opening of a full-fledged candy shop ("L" platforms, subway terminals, etc.); they are serviced regularly by persons trained for this work in habits of cleanliness and sanitation; they are designed to give better protection against climatic and atmospheric conditions than counters of many candy stores, and they are showing a profit for the candy and nut processor as well as for the vending machine operator. These machines, placed with the full consent of property owners and in conformance with local ordinances, represent a merchandising opportunity for candy and nut which the processing industry cannot equitably ignore. They are not taking business away from candy shops, simply because they represent additional business, business which neither the shop nor the manufacturers would get in the ordinary course of things.

In the final analysis any innovation in merchandising, as well as in distribution generally, must be measured, in terms of service to the public. Any system which will bring goods to the public more quickly and conveniently and thereby increases demand for such goods is entirely within its economic rights provided quality is maintained and re-

gardless of whether this service replaces an older or less efficient system of distribution. In simple terms, this is called progress. Where the dealer is actually faced with a competitive situation from illegal coin-operated machines his answer must be in such legal weapons as are at his command and in a more alert, more progressive, more modern type of merchandising.

Rhode Island Fight On 2c Cigaret Tax

PROVIDENCE, April 8.—Tobacco men are concerned over the introduction of a cigarette tax bill in the State Legislature. The measure calls for a tax of one mill per cigarette, or 2 cents per package of 20. It would become operative July 1 if passed and signed by the governor. It is now in committee.

Old-Age Pensions Favored by 94%

NEW YORK, April 8.—Ninety-four per cent of the United States citizens favor some form of old-age pension, according to the results reached by a poll conducted by a public research group. The method used to reach this conclusion is to sample a cross-section of the country's voting public by personally conducted polls.

While 84 per cent favored some sort of pension, 87 per cent were willing to pay taxes to support any pension measure. In answer to the question of an adequate pension, the poll showed that the public considers the following figures sufficient: \$40 a month for single persons and \$60 a month for couples. They favored paying it only to those who needed such assistance.

Their answers showed three salient things about the present Social Security set-up, and about pension sentiment in America at this time:

1. The present Social Security Act falls short of providing what the public considers an adequate old-age pension system at this time. Unless Congress and the various States take steps to remedy the situation a growth rather than a decline of glittering pension schemes probably can be expected.
2. Altho few Americans completely accept the proposals of Dr. Townsend and other pension leaders or would be willing to pay the taxes to make them effective, many voters say they are supporting these plans because they are "in the right direction."
3. Support for the Townsend Plan, the General Welfare Act, the California "ham-and-eggs-for-everybody" plan and other schemes comes primarily from the bottom income group—front men and women whose earnings are less than \$20 a week. These are the same voters who have been most staunchly pro-Roosevelt and pro-Democratic in the last six years—the very foundation of the New Deal's voting strength.

Dallas

DALLAS, April 8.—Joe Williams, of the Waldo Sales Co., had an exhibit of Buckley wall boxes at the annual convention of the Texas Restaurant Men's Association held at the Baker Hotel, C. P. Irby and W. W. (Mike) Ackman were in charge of the booth which was used to demonstrate the advantages of the Buckley wall boxes. Over 2,000 restaurant men from all sections of the State attended the Dallas meeting. The restaurant men went on record as favoring the legitimate operation of all amusement machines in the places of business of all its members. Trade cooperation with established operators of music and other amusement machines, was pledged at the convention session.

T. A. Behannon, of Beaumont, Tex., was visitor to the Dallas coin machine market this week. Also shopping for amusement merchandise was B. F. Smart, well-known operator of Mineral Wells, Texas.

L. D. Miller, an old-time operator of Longview, Tex., was talking things over with the boys on coin machines this week.

MERCURY TOKEN PAYOUT



PENNY or NICKEL PLAY

M MERCURY is the classic counter game ever built. Such elegance never graced a location before.

M No side handle. Bakelite ball releases mechanism on the downward stroke. On winning combinations an Award Token is vended automatically.

M MERCURY Discard Model shown above displays Award Token behind window, player 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



COLUMBIA CIGARETTE BELLS SILENT SALES

204 11th Ave., S. Minneapolis

MILLS RI-SOY, with or with- out slot symbols	\$12.50
PAGES RACES & PACES	12.50
MARATHON, Brown cabinet	12.50
Same Spec, check sep.	87.50
1-2-3 with large receiver	15.00
NOVERS	12.50
FLEETWOOD	26.00
BIG RACES	21.00
GOTTLEB B play machine	15.00
ARLINGTON	7.50
AIR RACES, 1000	7.50
MIKE'S PEAK	7.50
WINNERS	7.50
SPRINGTIME	7.50
DERBY CHAMPS	25.00
STONER CHAMPS	25.00
KLONDIKE	27.50
ROCK-OLA Photographs, 12 RECORDS	89.50

WANTED
Wurlitzer S4 and S4-A Phonographs,
Wurlitzer Scales, Mills Melars, Sonora,
Brown Fronts or Bell trade for above
machines.
1/3 Deposit, Balance O. O. D.

ARUNDEL AMUSEMENT CO.
39 WEST ST. ANNAPOLIS, MD.
PHONE, ANNAPOLIS 3491

Bally Announces Novelty Spottem

CHICAGO, April 8.—Announcing the release of a novelty model, Spottem, Jim Buckley, general sales manager of Bally Mfg. Co., pointed out that the free-play model has already had a seven-week run. "And it's still going strong," he added. "In fact, with more territory opening up the run on Spottem has really just begun."

"Ever since the first free-play Spottems began to show up as such sensational money-makers on location the trade has been clamoring for a novelty model. But we've been simply too snowed under with free-play orders. Now, however, we've boosted production to take care of both styles."

"Novelty Spottem has all the features of the free-play model, including the push-button totalizer and meters—everything except the free-play coin chute. It has the same score build-up play appeal, mystery spottem feature, out-ball return and other money-making ideas which have made Spottem such a hit. And it certainly equals the free play for earning power."

Arkansas A. G. Interprets Law

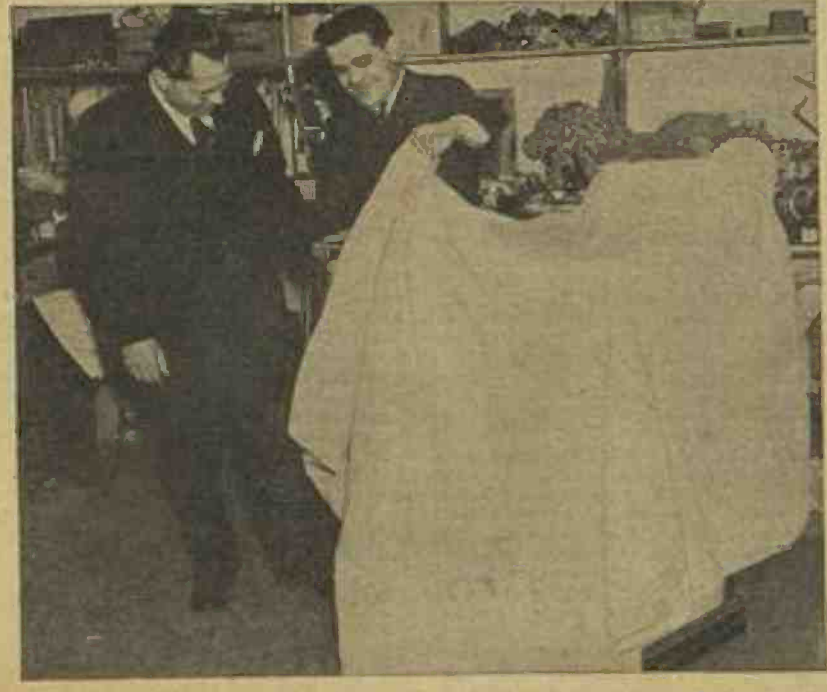
LITTLE ROCK, Ark., April 1.—Attorney-General Jack Holt has ruled that machines or devices which pay off in cigarettes, money, property or anything of value are not legalized by an act passed at the recent session of the Arkansas Legislature.

The act at first was believed by many interested persons to have legalized every type of device except slot machines, or any that pays off in money. They sought licenses but the revenue department held up action until after the ruling. Saying that some coin-operated machines pay off in cigarettes or other items of value "for certain combinations obtained by luck or skill or chance," the attorney-general said.

Holt said: "It is now legal to exhibit slot machines as long as the machine does not pay off in money or property or anything of value and as long as the management does not pay off for certain scores and as long as the management does not permit the players to bet thereon."

Pa. Legislators Consider Lottery

PHILADELPHIA, April 8.—The bill introduced in the State Legislature to legalize lotteries is taken by coin-machine operators here as meaning hope for an end of the official persecution of the industry. Representative Huntley, chairman of



MEL BINKS, of J. H. Keeney & Co., Chicago, poses with a "Book" at the new Super-Track Time.

MOSELEY'S SPECIALS

2 GALLOPING GOMINO, Cash Pay, 5c, Latest Model	\$125.00
3 KEENEY PASTIME, 5c Play	225.00
3 KEENEY SKILL TIMES, 5c	180.00
3 KEENEY TRACK TIMES, 5c	180.00

These machines have been used from 3 days to 3 weeks and guarantee they cannot be beat from brand copy. We will furnish these equipped with REMOTE CONTROL for \$20.00 additional.

Operators in Virginia, North Carolina and Maryland, we have a carload of Bally's Spottem, Chicago Coin's Malar, Mills Vest Pocket, Keeney Spottem Winner and other new games that are available for immediate delivery by the respective manufacturers. Telephone or write for specifications.

PACES RACES

5 Light Cab, 5c 30 to 1, Cash Pay, No. 3450-3459-3460-3461-3462-3463-3464-3465-3466-3467-3468-3469-3470-3471-3472-3473-3474-3475-3476-3477-3478-3479-3480-3481-3482-3483-3484-3485-3486-3487-3488-3489-3490-3491-3492-3493-3494-3495-3496-3497-3498-3499-3500	\$125.00
2 Refreshed in Walnut, 25c New, Cash Pay, No. 3303-3304	32.50
1 Light Cabinet, 20 to 1, Cash Pay, No. 4004	110.00
1 Black Cab, 20 to 1, Cash Pay, No. 3004	60.50
1 Black Cab, 30 to 1, Cash Pay, No. 4012	60.50

CONSOLES

2 Royal Track, Cash Pay	37.50
2 Mills Square Balls	77.50
2 Liberty Bells, Flat Top	80.00
2 Liberty Bells, Slant-Top	32.50
1 Chuck A Luck, Single Slot	20.00
1 Lollipop Game Slates	110.00
1 Black Cab, 20 to 1, Cash Pay	60.50
1 Game Table	65.50
1 20 Cash Pay Lucky Lasso	175.00
1 200 Mills One Wheel Stand	50.00
2 Scissors Champs	38.50
1 Fisher, Horse Symbols	37.50

Automatic Payout

1 Daily Race	19.00
1 Fisher	17.50
1 Quinella	39.50
1 Classic	8.50
1 Preview	10.00
1 Piton Pool	8.50

The above machines are slightly used and like new and are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Orders not sent us to put you on our mailing list. The above prices are effective April 15th.

MOSELEY VENDING MACHINE EX. INC.
80 BROAD ST. Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

MONARCH SPRING SPECIALS

*** BALLY RESERVES \$12.50 ***
\$9.50 each 3 for \$25.00
Doc Mac, Chico Derby, Florida 21, Equator, Holloway, Home Run, Slower Race, Long Beach, Outboard, Running Wild, Scoreboard, Spook, Spring.
\$7.50 each 3 for \$20.00
Dartboard, Flat Top, 1937 Bell, Flat, Fire Cracker, Hi-De-Do, Rhythm, Husky, Tackle, Hold Em.

* NOVELTY GAMES *	
Palm Springs	\$25.50
Paradise	10.75
FP	42.50
Daily Joker	14.50
Et Basket	10.50
Flot	\$27.50
Marvel, Ho	32.50
Old East	37.50
Zip	20.50

* COUNTER GAMES *	
Ginger, 5c	\$14.50
Singer, 3c	14.50
King Six Jr.	0.50
Whitney Seven	22.00
Grand	22.00
Punchouts	3.50
Nightmares	7.50
Road Books	6.50
Ball Slides	7.50
David Tally	14.50
Road Dice	6.00
Real "21"	8.00
Double Deck	7.50
Joker Wild or Deuce Wild	19.50
Suit Fun	8.50
Bally Wheel	8.50
Minnow	5.50
Bally Baby, Ho	17.50
Bally Baby	8.00
Junior G. V.	16.50
Cherry	16.50
King	16.50
De-Luxe	16.50
a-Pack	8.50
Mil Ma (Card)	5.50
Blue Bonnet	8.50
King	14.50
Quintet Single	8.50
Grower	8.50
Chamberlain	12.50

**MONARCH
COIN MACHINE CO.**
1731 Belmont Ave. Chicago, Ill.

BARGAINS!

15 Brown Paces, 30-1 cash pay \$100.00
16 Black Paces, 30-1 cash pay 60.00
1937 Redhead Track 60.00

1/3 Deposit With Order
All Machines Guaranteed Perfect
FRANK SANDERS
73-20 71st Place Glendale, L. I., N. Y.

COUNTER GAMES

Table listing various counter games and their prices, including items like 'ANT Target (Model F)', 'Advance Cash Vender', 'Baby Confection Vender', etc.

SLOT STAND CLOSEOUTS

Table listing slot stand closeouts with prices, such as '48 SLOT SAFE STANDS \$4.75', '25 USED SLOT SAFE', etc.

IDEAL NOVELTY CO. 1510 Market St. Newark, N. J.

SACRIFICE

1938 SKILLTIMES, JENNINGS MULTIPLE RACES, MILLS SQUARE BELLS, GRANDSTANDS

\$79.50 Ea.

Send One-Third Deposit MT. ROYAL NOVELTY, Inc., 306 E. Baltimore St., Baltimore, Md.

The Newest - The Best REELO SYMBOL TICKETS



1200 Ticket Profit \$1.00, 2400 Ticket Profit \$2.00. WERTS NOVELTY CO. Dept. 84A, Muncie, Ind.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS.

EASTERN FLASHES

NEW YORK, April 14.—These International Ticket Scales always seem to be attracting attention in front of the Woodworth store. Some may dispute its supremacy, but certainly this scale location set-up is among the best in the country. Mac Pearlman is saving on shaves, claiming, "Every penny saved is a penny earned these days."

BILL RABKIN REPORTS A location owner in Montreal became so enthused over the Photomatic that he arranged with the op who had placed the machine to run a two-thirds page ad in The Montreal Le Petit Journal.

IN NEW JERSEY Those "Enjoy Yourself Today" ads placed by the Amusement Board of Trade of New Jersey are running regularly. Association has voted to continue running them.

MIKE MUNVES is now distrib for Grotchen's Skill Jump machine. He believes that this console model game will be a natural for arcades and all large locations.

SHUFFLETTE is the name of a new creation brought out by Industrial Laboratories, Inc., of Linden, N. J., captained by Julius and Mary Braun, well-known ops. Boys have definitely shown their understanding of the Shuffleboard by building a game that combines shuffleboard and regulation bowling.

NAT COHN AND IRV ORENSTEIN were instrumental in stopping the wave of slugs that began to appear in machines of ops in this territory. Slugs were plastic composition coins being sold in the dime stores in Newark.

NEWARK NOTES Irv Morris, of George Ponsler Newark office, reports he's featuring some swell buys of used games. Bob Server challenges any op to a regulation bowling or duck pins match.

times. . . . Dave Engel is now on his own route in Bergen County. Dave formerly operated for Milton Green. Harry Pearl bought Milton Green's New Jersey operation. . . . Successful op is Harry Radler, who has shown that almost every game can be made to pay if it is handled properly.

JACK FITZGIBBONS is going to town with Spottam and is promising the boys some other big surprises very soon. He also reports his firm is making special arrangements to assure all ops in this territory a plentiful supply of good used games.

THAT OFF THE RECORD MOVIE starring Jean Blondell and Pat O'Brien contained one big error which most any experienced coinman should have caught. Did you notice it, too? We refer to that part of the pic in which a slug with a center hole is inserted in a chute on a Stoner game.

GEORGE PONSER forgot his brief case on his morning Lackawanna ride to the office. George doesn't mind losing all those business papers so much as the swell trick he had in the case which he was all set to show to his friends.

MEN AND MACHINES Jack Mithlick's Southern accent (developed from long travels thruout the South) is slowly fading away now that he has been in New York for some time.

FROM JOE CALCUTT comes word that his Calcuttone needle hasn't failed yet to get a repeat order from phone ops who have sampled it. "That must be some kind of a record," he claims.

LEO FOX of Hub Automatic Sales, Boston, is certainly pleased with the way ops are going for his console stand for the Wuritzer Model 61. "One of the first stands we shipped brought us an order within 48 hours for 25 stands," he reports.

COMING TO TOWN SOON is Arthur J. Olsen, of Pismo Products Corp. He'll be here in a week or two. . . . Al S. Douglas, of Naval, is also due here soon. He says he'll be stopping off at every city on the way to show the boys something new.

BERT LANE of Seaboard Sales, says few games in recent months have done the stand-out job now being turned in by Genco's new Rink. "The game has come along at the right moment—just when a game with a new playing principle is badly needed," Lane states.

DAVE STERN of National Vending Co., Elizabeth, N. J., reports his firm has announced the biggest salesboard sale in its history for the month of April. "We're giving ops the greatest factory discounts on the finest boards to be found," he claims.

OFF THE CUFF Claims are being made that the "Dugrenier Girl" is one of the prettiest in the industry. Framed picture of her adorns the reception room wall of the firm's Hooksett Center office.

SAVE MONEY ON THESE PERFECT PONSER RECONDITIONED GAMES. KEENEY FREE RACES, ASHOT BENTY, KENEY POT SHOT, MAGIC ROLL, etc. GEORGE PONSER CO. 11-15 East Runyon St. Newark, N. J. Tel.: Newark 9-6372.

National Vending Co., Elizabeth, N. J., will introduce a new phone needle called "National Point" to the trade this week which it claims will be one of the best that have yet appeared on the phone market. . . . Morris Hankin, of Atlanta, reports, "We are featuring some of the greatest reconditioned music machines in the history of our firm."

JACK KAY of Ace Distrib, states his firm is doing everything in its power to make sure the ops get the best bargains possible during April.

HYMIE BUDIN reports he has another honey of a game in Dave Gottlieb's Let-o-Fun. This puts Hymie on top with two straight hits: Stoner's Chubbie and this latest Gottlieb creation. No wonder Hymie's busy these days.

ARTHUR FRIEDMAN will head division of the Jersey Light Co. to sell bulbs to the coin trade. Artie is well known to Jersey ops for the help he has been in solving their bulb problems.

J. H. ROTHESTEIN of Banner Specialty Co., Philly, reports the firm showed the largest volume increase in its history during the first three months of the year. "We're adding more roadmen and more employees to our general staff to take care of the great increase in business we are enjoying," he reports.

TWO BROTHERS who look much alike, work alike and have been successful in the coinbiz are Harry and Sam Wichamsky, of Elizabeth, N. J. They captain one of the large routes in the State and are continually expanding their operation.

DAVE ROBBINS says he's slashed the price on the year-lasting Salesboard to the bone because this is one time he's after volume business. "We've set the price on this number so low that all ops can afford to buy it in quantity lots," Dave states.

LOU GENSBERG of Genco's making the rounds with Bert Lane, of Seaboard Sales. Lou insists he didn't come into New York to buy the World's Fair Trylon and Philadelphia.

SACRIFICE 450 PAYOUTS

All Condition — Used Few Weeks

AUTOMATICS (1-Ball)

10—GRANDSTANDS	89.50
12—THISTLEDOWNS	89.50
11—HAWTHORNES	99.50
4—POT SHOTS (4 Coin Payout)	89.50
14—DERBY KINGS (545 J. P.)	79.50
12—STEPPER UPPERS	69.50
10—MILLS HI-BOYS (MNH Latest)	49.50
4—STONER "CHAMPS"	35.00
14—DERBY CHAMPS	35.00
12—ZIPPERS	39.50
2—HANDICAPPERS	32.50
7—KLONDIKES	29.50
10—FAIRGROUNDS	27.50
6—FLEETWOODS	25.00
7—BIG RACE	25.00
6—COTTLEB MULTIPLE	22.50
3—WINNING TICKETS	19.50
3—THREE UP	25.00

37—MILLS 1-2-3s (With Latest Improvements) 22.50

7—ARLINGTONS 17.50

20—TURF CHAMPS; GOLDEN WHEELS 9.50

8—PADDOCKS; CLASSICS 8.50

CONSOLES

19—SQUARE BILLS	89.50
65—1938 SKILL TIMES	95.00
10—1938 KENTUCKY SKILL CLUBS	62.50
6—1939 EL DORADOS (Built-In Skills)	145.00
5—TRIPLE ENTRIES (With Skills)	145.00
2—PASTIMES (With Skills)	185.00
18—GOOD LUCKS (Fruit Symbols, Automatic Pays Slug Proof Chk. or Cash)	59.50
15—PACKS RACES (Bk. Cab. 20-1)	59.50
6—PACKS RACES (Bk. Cab. 10-1)	69.50
21—PACKS RACES (Brown Cab. Chk. or Cash With or Without Skills)	99.50
12—ZIPPERS (1 Ball Console)	39.50
6—RAYS TRACKS (Chk. or Cash 4000 Up)	29.50

Dep., Bat. C. O. D., F. O. B. Washington, D. C.

SILENT SALES

Silent Sales Bldg., 885 "D" St., N. W., Washington, D. C.

Pin Game Op Hits At Pic Propaganda

"To the Editor: If you are for the coin machine industry as much as you claim you will print this letter.

The motion picture industry, because of drastic and childlike censorship, is limited as to amount of realism it may present in its pictures. Because of minority objections and fear of commercial reprisals it must confine its propaganda films to industries and peoples that because of their lack of unity cannot protest against these unfair attacks. This should not be the case in the coin machine industry, which can protest and will protest against such propaganda.

The motion picture industry, especially Warner Bros. Picture Corp., is continually using the pin game industry as a scapegoat in quite a number of its crime pictures. The operation of pinball games is always linked with gangsters and racketeers in these pictures. The Warner Bros. pictures *Sulbets and Bullets* and *Off the Record* paint a distorted vision of pin games and their operators.

"We all know that pin game operators are not gangsters, because if they were gangsters, with gangster methods, they could not remain in business long. If there ever was a business that takes imagination, foresight and ingenuity it is the operation of pinball tables. Why doesn't the movie industry investigate the pinball industry before showing pictures that inflame against our business? I know a lot of people who would be better off if they threw their quarters into the gutter instead of being tortured by some of the movies that are made today.

"We are footballs to be kicked around by the press and politicians and we cannot very well strike back at these two enemies. But we can strike back at the motion picture industry by every operator and anyone that has anything to do with the coin machine industry refraining from going to see any moving picture made by Warner Bros. There are thousands and thousands of people who make their livings by coin machines, therefore I am going to ask them to write to Warner Bros. and warn them that unless this propaganda stops we will strike at them where it hurts them the most—at the box office.—R. J., New Orleans."

Wisconsin Fair Trades Act Dies

MILWAUKEE, April 8.—Price cutting broke out among the beauty parlor operators here on the heels of the death of the State trade practice act. A bill to re-enact trade codes is still before the Assembly, which has recessed until after Easter.

The price war in beauty parlor circles recalled that coin machine organizations here once considered the possibility of stabilizing commissions to locations by suing under the trade practices act. A beauty parlor test case had been taken to the State high court and it was felt that the principle upheld might be used to enforce standard commissions on coin-operated machines.

Spokane Allows Game License Transfer

SPOKANE, Wash., April 8.—The city government has passed a new \$25 transfer-of-license fee to the tax on amusement games. The present license is \$150 per year and applies to pinball games as well as all "amusement devices."

The extra fee will be collected in the event an operator transfers the license from an old machine to a new device.

Super Track Time New Keeney Game

CHICAGO, April 8.—A new 1939 Super Track Time has been announced by J. H. Keeney & Co. Ray Becker, sales manager of the firm, in explaining the new features of the console says that it is something unusual in coin machine history to find a game with such a long record and that is so meritorious that a new model is necessary to spare the game on its third year.

The original Track Time was introduced two years ago, Becker says. Then came the 1938 Track Time and now the 1939 model. The game has had a wide sale and has proved profitable in all territories where operators can use consoles. We believe its sale and record over two years is one of the greatest testimonials that operators can make to a machine.

"The 1939 Super Track Time," Becker explained, "will be a nine-egg game instead of the original model which had a seven-egg head. Operators greatly appreciate this multiple increase. It also has a new 'odds and even' feature which materially increases the earning power. It will be available in skill-time and remote control models."

Keeney officials were very optimistic about the signs of immediate improvement in the coin machine field, expressing the view that a number of new models would soon be opening up to operators.

Cleve-Chi Sales Open Minn. Branch

CLEVELAND, April 8.—Cleveland-Chicago Amusement Sales Co., with office in Cleveland, recently announced the opening of a branch office in Minneapolis at 9 1/2 11th street. R. B. Pankhauser, who is general manager of the Cleveland office, will be in charge of the new branch office.

Pat Fiorelli will assume the management of the Cleveland office, according to an announcement from the firm.

Correction

It was erroneously stated in the April 1 issue that the Atlas Automatic Music Co., Detroit, was representing the Stewart-McQuire Co. in the Detroit area.

Advice from Atlas reveals that they are not direct representatives of Stewart-McQuire but are co-operating with O. H. Feinberg in the Michigan territory.

NOW \$45.00



GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MANUFACTURING CO.

4640-4660 W. FULTON ST., CHICAGO, ILLINOIS
Est. 1889—Tel. Columbus 2770
Cable Address, "WATLINGITE", Chicago

PHONOGRAPHS.

27 Whirlwinds P-30	849.50
34 Whirlwinds P-412	84.50
18 Whirlwinds 3163	87.50
15 Whirlwinds 241	167.50

SLOT MACHINES

Mills, Peop. Watling, Jennings, D. J. P., 300 Staro Vendors, 5 Whirlwinds, 2 Betty Hennes, 2 Automatic Stores (New), 4 Automatic Stores (Used)

CONSOLES

Shoot the Moon	89.75
Derby Day	84.75
Track Time (Red Head)	87.50
Still Time (1038)	89.50
Zipper (New)	114.50
Kentucky Club	127.50
Peep Races (Rebuilt)	79.50

AUTOMATICS

Sport Page	82.50
Racing Facts	25.00
Branch	19.50
President	19.50
Lubels Air Race	19.50
Base	19.50
Flying High	19.50
Redo	19.50

TICKET PAYOUT \$15 \$10

OHIO SPECIALTY COMPANY SELLING OUT ALL USED MACHINES

SPECIAL CLOSEOUTS

2 Air-Pop-It (Popcorn Machine)	275.00 Ea.
300 Staro Vendors	4.00 Ea.
5 Whirlwinds	27.50 Ea.
2 Betty Hennes	17.50 Ea.
2 Automatic Stores (New)	12.50 Ea.
4 Automatic Stores (Used)	8.50 Ea.

NEW COUNTER GAMES

41 Superior (Clo-Mach.)	110.00 Ea.
12 Pacific (Popo-Machine)	14.00 Ea.
1 One Die	10.00
1 Two Wild	12.50
40 Old Age Pension	12.00
4 Shock Machines	8.50
2 Ohio Darts	12.00 Ea.

USED COUNTER GAMES

3 Ocean Wild	112.00
3 Daily Races	10.00
2 Bally Milkhead	18.00
4 Top 21	4.00



HARRY H. COWEN

4 Jennings Grandstand (Old Red Top)	111.50
1 Ginger (De. Play)	11.50
1 Chester Magnet	12.50
2 Tallys	18.00
2 Swan Grand	17.50
1 Philo Domino	10.00

6 Shock Machines	
4 Twins	
4 Square Shoulder (Old)	
1 Buck-A-Day	
2 One U	
1 Room	
1 Ohio Darts	
1 Pocket Pool	
15 Dice	
1 Bom Fun	

1 Little Prince	
1 Cardinal (Baby)	
1 Royal Rize	
1 Tic-Tac-Toe	
1 Chinese Club House	
2 Tenors	
1 Top Tenor	

\$5 Ea. \$3 Ea.

OHIO SPECIALTY CO.

713 E. BROADWAY LOUISVILLE, KY.



HERE IT IS! 'TAPS'

THE GAME THAT TAKES THE COIN

**MOST PHENOMENAL LAUGH
PRODUCING SENSATION!
ENTIRELY NEW INNOVATION**

4 BRAND NEW FEATURES:

- **ANIMATED TAP DANCER** . . . laugh provoking colored Samba goes into his dance when proper bumpers are hit.
- **SKILL JACKPOT** . . . secured when 4 balls pass through letters in upper lanes and spill out "Taps"!
- **FREE GAME AND FREE BALL HOLE** . . . automatic award of 1 extra ball and 1 Free Game if ball lands in this hole!
- **NEW V-TYPE BALL TRAP** with kicker action . . . doubles player's fun and increases score!

Not just "another game" but a masterpiece of ingenuity. A tremendous sensation wherever introduced!

REGULAR MODEL \$89.50

FREE PLAY \$99.50

THE HARRY HOPPE CORP.

Manufacturers

2738-40 N. Paulina St., CHICAGO.



RUSH YOUR ORDER IMMEDIATELY CALL ADDRESS MONFELCO

Cohen Plans Cig, Candy Vending Biz

MINNEAPOLIS, April 8.—Bob Friedman, sales head of the St. Paul office of Silent Sales Co., reported last week to chief William Cohen on his progress among the Gothamites, where he studied machine merchandising. According to Cohen, Friedman advises that during his tutelage under Babe Kaufman, of New York, receiving pointers on the operation of cigaret and candy merchandisers, he has learned a great deal.

Says Friedman: "The best way to learn something is to go to someone who is tops in the field, and Babe Kaufman rates the highest respect for her knowledge of merchandising equipment operating. Now that Silent Sales is going in for such operating on a large scale, Babe's advice is going to prove to be a big help."

Bill Cohen advises that as soon as Friedman returns to the Twin Cities activity will begin without delay on the new operating venture.

Western Baseball In New Models

CHICAGO, April 8.—"We're all set for the biggest spring season in years," reports sales chief Don Anderson of the Western Products organization.

"And here is the reason," he continued. "Operators are familiar with Western's 1938 Baseball, which has been in production for a full year and has been a real producer for them during that time. The appeal that is built into the original Baseball game gave us an idea for other models of Baseball. We are announcing Western's 1939 Baseball in three models to meet all operating requirements in all territories."

"There is a free-game model, a cash payout model and a novelty console model, all with new improvements thrown out. Among the new features is a multi-color illuminated flashing backboard to add flash to the game. Then there is a free-game register on the free-game model, along with a free-game button. The working mechanism of the game has been improved and is fully guaranteed."

Simon Appointed By Chicago Coin

CHICAGO, April 8.—Officers of the Chicago Coin Machine Mfg. Co. announced the appointment recently of Dave Simon, Savoy Vending Co., as distributor for Chicago Coin games.

"Simon is located in Baltimore, with office in Washington, and has a huge following among operators in that area," Chi Coin officials said.

way the Northwest operators approve of these Free machines. In addition to telling us with letters and phone calls, they also say it with orders. In the final analysis that's the proof of a game's success."

Sphinx Prescribes For Territory Ills

MINNEAPOLIS, April 8.—William (Bill) Cohen, "Sphinx" of the Silent Sales Co., recently declared: "Business in the Northwest was taken sick and was badly in need of a tonic."

"Diagnosis revealed a generally run-down condition, so I gave it a healthy dose of tonic in the form of the Pace Saratoga, slug-proof square ball. The improvement was immediate and somewhat astonishing."

"This month I plan to augment the tonic with the diet of Pace De Luxe Comet Ball, and Mr. Business is expected to keep us plenty occupied when he really starts feeling spry, a condition I expect very soon."

Bill Cohen further commented on the operators' reception of Saratoga and the De Luxe Comet Ball, saying: "I like the

IT'S EASY to pick these HOT \$\$\$



BASEBALL TALLY CARDS

Any Size--Any Kind From the largest and most complete stock.

—o—o—o SERIES —o—o—o
Daily and Weekly large tickets, machine folded and sewed with your own label imprint.

Write for Samples and Prices.
Wheeling Novelty Co.
Incorporated
57 14th St. Wheeling, W. Va.

FASHION MAY BE SPINACH

but taking pictures is always in style. And so is PHOTOMATIC, the automatic picture-taker—the coin machine that is based on the deepest of human motives: VANITY. Think this over if you are ready to enter a business that will last year after year!

INVESTIGATE

International Microscope Reel Co., Inc.
518 West 34th St., New York.

FOR SALE Arcade Machines

75 Mills Counter Size Drop Picture Machines suitable for Carnivals or Parks, 50 Floor Size Mills Drop Picture Machines, 5 Exhibit Floor Size Post Card Machines, 4 Electric Poker Tables. ALL IN BEST machines are in first-class condition.
PLAYLAND AMUSEMENT CORP.
230 West 125th Street, New York City.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Rock-Ola Launches \$1,000,000 Drive

CHICAGO, April 8.—Heralding the end of the Lenten period and the opening of the spring and summer season, the Rock-Ola Mfg. Corp. announced an intensive million-dollar April sales drive for Rock-Ola distributors.

In speaking of this national campaign, Jack Nelson, vice-president, stated, "Our entire organization is keyed to a high pitch in order to make the month of April the biggest month in the history of the company. We are shooting for a million-dollar sales volume and I am sure we can top this figure easily, considering the excellent organization behind our equally excellent product for which the consumer demand knows no limitations."

"It is interesting to note that the company completed the first quarter of 1939 far ahead of all previous years in sales volume and each month so far we have broken all records on fast deliveries of our Luxury Lightbulb models."

"It goes to show one thing," Nelson stated, "When you have an excellent product that will make money for the operator because it has customer appeal, you can always secure sales volume in the coin machine industry."



THE FOUR RAR RAR GIRLS give three cheers for President Fred Mills at a Mill sales meeting. Left to right are Advertising Manager James T. Morgan, Sales Designer, Lou Fribel, Beattie Morgan and Phyllis Lund.

MEMO

Be sure to watch for Daval's new counter game—coming soon! It's a wow! and made by Daval!

SACRIFICE—CONSOLES

SKILLTIME Rod Held

JENNINGS

Parley Races
Pick 'em
Paddock Club

\$49.50 Ea.

Send One-Third Deposit

MT. ROYAL NOVELTY, Inc.

306 E. Baltimore St., Baltimore, Md.

1000 Free Model, Hit Number, Prize Races, \$39.50 Each Major, Easy and Co. Supreme, Chief, Miami, Free Play, \$50.00; Penn, \$45.00; Kent, St. Louis, Fantasy, Odd Ball, \$35.00; Omaha, Brighton, Rapids, Penwell, \$33.00 Each.

WRITE FOR ANY MACHINE YOU WANT AND PRICE YOU WILL PAY AND WE WILL GET IT FOR YOU.

1/3 Deposit, Balance C. O. D.

LEHIGH SPECIALTY COMPANY

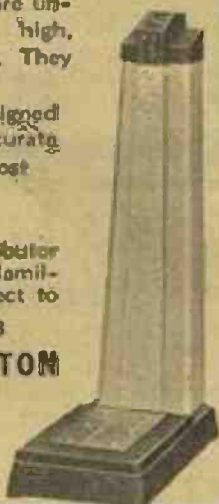
2nd and Spruce Sts., Philadelphia, Pa.

Operators Buy

HAMILTON SCALES

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 returns. 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.

WANTED

100 Good Used Gramophones, Victrolas, Coronets, Records; Rock-Ola or Wurlitzer Victrolas. All done and best prices first letter.
G. & M. SALES COMPANY.
 815 Perdido St., New Orleans, La.

Fort Worth

FT. WORTH, Tex., April 8.—Tony Latta place keeps spinning the Music Goes Round and Around on the phono which is spotted in his place. Tony says it brings him good luck. He has worn out approximately 100 plates of the tune since it hit the phono. Folks guzzle spaghetti and play the phono at Tony's.

Highway taverns located on highways leading in and out of Ft. Worth afford the spots for equipment. The highways are now dotted with taverns, cafes and drink stands as well as dance spots.

Side-line operators of vending machines are becoming numerous in this town. Post-office clerks, wives of railroad men, college boys and others are dabbling in the vending machine operating business, and some are really enjoying success.

Parking meters earned a new high during March. A recent report gave the earnings, and the figures showed that the meters are one of the best revenues the city has. It is said that the meters have decreased auto accidents in the downtown section.

Jack Gordon, columnist on The Ft. Worth Press, evening newspaper, gives occasional plugs for phonographs in his column. A short time back he pointed out that the phono had the radio equaled when it comes to introducing and creating a hit out of a new song.

O. L. Denhard, music operator in Texas, was married on March 25. According to reports reaching this city, Denhard has made application for the Wurlitzer Bermuda cruise for himself and Mrs. Denhard.

Houston

HOUSTON, April 8.—Due to heavily increased sales the past week Decca Distributing Corp. has made an important change in the distributing personnel of South and Southwest Texas.

Bill Morris has been assigned the Southwest territory proper, which includes San Antonio, Austin, Corpus Christi, Del Rio and the Rio Grande Valley. San Antonio will be his headquarters.

H. H. Crowe will remain at Houston and take care of South Texas, including Houston, Galveston, Beaumont, Port Arthur, Orange and others. Crowe formerly covered the whole Southwest territory.

D. W. Willett is now sole owner and manager of Navigation Coin Machine Co. Mr. Willett is well known not only in the city but throughout the entire South and East Texas. Established operators from Huntville, Beaumont, Conroe, Longview, Corpus Christi and Port Arthur made special trips to Houston to wish him luck and buy equipment.

A host of out-of-town operators in the city the past two weeks buying equipment. Naming a few of them: Morris Liedtke, Corpus Christi; Joe Balno, Beaumont; A. E. Schatz, Lyons; G. E. Holmes, Mt. Belvieu; Mr. Webb, Bryan; Mr. McCombs and Mr. Williams, Woodville; Jack Benfro, West Columbia, and others.

Sam May, of Sam May & Co., San Antonio and Baltimore, in the city on business.

E. P. Conklin, the trader, one of the most widely known coinmen in Texas, reports business as good and steadily improving. He announced that in the very near future he would open a new office in Houston.

O. L. Bickley, of Bickley Distributing Co., went to Galveston April 1 to file application for federal radio license.

The grievance committee of the Music Operators' Association of Houston recently met to define the term "bona fide location" in its code of ethics. Their findings were that a bona fide location is one on which there had been no coinance or breakage of good faith in the securing of the location:

"Change of ownership of a location is considered to mean that the location is a new one and open to all operators who may vie with each other to secure it. A bona fide change of location entitles us one in which there has been no coinance by phonograph owners or operators or between the parties of the sale. Transfer of deeds, liquor permits, etc., are considered evidence of change of ownership. Should the former location owner remain in capacity of manager, part owner or employee of the location the location shall not be considered bona fide.

"A new location is open to solicitation by any member within 30 days of such ownership change."

Detroit

DETROIT, April 8.—Elmer Bower, of Buring Machine Division, distributor of coin-controlled washing machines, reports business as going along at a steady pace except for a temporary slump during the flu epidemic.

Automatic Distributing Co., which specializes in flashlight batteries sold thru vending machines, has moved its headquarters to 71 East Buena Vista Avenue. A. C. Wagner, head of the company, reports they are now perfecting a new machine which they hope to put on the market in a few months.

Albert A. Weidman, of the Weidman National Sales Co., specializing in cigarette vending, reports a slump in business at the present time but anticipates a considerable pick-up after the Lenten season.

William Glasseman, Detroit representative of Decca Distributing Corp., spent last week in Chicago.

John Oermack, dealer in vending machine supplies, is spending a month of his week in New York.

still way out in front



Free Play Chubbie



Free Play Chubbie has held top rank ever since the day it was announced. The tantalizing play appeal of the 15 numbered and illuminated bumpers plus the unique extra ball feature has been a sensation. If you want the biggest and steadiest profit producer of all time, then see Free Play Chubbie at your distributor today.

Free Play Chubbie fully metered

\$84.50

Regular Chubbie fully metered

\$74.50

Stoner Corp. AURORA, ILL.

Dallas

DALLAS, April 8.—With the advance of the spring season, outdoor spots are opening up well for local ops. Drive-in restaurants and dine and dance spots are opening for the new season, and there are at least a dozen new places on the Dallas-Ft. Worth highway in which operators are now busy installing new equipment.

Other outdoor activities of interest to local operators is the opening of the baseball season April 12 and the scheduled opening in late April and early May of the three local parks, Kidd Springs, Fair Park and Vickery Park.

Charley Snyder, sales representative for Mills Novelty Co., Chicago, was a business visitor to this city last week. While in the city Snyder announced the appointment of Arthur Plake Distributing Co. as North Texas distributor for Mills equipment. Offices of the Plake company are now being remodeled and additional showroom space provided to accommodate the new set-up.

A "book-back" cover is the new angle which the Kidd Sales Co. has adopted for its line of salesboards. All of the former boards of the Kidd line are now being made in the new-style board, which President Charles G. Kidd says is doing a tremendous business in the



\$49.50

1/2 deposit

View Stock with LATEST improvements.
MILLS VEST POCKET BELL AUTOMATIC PAYOUT

Also Furnished to Reliable Operators on Percentage

Liberal trade allowance. Write for our exciting advertising use to "convert" and fabric covered shaft.
 The Tiniest Automatic Payout Machine in the World, Only 2 1/2" x 3 1/2" inches. Weighs less than 15 pounds. Perfect for tight territory. Searched woodcraft. Holds \$45.

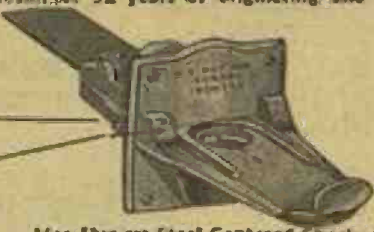
KAY SPECIALTY CO., Dept. H
 2011 INDIANA AVE., CHICAGO, ILL.

Texas and Oklahoma territories. The Kidd Sales Co. is now the new Texas distributor for the Blackhawk Mills Co., Chicago manufacturer of salesboards.

OPERATORS! PROTECT YOUR RECEIPTS!

SHYVERS MFG. CO. Proudly present The New Monarch Coin Chute.
The result of 32 years of originating and developing Coin Chutes.

4 Bouncing Holes 8 1/2" Standard.
Escalator Adjustment.
Slide Support Shows All Banding.



This new chute having only 7 principal parts assembled with 2 screws fits truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

Max Shyvers Steel Centered Chutes Work Perfectly.

The Front Guard Stops Cheating.
Stops Shimming, Stops Bending Up or Down, Stops Drilling, Stops Forging and Rejects all Off Size Checks. Takes money easily.



The Shyvers operator positively works. Thousands in use working perfectly.

This outstanding chute has been tested by over 500 operators and pronounced THE BEST. Adaptable to take or reject worn or Liberty checks. No pausing in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

SHYVERS MFG. COMPANY 2115 W. MURON ST., CHICAGO.

Philadelphia

PHILADELPHIA, April 8.—Harry H. Brown, coin machine distributor, expects to become a proud father again within the week. As he says: "An old-timer in the business is expecting a new-timer in the business." That the child will be a new-timer in the business is the truth, for Harry intends to devote the proceeds from one machine, get aside the child's name, for an education fund for the baby, whether it is a boy or a girl.

Business at the local George Benser office has been so good under the direction of Joe Ash, manager, that he is assured of his success in this city and intends to move his family here. Next week Mrs. Ash and 4-year-old Harry Ash will become Philadelphians and make their residence at the Elyon Arms Apartments.

Sam Lerner, who has been operating coin machines for a good many years, is now remodeling his Wildwood arcade and expects to have one of the most successful seasons of the last five years.

A carload of the new Spotter phonographs have been received recently, reports Monte Spiegel, and tremendous buying by local operators has almost depleted the stock.

Monte Spiegel, after visiting operators in the up-state section around Scranton, reports conditions there are pretty good.

Bally's new game called Fifth Inning will be as popular as its Spotter machine, predicts Jack Kaufman, of K & C. Novelty. The new machine will be prominently displayed on their

floor, and Kaufman expects plenty of operators to get the machines on their locations before the A's and Phillies get home.

Harry Siegel, the Wildwood arcade operator, was in town buying new arcade machines and pin games. He expects to open on Easter Sunday and predicts that this summer will be the biggest agency producer in years because of the tremendous crowds which will be attracted to the East by the New York World's Fair.

Exhibit Sales Co. has recently increased its already large line of novelty boards and salesboards and is doing a thriving business on these products. Business is quite good, says Sam Minkelberg, and he expects it to stay that way.

John Ford, the operator of Tanager, Pa., was in town buying a large quantity of new games for his route. He reports that business has increased recently and gives credit for the larger business he's pulling in to the new machines he has already played.

Meyer Frank was the hit of the reception given Jonas Kaufman on his Bar-mitzvah, which was held at the Philadelphia Hotel on Sunday, April 2. Frank won the jitterbug contest and helped make the festival enjoyable.

All operators attending the association meeting on Wednesday, April 5, were treated to drinks at the expense of Jack Kaufman, who is celebrating his son's bar-mitzvah in a big way.

The showing of Mills' phonograph was held at the Penn. A. C. on Tuesday, April 4, and attracted more than 150 operators. Vince Shag, sales manager of the Mills Novelty Co., and Lawrence

LOT-O-FUN

COSTS A LITTLE MORE-BUT WORTH IT!

ACCLAIMED THE GREATEST FREE PLAY AND NOVELTY OF 1939!

Collections are tremendous! . . . The game that the storekeeper and player will not give up! . . . You will sing its praises for years to come! . . .



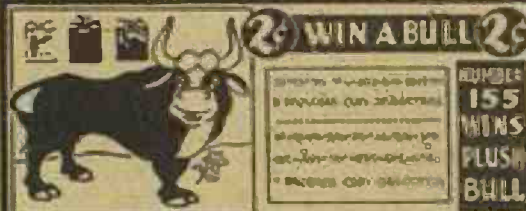
IMMEDIATE DELIVERY

NOVELTY \$89.50 FREE PLAY \$99.50

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST., CHICAGO

FERDINAND the BULL



Inflatable rubber toy made of white rubber, printed in black and red. A removable stopper in tail permits inflation and sealing of air within the toy. This is not a balloon. Size 14 1/2 inches long, 8 inches high. Sample, 10c. Dozen, 80c.

Big four-colored Plush Bull, measuring 15x17 inches. Comical looking, guaranteed to get the money wherever shown. Sample, \$2.25. Dozen, \$21.00.

1,000-Hole 2c Brand—Pay on 30 packages Cigarettes and one large Plush Bull. Boards alone Sample, 75c; Dozen, \$6.00.

Plush Bull, measuring 12 inches in length same as the large Bull. Sample, \$1.00; Dozen, \$10.50.

Write or Airmail Your Order Today. 25% With Order. Satisfaction C. O. D.

MIDWEST MERCHANDISE CO. KANSAS CITY, MISSOURI



LOUIS SWYDEN, of the United Amusement Co., Kansas City, Mo., snapped with Bally's Twin Bell during recent visit to Bally Mfg. Co. plant.

Burnham, engineer, who designed the new Mills mechanism, were present at the showing to acquaint operators with the features of the phonograph.

Mag Brown has situated his location with the opening of a new restaurant at 334 N. 23d street.

Operators are extending best wishes to Lou Zayon, who just became a proud pappy. A husky boy was the present from the operator.

Albert C. Stern and wife have booked passage for a Southern cruise which will take them to Bermuda and Havana.

Jimmy Lunceford and his recording orchestra will battle Brakine Hawkins and his swinging at a jitterbug contest Easter Monday at Convention Hall.

An excellent record for local spots with a colored clientele is "The Potur" recording of the tune "I Didn't Love You." Very popular locally, leading many of the records getting high national rating.

5-STAR FINAL

"Greetings Gals Let's Beat the Skates"

Sample \$3.95

g Dept. Int. C. O. D.

No Personal Checks, Please

COLONIAL MFG. & SALES CO. Dept. B, 1607 E. 39th St. Kansas City, Mo.

A SUPER HIGH SCORE GAME—
Genco's

RINK

A SUPER HIGH SCORE GAME featuring The BRAND NEW KICKING SAUCER IDEA!

If a ball drops into one of the six "kicking saucers" the score increases until the next thousand is recorded and then the ball is kicked out for further play. A ball passing thru the top skill lane registers 1,000 if lights are on. A ball going thru lower skill lane gives a free ball if light is on. Gorgeous skating girl on animated backboard.

NOVELTY FREE GAME
\$79⁵⁰ \$89⁵⁰

GENCO, Inc.

2621 N. Ashland Ave.
Chicago, Illinois



PULL-A-BALL

IMPROVED COUNTER SENSATION

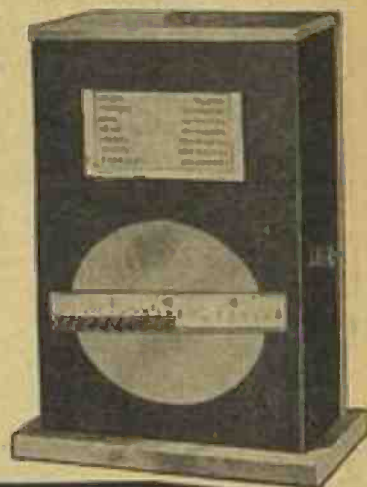
ONLY **\$12⁹⁵** WHY PAY MORE?

Here's that new hit that pays for itself over night! Built right and priced right! Simplified mechanism, perfect operation, no bugs! All metal—no glass slides or signs to change. Absolutely cheat-proof. 5 different award cards with each machine. Quickly changed to suit any territory requirement.

RUSH YOUR ORDER TODAY!

1/3 Deposit. Balance C. O. D.

THE HARRY HOPPE CORP.,
MANUFACTURERS
2738-40 N. Paulina St. - - - Chicago



New Orleans

NEW ORLEANS, April 8.—Louisiana's rapidly growing oil boom reaches at the back door of the Crescent City this week with the bringing in of the Kenilworth field only a dozen miles from Canal street, main stem of the town. Already the city is buzzing with excitement of land leasing and trading in royalties. The new well is adjacent to St. Bernard Parish, and operators down there look for good results.

Passing of Holy Week should be the signal for the opening of the outdoor season in this area when summer comes very soon and lasts a long time. Concession holders in parks and at beaches are getting stock into shape for the entertainment of patronage.

The out-of-town operators continue to flock along Poydras street to see what the pin game and ball manufacturers have to offer for their warm-weather needs. Among the fellows who came and left nice orders for new equipment this week were C. W. Switzer, Gulfport, Miss.; T. T. Tooles, Vidalia, La.; Albert Goux, Bunkie; J. J. Meunier, Biloxi; E. J. Thomas, Slidell; L. Cantrelle, Harvey; V. C. Cuerns, Bay St. Louis, and others, all of whom visited the Dixie Coin Machine Co.

Fred King, of the O. & N. Sales Co. found a sharp pick-up in sales of coin machines, slots and phonographs this week. It was the best turnover in several weeks for the O. & N., and King looks for further improvement after this week. Among out-of-town buyers this week were George Reas, of the Strawberry belt at Hammond; Luke Outrom and Gus Dragna, from Morgan City, and President Borgouin of the Merchants' Wholesale Co.

E. P. (Buster) Cleas, Great Southern Novelty Co. head, just back from a hurried business trip to Central Louisiana. He finds music operations fairly good for this time of the year.

George Brennan, proxy of the local music operators' group, was host this week-end to a party of close friends at his lakeside camp at Edgelake. Doing his usual fine job of barbecuing chickens and beef, Brennan also proved his prowess with the carving utensils. Last week he; Ben Cohen, of the Dixie Wholesale Co., and Bill Iacoponelli, of Bell Distributing Co., showed the how how fish should be caught. The trio hooked trout, sheepshead and croakers while waiting in the bayous of La Fourche Parish. All were guests on the fishing party of Ed Danos, chief deputy of the parish and operator in the bayou country.

A. H. North and O. C. Marshall, two of the best known service men in this section, are now connected with the Q. & W. Sales Co.

A growing demand for Rock-Ola phonographs is reported since middle March by Melvin Mallory, manager of the Louisiana Amusement Co., State distributor. Mallory is just back from a trip in Southeast Louisiana and finds operators paying glowing tributes to the fine results received from the 1939 Rock-Olas.

A continued brisk demand for Bally Burettes is reported by Julius Pace, head of the Dixie Coin Machine Co. He also reports a good turnover in all of the new Mills bells and games.

Pete Licali, popular op, is a daddy god, while cognrats go out from coin machine row, fellow ops are pulling hard for a quick recovery for Mrs. Licali, who has been a little under the weather since the vital event.

Straw Hat Day was celebrated in New Orleans recently and all of the "big shots" of the local colony donned kates. Particularly pleasing looking in spring pastel shades were Don Fazio, Fazio Bros., and Harold Cohen.

Herby Mills, pioneer operator of the Crescent City, is already making plans for his annual trip to Atlantic City to see his mother and the other relatives. Mills reports a good spring and believes this summer's play will be exceptionally good.

Attaches and bosses of the Pleasure Amusement Co. are planning a double treat this summer. Practically everybody connected with the firm say they are pledged to see both the yriscio and the world fairs. Dan Cohen and B. J. McNally, heads of the firm; Lillian Harries, secretary; Sidney Wasserman, in charge of phonographs; Louise Pappas, in charge of cigaret vendors, and Will Peacock, head mechanic, say they will use their gas buggies.

ATTACHES AND BOSSSES OF THE PLEASURE AMUSEMENT CO. ARE PLANNING A DOUBLE TREAT THIS SUMMER. PRACTICALLY EVERYBODY CONNECTED WITH THE FIRM SAY THEY ARE PLEDGED TO SEE BOTH THE YRISCIO AND THE WORLD FAIRS. DAN COHEN AND B. J. MCNALLY, HEADS OF THE FIRM; LILLIAN HARRIES, SECRETARY; SIDNEY WASSERMAN, IN CHARGE OF PHONOGRAPHS; LOUISE PAPPAS, IN CHARGE OF CIGARET VENDERS, AND WILL PEACOCK, HEAD MECHANIC, SAY THEY WILL USE THEIR GAS BUGGIES.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

MEMO

Be sure to watch for Daval's new counter game—coming soon! It's a wow! and made by Daval!

Seattle

SEATTLE, April 8.—Fun Palace on First avenue has a number of new amusement machines such as the Zetas operating on a different electric frequency principle, with balls shot to holes in outer circle when electric contact is safe with charged center station.

Quashed at the "eleventh hour" was the new \$5 monthly tax on slot, pin ball and similar machines in Washington. Legislation had been enacted by the Legislature requiring this high tax to be placed shortly into effect. However, Governor Clarence D. Martin killed it.



THOMAS LIBBEY JR. (extreme right) well-known operator of Haverhill, Mass., and his staff were on hand when a carload of Rock-Olas rolled into Haverhill. Left to right are Bob Kennedy, secretary; H. Brown, Edgar Butler, manager; Ray Butler, route manager, and Libbey, who is president of the company.

SACRIFICE

32 FLEETWOOD
76 FAIRGROUNDS

\$27.50 Ea.

Send One-Third Deposit

MT. ROYAL NOVELTY, Inc.

306 E. Baltimore St.
Baltimore, Md.

RED-WHITE AND BLUE

JAR TICKET DEALS
Best Profits in 10 Years
Big Prize, 100%

POLLY SALES CO.

2007 Chicago Street, Omaha, Neb.

Reconditioned Machines READY FOR YOUR SUMMER LOCATIONS

Novelty Games

Exhibit Novelties	\$27.50
Bally Records	17.50
Bally Ritz	24.50
Bally Ace	19.50
Bally Flip	19.50
Bally Arcade	22.50
Bally Flight	24.50
Bally Flip	27.50
Zeta	27.50

PHONOGRAPHS

Seaburg Model A	\$37.50
Seaburg Model B	45.50
Seaburg Model H	44.50
(Exclusive)	84.50
Seaburg Rex (20 Records)	155.50
Whittier #12	48.50
Whittier #12	64.50
Whittier #12	62.50
Whittier #10 (116 records)	70.50

Whittier #10	\$104.50
Rock-Ola Rec. No. 2	44.50
Rock-Ola Imperial 20	93.50
Major Co. (Cameo)	38.50
Major Co. (Cameo)	41.50

PAYTABLES

Freemans	\$24.50
Sport Page	20.50
Fairgrounds	52.50
Fleetwood	52.50
Gottlieb Multiple	48.50
(Horse)	48.50
Derby Change	48.50
See Through	114.50
Grand Stand	114.50

Counter Games

Real Deal	\$7.50
Major 21	8.00
John Will	12.50

Decker Wild	\$12.50
Jennings Star Penny	7.00
Play	19.00
Scott (Big)	19.00
Gottlieb Big Game	8.50
Big Slide	7.50

SLOTS

Q. V. (Late Model) (10)	\$27.50
So Q. V. (Series over 10,000)	37.50
3-10-25c. War Effort (Serial over 400000)	42.50
So Blue Front (Gold Award)	39.50
So Jennings Silver	47.50
So Jennings Golden Bell	47.50
10c Jennings Chief	27.50
So Mills Cherry Ball	52.50
So-10c Jennings Chief Console	49.50

TERMS: 1/3 Deposit, Balance C. O. D. Write for our Price Bulletin listing complete line of Paytables — Consoles — Phonographs — Novelty Games — Counter Games and Slot Machines. A STOCK OF THE LATEST NEW MACHINES ON HAND AT ALL TIMES.

ATLAS NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL. (Central Office)

1001 FIFTH AVE., PITTSBURGH.

Wholesale Office: ATLAS AUTOMATIC MUSIC CO., 3151 Grand River Ave., Detroit, Mich.



FREE PLAY

For a year and a half Mills One-Two-Three has lorded it over all pay tables. There just isn't anything better than these spinning reels. Now One-Two-Three is available as a Free Play table for novelty table territory. Write, wire, or phone your orders for this new sensation now!

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO, ILL.

K C LEADS AGAIN

RALLY DISTRIBUTORS GET OUR LOW PRICES ON NEW GAMES

Keeley Free	\$24.50	Solemn, Jr.	\$22.50
Keeley Multi	39.50	Robin Hood	20.00
Bryo Rect	39.50	Polish	30.00
Regatta	37.50	Oscar, Reserve	35.00
Revolution	22.50	New World's	
Chief P.P.	29.50	Fair	34.50
Exhibit Beauty		Exhibit Flight	34.50
F. P.	29.50	Parawant	22.50
Odd Ball		Cadet	18.00
Blain	29.50	Subway	17.50
Odd Ball, Re-		New Game Zip	39.50
serve	32.50	Big Game Bla	
Side Kick	45.00	Consoles	34.50
F. P.	29.50	Used Stator Ritz	
Consoles, good	10.50	Consoles	17.50
new	30.50	Used Stator	17.50
Spinners	50.00	Zeta	17.50
Wells for	20.00	Major Reserve	15.50

K C VENDING CO., 415 Market St., Phila.

Majors in Eleventh Week

CHICAGO, April 8.—With the start of the 11th week of production on our game Majors demand continues to hold up and production continues at a high rate," advised Sam Wolberg, officer of the Chicago Coin Machine Mfg. Co.

"Until now there has been little time to sit down and consider the various reasons why Majors has proved to be the outstanding novelty game of the present year and of modern novelty game history. With production at last geared to the flow of orders and orders, we consider the reason for the success of our game and we believe that it is all a matter of presenting the essential qualities an operator needs to make money consistently over a long period of time in the operation of a single type of game.

"Like all Chicago Coin games, Majors is so made as to require the least possible service. The appeal is based on what experience has taught us is most likely to attract players, and with these two features in combination we produce a game that returns the greatest amount of profit on the operator's investment."

States Discuss Trade Barriers

CHICAGO, April 8.—Chicago was host this week to the important conference of the Council of State Governments which met to consider the growth of trade barriers which prevent the free flow of business between the States.

Representatives from 35 States were present. Mississippi, Arkansas, Wisconsin, Nebraska, Missouri and West Virginia were represented by their governors. The tendency to pass laws or restrictions that hinder trade between the States is considered one of the most serious signs of the times, according to many speakers who addressed the group. The liquor trade is one that is vitally concerned with the barrier created by State laws.

Ed Collins Helps Build Taps

CHICAGO, April 8.—"Well known to the coin machine industry as one of the foremost designers and engineers, Ed Collins now occupies the chair of vice-president of the Harry Hoppe Corp., builder of the laugh-providing hit Taps," declared Harry Hoppe. "For years Collins has been associated with leading manufacturers and has originated many of the greatest game successes of all time.

"Among his creations are a number of the new ideas in coin games that have put money into the pockets of operators. Now in business for himself, he says he is in position to produce his greatest successes of all, the first of which is Taps."

Special Globe Bell

Read 5000 2400 of \$4.00 \$120.00. Pays out (average) \$57.28. Top average from \$52.72. Gives 100% of the excitement of all slot machines. May be leaves more in your pocket! One of the most profitable, low, beautiful and excitingly beautiful ever designed. Eight superbly beautiful give it a special touch. Write for further details now.

GLOBE PRINTING COMPANY
1023-27 RACE STREET - PHILA., PA.

\$6.50

EVERYBODY INVITED!

FUN!! REFRESHMENTS!! SURPRISES!!

at the BIGGEST GET-TOGETHER OF ALL!

ALL DAY SATURDAY, APRIL 15

To Present the SPECTACULAR NEW

1939 LUXURY LIGHT-UP ROCKOLA PHONOGRAPH

COME EARLY! STAY LATE!

NATIONAL VENDING CO.

409 N. BROAD ST. ELIZABETH, N. J.

WE BUY, SELL and EXCHANGE			
1028 Bell Time	\$100.00	Ball Field	\$35.00
1028 Kentucky Game	69.50	PAVOUT TABLES	
1027 Red Head Truck		Game 1-2-3, rebuilt	\$40.00
Times	59.50	Game 1-2-3, Bally pay out	82.50
1027 Gray Head Truck		Sport Page	22.50
Times	49.50	Grandstands	110.00
Base Ball	22.50	Seaside	110.00
Tenors	25.00	Fairgrounds	25.00
Jennings Derby Day	25.00	Freemans	17.50
Leopards	55.00	1/3 Deposit with Order, Balance C. O. D.	
		2729 Prospect Ave., Cleveland, Ohio.	
		Cleveland-Chicago Amuse. Sales Co.	

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS and SPECIALTIES

6 N. 14 St., Minneapolis, Minn.

FIFTH INNING

NEW Bally
Baseball Hit

REALISTIC BASEBALL ACTION

PLAYERS RUN BASES ON "FLASH-ACTION" BACK-GLASS

HOME-RUN ROLL-OVERS — "WHEN UP" ROLL-OVERS

OUT-BALL RETURN—CLEVER SCORE BUILD-UP

4-WAY ADJUSTMENTS — FULLY METERED

Already "knocking 'em over the fence" for big daily collections. Boost YOUR batting average by ordering FIFTH INNING today!



\$79.50

Free Play: \$89.50

WRITE FOR FOLDERS
PACEMAKER
MULTIPLE RESERVE
BALLY BELL

SPOTTEM

Fastest Money-Maker
SINCE BALLY RESERVE

Not a reserve game—but actually earning more money on location than Bally Reserve ever earned! And keeping it up week after week! Fascinating SCORE BUILD-UP and FREE NUMBERS feature insures continuous repeat play! Try just one sample, let this cash box convince you!



\$79.50

Free Play: \$89.50

BALLY MFG. COMPANY 2640 BELMONT AVENUE CHICAGO, ILLINOIS

MERCURY

TOKEN PAYOUT
Cigarette Reel
PENNY OR
NICKEL
PLAY

\$32.50

1/3 Deposit with Order



MERCURY will open your territory for 2000 No. 10 Cigarettes. On winning combination an Award Token is vended automatically. No wiring power is a necessity. ORDER TODAY.

SICKING, Inc. 1122 FREEMAN CINCINNATI, O.

SAVOY'S WEEKLY SPECIALS

<p>SLOTS</p> <p>Jenn. 10c Silly. Dialo \$75.00</p> <p>Melon Bell, new 00.50</p> <p>Jenn. 25c Silly. Dialo 00.00</p> <p>Melon Bell, new 00.00</p> <p>Jenn. 25c Silly. Dialo 00.00</p> <p>Jenn. 50c Silly. Dialo 45.00</p> <p>Melon Bell, new 45.00</p> <p>Jenn. 50c Silly. Chief 45.00</p> <p>Jenn. 50c Silly. Chief 45.00</p> <p>John. 25c Cracks 35.00</p> <p>Front Chief 35.00</p> <p>Jenn. 50c Silly. Chief 35.00</p> <p>Callie 50c Silly 35.00</p> <p>Mills 10c 22.50</p> <p>Prize 7.00</p>	<p>Face to Cards</p> <p>O.A.P. \$10.00</p> <p>Waiting to Roll 10.00</p> <p>ONE-BALLS</p> <p>When Ticket \$20.50</p> <p>Grandstands 20.50</p> <p>Thistle-downs 20.50</p> <p>Six Champ 20.50</p> <p>Harding 20.50</p> <p>Fairgrounds 20.50</p> <p>Firstwoods 27.50</p> <p>Aringtons 20.50</p> <p>Mills 1-2-3 10.50</p> <p>Mills H-Boy 40.50</p> <p>Goodies 30.50</p> <p>Problems 17.50</p> <p>Turf Champ 12.00</p> <p>Out. 10-Card. 12.50</p>	<p>RECONDITIONED and GUARANTEED</p> <p>Racing Form \$12.50</p> <p>Specimen 12.50</p> <p>Podest 10.00</p> <p>Roll Derby Day 10.00</p> <p>CONSOLES</p> <p>K. Triple Entry \$150.00</p> <p>Pass Race, W. Cap. 100 5,000 50, GM. 00.50</p> <p>Dep. 00.50</p> <p>Cash Model 00.50</p> <p>S. 1938 Skill Time 07.50</p> <p>W. 0c 5c Ball 00.50</p> <p>Ev. Gall. Dances 09.00</p> <p>Bally 1937 SAM Field 35.00</p> <p>Jenn. Liberty Bell 24.50</p> <p>Jenn. Derby Day 24.50</p> <p>1/3 Deposit With Order.</p>
--	---	---

SAVOY VENDING CO. (Cable: SAVENCO)

General Office: 406-S W. FRANKLIN ST., BALTIMORE, MD.
Branch Office: 2310 RHODE ISLAND AVE. N. E., WASHINGTON, D. C.

CLEARANCE PHONOGRAPHS

SEEBURG K-20, Factory Rebuilt	\$145.00
SEEBURG ROYAL	145.00
SEEBURG GEM	135.00
SEEBURG CROWN	105.00
SEEBURG REGAL	105.00
ROCK-OLA 12, REGULAR	30.50
ROCK-OLA RHYTHM KING, 12	55.00
ROCK-OLA WINDSOR	145.00
ROCK-OLA IMPERIAL 10	85.00
WURLITZER 4-12	85.00

1/3 Certified Deposit, Balance C. O. D.
MILWAUKEE COIN MACHINE CO.
2810 W. North Ave., Milwaukee, Wis.

Factory—CLOSEOUTS—Factory

75 Counter Games BRAND NEW—IN ORIGINAL CRATES 25 Payout Games
15 Novelty Games AT REDUCED PRICES 15 Consoles

SPECIAL 9-foot CINCO SKILL ROLLS LIKE NEW—\$75.00 each. With free play coin chute and high score register.

We will buy for cash or accept in trade Grand Stands, Winning Tickets, Thistle-downs, Sparks, Gingers, and late type Slots and Novelty Games.
Write for our complete list of Pay Tables, Novelty Games, Slots, Counter Games and Phonographs at prices that will interest you.

GRAND NATIONAL SALES CO. 2304-05-08 W. Armitage Ave. CHICAGO, ILL.

SPECTACULAR Free Play CLOSEOUTS!

ALL IN PERFECT CONDITION—NEVER BEFORE SUCH QUALITY BARGAINS!	Free Illustrated Catalog! Write for Your Copy Today!
BIG TEN \$39.50 HIT NUMBER \$24.50	PARAMOUNT \$1.00 RAO TIME 20.50
CLICK \$7.50 TRIPLE-FREE-PLAY, Gen. 24.00	1/3 Deposit, Balance C. O. D., P. O. B. N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

EXPORT
"We Cover the World."
Cable Address "NATNOVCO."
Merrick, N. Y.

POPULAR AS EVER! DE LOUXE GRIP SCALE

3-WAY Strength Tester—100% Legal
18 months of production! High Button 100% Meter Control for competitive play... Tension Adjustment... Self Adjusting... Non-Drop... 6 Precision Cup Steel Metal Stand... \$19.50



G. GOTTLEB & CO. 2720-42 N. Paulina St., Chicago.

SACRIFICE 23 TRIPLE ENTRIES

\$114.50
Send One-Time Deposit.
MT. ROYAL NOVELTY, Inc.
300 E. Baltimore St., BALTIMORE, MD.

STONER'S THE BIG TWO COTTLEB'S

CHUBBIE Acclaimed by the Operators of New York and New Jersey.
178 E. Portland Ave. BROOKLYN, N. Y. Tel: Nevins 2-7528

LOT-O-FUN 19 WEEKS AND STILL GOING STRONG.
BUDIN'S SPECIALTIES, Inc. Tel: Nevins 2-7528



RINK'S "kick-up saucers" are certainly kicking up collections everywhere! It's a high-score, high-powered whizz of a moneymaker. Players demand RINK!!!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

2200 LOCATIONS
3000 Can't Be Wrong
EXHIBIT'S 1939
CONTACT

Smashes All Records for Earnings

DEMANDED EVERYWHERE

Only Exhibit's 1939 CONTACT can give you Rapid fire scoring . . . ball falls in 500, 1000, 1500 or 3000 hole and remains there while score is added . . . with lightning speed . . . by individual hundreds!! After score is added ball pops out and continues in thrilling play. Only Exhibit's 1939 CONTACT can give you such sensational Action. Don't be misled . . . accept no substitutes . . . Demand Exhibit's 1939 CONTACT . . . The most trouble-free game you ever operated.

ORDER IMMEDIATELY

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO



MAKE LIGHT UP FOR DIRECTION OF GAME

LIGHTS IN AIRPLANE AT START OF GAME AND AIRPLANE FLIES UPWARD WITH EACH BUMP. FINALLY BALL AND AIRPLANE LOOP BACK TO START—SENSATIONAL ACTION

THOUSANDS SCORE LIGHT UP AS MADE

1000-2000-3000 SCORES LIGHT UP HERE AS MADE

ON THIS PLAY MODEL—FREE PLAYS UP TO 10 IN ADDITION TO 100

BUMPER'S CARRIED OVER FROM ONE BUMP TO NEXT BUMP

ROLL OVER RELEASES BALL AND COIN REPLAY WHEN THESE "WONDER STAR" BUMPER ARE HIT

SCORES WHEN BALL GOES THRU THE CHANNEL. BUMP'S POP OUT SCORING RELEASING THE BALL TO THE 1000

ROLL OVER SCORE ONE, THOUSAND, OTHER FLASHY NEW TYPE "WONDER STAR" BUMPER ARE HIT

500-1000-1500-3000 BALL POP OUT SCORING POCKET—SENSATIONAL ACTION—ABSOLUTELY NEW

"WONDER STAR" BUMPER. BEST ONE EVER USED ON ANY COIN MACHINE—LIGHTS SYSTEM WITH BUMPERS

POP OUT TRAP BALL BUMPERS CONTROLLED BY ROLL OVER IN CENTER OF BOARD

REGULAR MODEL

8950

FREE PLAY MODEL

9950

Mercury



Immediate Delivery.
 Mercury Token Payout.
 Our customers find it most profitable to operate. Write us on Coochey, Columbias, Sparks Zephyr.

H. G. PAYNE COMPANY
 312-314 Broadway
 NASHVILLE, TENN.

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

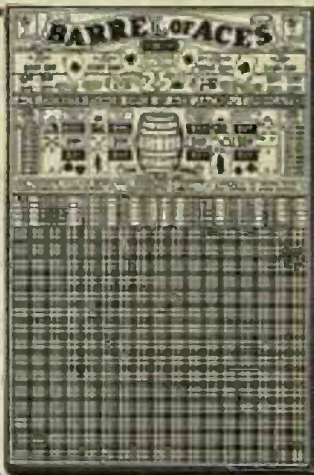
You'll Never Regret Investing in **BARREL OF ACES (F-5075)**
 The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.
 2295 Holes and the Top Payout is \$25.00.
 Takes In . . . \$114.75
 Pays Average . . . 59.29

Average Profit . . . \$ 55.46

Price **\$3.71** each

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World.
 6320 HARVARD AVENUE, CHICAGO, U. S. A.



Mills Smoker

1c to 5c

play

\$57.50



Keystone Novelty & Mfg. Co.
 26th & Huntington Sts., Philadelphia, Pa.

Jackpot Bell!

KNIFE BOARD

A Knife With Every Punch
 There Are No Losers!

Complete 12-Hole Knife Card and 12 Jack Knives. Patches cost from 1c to 25c. Brings operator \$4.00. WL 2 Lbs. Postage extra.
\$1.99—\$2.00
 5 Deals, \$ 9.25
 10 Deals, 17.50



LEVIN BROS. TERRE HAUTE, INDIANA

SALESBOARD OPERATORS

Read

"DEALS"

the column about new salesboard ideas, deals and personalities in the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

100 CHIEFS
 5c - 10c - 25c Play
\$22.00

1,000 PHONOGRAPHS
 Ready to Operate
\$19.50 Up

20 WORLD SERIES
 Perfect Condition
\$89.50

30 MAGIC ROLLS
 Made by Genco
\$39.50

1/3 Deposit, Balance C. O. D.

GERBER & GLASS DISTR. CO. 914 DIVERSEY, CHICAGO.

Thank You for Mentioning The Billboard.

MUSIC MERCHANTS ALL OVER AMERICA ACCLAIM THE WURLITZER BERMUDA CRUISE



al Telegraph
 400 University Building
 400 University Building
 400 University Building

INDIANAPOLIS IND
 THE RUDOLPH WURLITZER COMPANY NORTH TONAWANDA N Y

MAY WE TAKE THIS OPPORTUNITY OF COMPLEMENTING YOUR GOOD COMPANY FOR ITS SPLENDID POLICIES AND PLANS. "NO NEW MODELS DURING 1939" AND THE FACTORY TRADE-IN PLAN HAS SOARED OUR SALES TO A NEW HIGH. THE WURLITZER BERMUDA CRUISE NOW CAPS THE CLIMAX. WHAT MUSIC MERCHANT WOULD WANT TO MISS THIS OPPORTUNITY NO WONDER WE ARE ALWAYS CRYING FOR MORE MACHINES.

P F JOCK
 GUARANTEE DISTRIBUTING COMPANY

These telegrams, enthusiastically acclaiming the Wurlitzer Bermuda Cruise, are representative of the flood of congratulatory telephone, telegraph and mail comments being received daily by the Rudolph Wurlitzer Company from Music Merchants all over America.

The Wurlitzer pledge of "No New Models During 1939" . . . the factory trade-in plan which permits a liberal allowance on the replacement of obsolete equipment . . . have won the hearty endorsement of Music Merchants everywhere. They know that the purchase of Wurlitzer Automatic Phonographs is an investment in sound, profitable business equipment.

Join the hundreds of alert Music Merchants who are looking forward to a glorious, fun-packed vacation with their wives as the guests of the Rudolph Wurlitzer Company on the Bermuda Cruise. It's easy to qualify for passage by planning your replacement program with Wurlitzer Automatic Phonographs now! Send in your cruise application today!

THE RUDOLPH WURLITZER COMPANY North Tonawanda, New York

Canadian Factory: RCA-VICTOR CO. LTD., Montreal, Que., Canada



WESTERN UNION
 BY DIRECT WIRE

SPARTANBURG S C
 THE RUDOLPH WURLITZER COMPANY NORTH TONAWANDA N Y

ENTHUSIASTIC OVER WURLITZERS BERMUDA CRUISE RUNNING FEVER HEAT. I HAVE ALREADY QUALIFIED FOR CRUISE AND AM ANXIOUSLY WAITING FOR SEPTEMBER 30TH. THIS WILL BE THE FIRST TIME SINCE MY ENTRY IN THE MUSIC FIELD THAT I WILL ENJOY BEING AWAY FROM MY BUSINESS. WURLITZER POLICIES OF "NO NEW MODELS DURING 1939" AND FACTORY TRADE-IN PLAN HAVE SETTLED THE MUSIC MERCHANTS WORRIES 100%. I AM LOOKING FORWARD WITH CONFIDENCE THAT THIS WILL BE THE BIGGEST YEAR FOR WURLITZER MUSIC MERCHANTS AS THE INTAKE ON OUR NEW MACHINES HAS ALREADY INCREASED 33 1/3%.

R T THOMASON



al Telegraph
 400 University Building
 400 University Building
 400 University Building

PHILADELPHIA PA
 THE RUDOLPH WURLITZER COMPANY NORTH TONAWANDA N Y

CONGRATULATIONS ON YOUR BRILLIANT WURLITZER CRUISE PLAN FOR A GET TOGETHER OF MUSIC MERCHANTS ALL OVER AMERICA. WE KNOW THAT EVERY ONE WILL HAVE AN EXCEPTIONALLY FINE TIME. THE LIBERAL FACTORY TRADE-IN PLAN WORKING OUT TO GREAT SATISFACTION. ALSO WE JOIN MUSIC MERCHANTS IN SALUTING YOU FOR YOUR POLICY OF "NO NEW MODELS DURING 1939".

DAVE MARGOLIN
 PENN COIN-O-MATIC COMPANY



WESTERN UNION
 BY DIRECT WIRE

LOS ANGELES CALIF
 THE RUDOLPH WURLITZER COMPANY NORTH TONAWANDA N Y

FIRST YOU ALLOW YOUR MUSIC MERCHANTS LIBERAL TRADE-IN ON OLD MACHINES. THEN YOU GUARANTEE THE VALUE OF THEIR NEW WURLITZERS WITH YOUR "NO NEW MODELS DURING 1939" POLICY. TO TOP IT OFF YOU PRESENT THEM AN EXPENSE PAID TRIP TO BERMUDA. YEARS OF FAIR DEALING WITH YOUR CUSTOMERS HAS WON THEIR RESPECT AND LOYALTY AND YOUR 1939 POLICIES ARE PROOF THAT THIS RESPECT AND LOYALTY IS WELL DESERVED. ALL WURLITZER PARTIES ARE SOMETHING TO LOOK FORWARD TO AND THE BERMUDA CRUISE WILL TOP THEM ALL.

C BALTERS
 PRONOMATIC COMPANY

It's Easy to Qualify
 WITH THE LIBERAL WURLITZER
 FACTORY TRADE-IN ALLOWANCE

GET IN YOUR PASSAGE APPLICATION NOW!

Sail With
WURLITZER
 TO BERMUDA

WURLITZER PHONOGRAPHS ARE SOLD
 ONLY TO MUSIC MERCHANTS