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The Billboard

The World's Foremost Amusement Weekly

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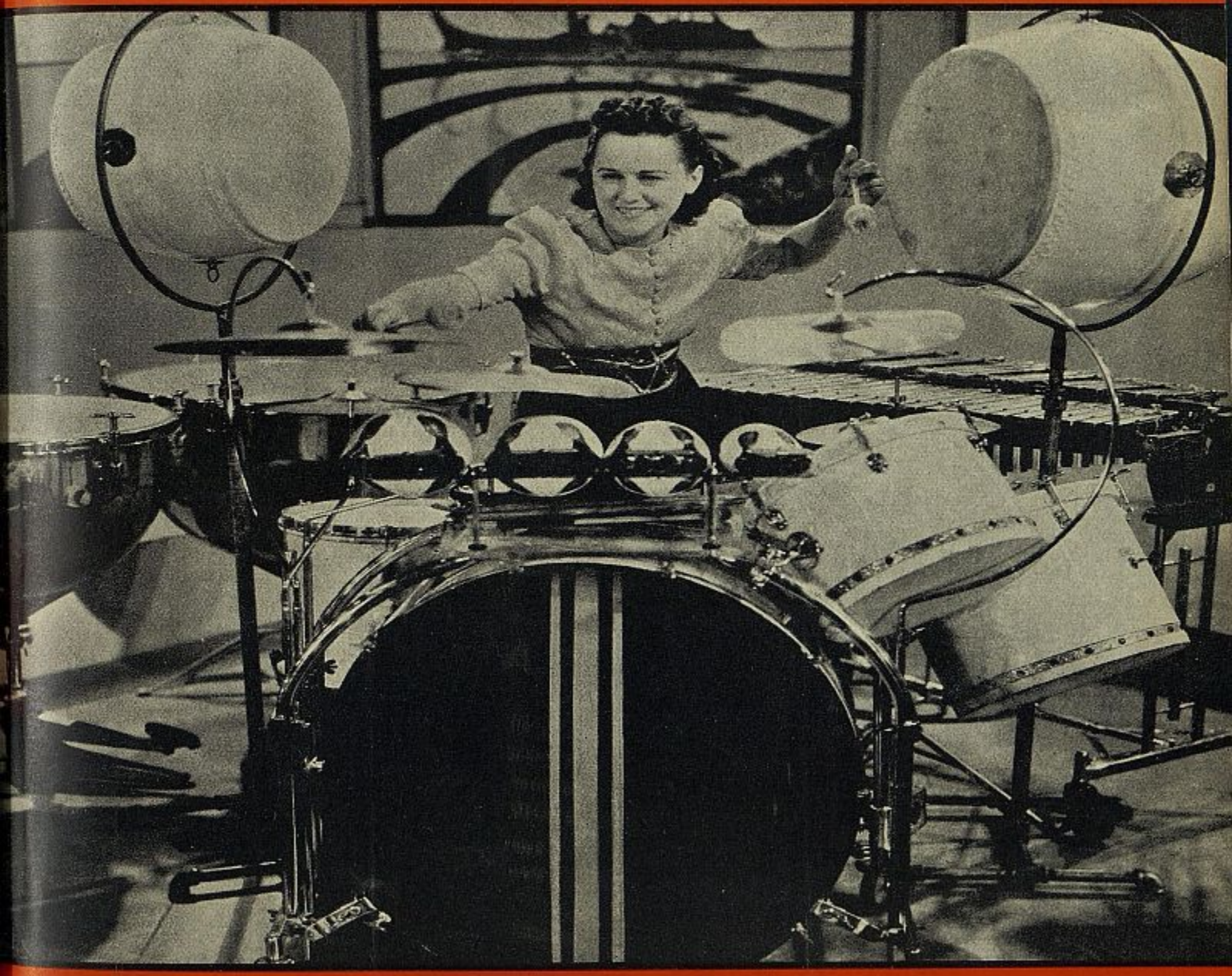

VIOLA SMITH

Acclaimed America's Fastest Girl Drummer
Featured With The Coquettes All-Girl Orchestra
Personal Management: Carl Oehler

A SOCK HIT EVERYWHERE!
"That drummin' Man"
GENE KRUPA
and his orchestra

A SOCK HIT IN PICTURES . . . .

Featured in
SOME LIKE IT HOT
HOLLYWOOD HOTEL
BIG BROADCAST OF 1937

A SOCK HIT ON RECORDS . . . .

These Columbia Records are rollin' up new grosses for music machine operators:

Drummin' Man
Bolero at the Savoy
Apurksody
The Rhumba Jumps
A Lover is Blue
I've Got My Eyes On You
Wire Brush Stomp
Blue Rhythm Fantasy

A SOCK HIT IN HOTELS . . . .

13 Weeks PANTHER ROOM, Hotel Sherman, Chicago

A SOCK HIT IN THEATERS . . . .

PARAMOUNT THEATER, New York
Three-week engagement established record for summer months.

CHICAGO THEATER, Chicago
SHEA'S BUFFALO
One of the top grosses in 1939.

A SOCK HIT IN BALLROOMS, ONE-NIGHTERS and COLLEGES

Top grosses at The Palomar, Los Angeles; Arcadia, Roseland, New York City; Steel Pier, Atlantic City; Trianon, Toledo; National Cotton Festival, Greenville, N. C. University of Georgia, Rutgers and other campuses thruout the country.

AFTER 18 months of consecutive bookings (a sensational record in itself) and piling one record-breaking gross on top of another in hotel rooms, theaters, ballrooms, etc., thruout the Mid-West, Gene Krupa and his orchestra have returned to the East, where their gross-breaking habit continues. Outstandingly successful engagements at the Fiesta Danceteria in New York City and Frank Dailey's Meadowbrook Country Club stamp Krupa as a sure-fire money-making bet wherever he plays.

Now Playing

FIESTA DANCETERIA
NEW YORK

After smashing all previous attendance records for the Fiesta on his first engagement, Krupa has returned for the second time within three weeks. ON THE AIR SIX TIMES WEEKLY OVER CBS AND MUTUAL NETWORKS.

Just Concluded 3 Smash Weeks
Frank Dailey's MEADOWBROOK
Cedar Grove, N. J.

PERSONAL MANAGEMENT ARTHUR T. MICHAUD
DIRECTION: MUSIC CORPORATION OF AMERICA

Vol. 52
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February 24, 1940

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STEM STOCK COMPANIES

Santa With a Draw

SHEBOYGAN, Wis., Feb. 17.—Displaying Southern hospitality during the showing of *Gone With the Wind* at Warner's Rex Theater here, the Tipo Bar, local nitery, offered free on separate days a Scarlett O'Hara cocktail, a Rhett Butler cocktail, a Mississippi mule, a Southern Beauty, a Dixie whisky, an Alabama fizz, a Kentucky Rieer, a Charleston, and free toasted cheese sandwiches.

AGVA Signs 3 New York Clubs

Haddock for "one big union"—elections scheduled—muddles in Chi, Pitt

NEW YORK, Feb. 17.—American Guild of Variety Artists, thru its new exec secretary, Hoyt S. Haddock, is committed to the one big union idea. Haddock informed the AAAA yesterday (16). Haddock was to recommend AAAA affiliates combining affiliate publications into one house organ, the issuing of joint publicity, the hiring of a statistician and the issuing of a single set of agency licenses. He would also forbid performers to work with non-union performers and musicians.

In the meantime Haddock plans a drive to sign all night clubs and cafes in the New York area. AGVA announced that union-shop contracts had been signed with the House of Murphy, Brooklyn, after conferences with the State Labor Relations board. Agreements have also been signed with La Martinique, which inked a Class A binder, and the Swing Club, in the C category.

Pact with La Martinique calls for a $60 minimum for principals and $40 for chorus, three shows nightly, with extra performances at one-seventh of the weekly rate; free rehearsals limited to one day. Three-day dismissal notices if engagement is for a week. On longer stands a week's notice is necessary.

Murphy's and the Swing Club (Class C) have a $40 weekly minimum, with $22.50 for chorus.

Haddock also said that he is arranging confabs with the musicians' union and the New York Hotel Trades Council with a view toward making working agreements with them.

AGVA is mailing ballots to members for election of officers to be held next Sunday (25) at the Hotel Piccadilly. Other than those named by the nominating committee, Don De Leo and Jack *(See AGVA SIGNS CLUBS on page 27)*

Carsky and Others Injured In Auto Crash in Florida

TAMPA, Fla., Feb. 17.—Al Carsky, candy concessioner of the Royal American Shows for seven years and talker on Aldrich's Beautiful Hawaii attraction, and Louis Merson, one of his employees, were seriously injured in an automobile accident in Fort Myers, Fla., on Monday.

They are in a Fort Myers hospital, Carsky with a fractured skull, broken ankle and severe lacerations of the back. Merson's collar bone was broken and he was badly lacerated about the face. Henry Cohn and Joseph Rosenberg, employees of Carsky, who were shaken and bruised, were released from the hospital.

Quartet of showmen were en route to Miami following Florida Fair, Tampa, when a front tire blew out, sending them into a ditch. Cohen was brought to Tampa, where he is at the Rosemary Hotel. The others, with Mrs. Carsky, will remain in Fort Myers.

Repeat Acts Plentiful in B'way Houses; Same Situation in Loop

By PAUL ACKERMAN

NEW YORK, Feb. 17.—Survey of the prevalence of repeat acts in Broadway vaudefilmers indicates that, in addition to repetition caused by talent shortage and peculiarities of the different houses, bookers have become more and more conscious of the current values of talent and attempt to cash in before an attraction loses its box-office appeal or before a fad wanes. This, together with other causes, has resulted in the breakdown of the old tradition of "protective booking," with the result that some bookers not only do not hesitate to use repeats, but also use talent that has just stepped out of competitive houses.

Besides talent shortage and tendency to play name acts when they are especially hot, solid standard turns from Europe, classed as fresh material, have been grabbed up and shunted around the Broadway circuit with scant regard for old-time bookings proprieties—angle being to get the most out of this talent before it drifts away from the East.

In addition to these incentives toward repeats, the five chief Broadway vaudefilmers—Paramount, Strand, State, Roxy and Music Hall—are faced with peculiarities and individual house problems which result in further narrowing the potential talent reservoirs. This theory, as stated by Fanchon & Marco's Jesse Kaye, is applicable to each of the Broadway vaudefilmers and works in different ways. Roxy, for instance, is faced with production problems and the fact that it cannot use turns with smutty or suggestive gags. Booking office tries not to book the acts until production is set. In addition, acts with blue material which would be okeh for other theaters, such as Loew's State, are normally ash-canned at the Roxy. Some turns are accepted but are cleaned up before playing the house. On other hand, some of these blue acts refuse the whitewash treatment, claiming they need certain specific laughs, and as a result lose the engagement. Roxy is further limited in that some turns cannot work well on its stage platform, which is too big to permit many entrances and exits.

Para Jitterbugs

Paramount, owing to policy and physical pit stage set-up, is limited in other ways but also has advantages. Stage layout makes it tough for sight and physical acts which are good elsewhere. On the other hand, Para can put a couple of jitterbugs in front of a band with very good effect. Same bugs at the Roxy would, it is pointed out, look like amateurs.

Loew's State, the only Broadway vaudefilmer to play what closely approximates traditional vaude, is theoretically in a *(See PLENTY OF REPEAT on page 17)*

Troy, Syracuse Citizen Groups Push Vaude Idea

SYRACUSE, N. Y., Feb. 17.—Because of the insistence of Mayor Marvin, this town is now successfully operating a vaude house. Several months ago the mayor asked the newspapers why it was not possible to have some form of live entertainment here.

As a result the Strand, which was closed because of the inability to get strong films, put in five-act vaude shows booked by Bill Howard, of RKO, on a three-day weekly basis. With a 35-cent top, the house has been doing a business good enough to have Ted Lewis booked there *(See PUSH VAUDE IDEA on page 27)*

Philly Club Owners Team Up To Stave Off Back-Tax Sock

PHILADELPHIA, Feb. 17.—Attempts were made this week to revive the defunct Cafe Owners' Association, org of local nitery nabobs. This time the bigger club operators are taking the initiative. When first started over three years ago, association was short-lived since group included mostly small nabe operators and the biggies held aloof.

First meeting, to feel out opinion, was held behind closed doors at Hotel Walton. Organization progress was made, since the Walton has been made temporary quarters for the group.

Banding together was practically forced by action of the State Liquor Control Board and pending suits threatened by federal and State agencies for back Social Security, excise and unemployment insurance taxes.

Many niteries owe back taxes on both orchestras and entertainers for four years, amount due running into thousands in each instance. If pressure is brought for a pay-up, it will mean forcing many clubs into bankruptcy.

Field accountants for the State Department, going over nitery books, disclosed that it will take an act of Congress to clear up the tax muddle for local nitery ops. Since none save three small spots have taken advantage of a recent act of Congress enabling them to deduct the 2.7 per cent State unemployment insurance tax from the 3 per cent federal excise tax by October 9, 1939, they all owe almost 6 per cent on their back pay rolls now. And to make matters worse, practically every nitery op owes another 2 per cent on back pay rolls for the Social Security taxes.

Tax question came to a head several weeks ago when a member of a ballroom team was hospitalized and her partner applied for unemployment insurance. He was granted compensation, but in checking over his employment record, State officials found that none of his employers contributed the necessary taxes to the State fund. Digging further, they found evasion of federal excise and Social Security taxes, bringing federal investigators into the local picture and practically forcing the nitery ops to band together.

Association plans to engage counsel to clear up the tax muddle and at the same time to combat the current wave of license suspensions and revocations by the State Liquor Control Board. Association members point out that cause for suspension is so flimsy that they invariably get a lowering of suspension period or an entire overruling when seeking court relief on the board order.

Going to Canada?

REGINA, Sask., Feb. 17.—Of interest to American performers contemplating appearances in Canada is the fact that Canadian business men who accept United States currency and refuse to pay the current premium, about 10 per cent, automatically make themselves liable for heavy penalties, including fine and imprisonment, according to an interpretation of the foreign exchange control board regulations received here from a board offical.

If it were not for foreign exchange control board regulations, business men would have no authority to accept foreign money at all. When such money is accepted those who accept it must pay the regular exchange premium. Only other alternative is to make change in the same currency as that offered.

Ice Shows Pile Up On Garden Agenda; Fairs' Ice Plans Up

NEW YORK, Feb. 17.—Two more ice skating shows, less than a month apart, have been added to the calendar at the Madison Square Garden, with a reduction in box-office top scale announced for the *European Ice Revue* February 26-27. The second skating attraction is that of the Ice Skating Club of New York for March 23-25.

The February revue features Audrey Peppe, Guy Owen and an imported cast which brings the total performing personnel up to 60. International names in the line-up making American debuts include Pamela Pryor, England; Edwina Blades, South Africa; Armand Perren, Switzerland, and Hanny Egli, Switzerland. Supplementing are the Three Bruises, a *(See ICE SHOWS PILE UP on page 27)*

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MOVE TO CENTRALIZE ICERS

AMA's Vote To Finance Ice Show May Lead to Control of Bookings

NEW YORK, Feb. 17.—The announcement by the Arena Managers' Association that it will co-operatively produce its own ice show next season marks the first attempt to centralize booking of ice shows touring the large arenas.

The managers' group at a meeting in Hershey, Pa., yesterday voted to finance a new show to tour not only the arenas it controls, which will guarantee it a minimum of three months playing time, but other non-member spots which will necessarily be drawn into the association because of the shows it controls.

With the formation of the new unit, it is believed that the *European Ice Revue*, imported at the beginning of the season by Arthur Wirtz, and *Ice Vanities*, produced by Bill O'Brien, will be scrapped and their talent incorporated into the new show, which has not yet been named. Thru its control of the Sonja Henie show and the *Ice Follies*, the Arena Managers' Association will be in a position to dictate the ice policies of every major ice spot in the country, since it will be able to guarantee three top-grade shows.

Unless the organization agrees to admit other shows into the circuit, there will be only three major productions on tour next season: the Sonja Henie display owned by Arthur Wirtz, who controls arenas in Indianapolis, Chicago and Omaha; the new show, which will open in the Atlantic City Convention Hall in August and continue there thru Labor Day, and the *Ice Follies*, which, altho owned by its leading talent, has been admitted into the circuit because of its box-office draw.

Altho it is unlikely that any new shows will crop up next season because of the shortage of name talent coupled with scarcity of suitable arenas with ice-making equipment, smaller ice units will find themselves unable to get bookings in major spots. The Arena Managers' Association will be in a position to cut off any arena that runs an outside unit.

That pressure has already been applied is indicated by the fact that the Atlantic City booking now reserved for the new unit had been the exclusive property of the *Ice Follies*, which always found a summer at Convention Hall a lucrative proposition.

It is believed that arenas in major cities will follow the dictates of the association because of the draw of the big units. Spots having their own refrigeration plants work on a percentage of the gross, and would not jeopardize these healthy sums in favor of the nebulous draw of a smaller show.

Arena managements in big towns will co-operate with the association, even tho they are non-members. Spots like Madison Square Garden here can be guaranteed a minimum of five weeks by the org, and would be inclined to book its shows exclusively rather than be cut off from the major branch of supply.

The members at the meeting subscribed an undisclosed sum to back the new venture and pledged to double that amount if necessary. The committee appointed to work out the details consists of John Harris, of Duquesne Garden, Pittsburgh; Walter Brown, Boston Garden; Nathan Pololoff, New Haven Arena, and Peter Tyrell, of the Philadelphia Arena. Other members of the association are Al Sutphin, Cleveland Arena; John Sollenberger, Hershey (Pa.) Sports Arena; Louis Pier, Providence Auditorium; Eddie Shaw, Springfield (Mass.) Coliseum; Lou Jacobs, Syracuse Auditorium, and Arthur Wirtz.

VIOLA SMITH
(This Week's Cover Subject)

VIOLA SMITH, "headman" of The Coquettes, all-girl band, is 23 years old and has been playing the drums since she was 10. Now billed as the "female Gene Krupa," Viola started practicing on the hides in her father's theater in Fond du Lac, Wis., and followed thru with engagements in local territory as part of the family ork, which included seven other sisters. Three of the girls finally married, one preferred teaching, one died, one entered a convent and two of them, Viola and Mildred, chose to continue in the band field. Viola is now general spokesman for the 11-girl organization, as well as one of its featured artists, while Mildred plays sax, clarinet and doubles on violin.

The Coquettes are set up along lines similar to the co-operative Casa Loma Band, with Viola as president of The Coquettes, Inc., but with each member of the corporation having a voice in deciding all important undertakings taken by the group. The girls have an enviable string of theater, hotel and club dates behind them, including the Earle, Washington; Orpheum, Memphis; Stanley, Pittsburgh; Paramount, Newark; Earle, Philadelphia; Shea's, Buffalo; Hotel Statler, Buffalo; Ausable Chasm Hotel, Ausable Chasm, N. Y., Club Edgewood, Albany, N. Y.; Tantilla Gardens, Richmond, Va.; Tybee Beach, Savannah, Ga., and the exclusive Cavalier Beach Club, Virginia Beach, Va.

The ork has been featured in Warner Brothers Vitaphone shorts, and is under the personal management of Carl Oehler, of New York.

"So. Amer. Way" Opens in Vaude

NEW YORK, Feb. 17.—*South American Way* unit is being booked by the Clifford Fisher office.

Show opens at the Majestic, Paterson, N. J., February 23 and contains Cherie and Thomasito, Collins and Wanda, Hotcha Drew, Pat Wing, Runaway Four, Bob Norton, Bowen Tuft, Lois Harper, Joyner and Foster, Kaloah and a sepia chorus.

Donald Heywood is the producer. Show had been rehearsing as *Caribbean Cruise* for legit.

Theater, Station In D. C. Vaude Deal

NEW YORK, Feb. 17.—Earle Theater, Washington, and WJSV, CBS station in that city, have set a deal whereby the two will co-operate the week of March 1 to celebrate the station getting a power boost.

Columbia Artists, as part of the celebration, booked a show for the Earle week of March 1. Talent line-up has Professor Quiz (Craig Earle), Jane Froman, Jerry Cooper and the Hartmans.

"Liability of Owners or Lessors for Injuries to Amusement Patrons"

See Carnival Department of This Issue

What About a Glass Wall?

UNION CITY, N. J., Feb. 17.—A certain degree of nudity may give a nitery a certain degree of spice; but never turn your spot into "an indoor zoo for bares," is the advice of D. Frederick Burnett, State alcoholic beverage commissioner, to William Helwig, who wanted to pick up some extra change by renting his gymnasium next to his nitery to a nudist club.

Advised Burnett: "Have you thought of your non-nudist patrons? If each comes equipped with a brace and a bit or a chisel and hammer or even a jackknife, your doors and walls will soon look like a Swiss cheese. Crowds will mill to peek at the great undraped. Competitors will vie with bigger gyms and reserved seats. Precautions, supposedly appropriate, would probably be preferred with each project. Don't do it!"

No Fire for "Hellza" Unit; "Hellzapoppin" Gets Title Injunction

NEW YORK, Feb. 17.—A temporary injunction restraining *Hellzafire*, vaude unit, from using that title was granted John S. (Ole) Olsen and Harold (Chic) Johnson, producers of the Broadway production, *Hellzapoppin*, Wednesday (14) by Supreme Court Justice Aaron J. Levy, who in his order, however, denied the plaintiffs an injunction against use of material and pattern of production employed by the vaude performers.

Injunction will remain in effect pending trial of a suit for a permanent injunction. Meanwhile, court is expected to set price of bond which defendants asked be posted by Olsen and Johnson.

Justice Levy's grant was awarded on basis of unfair competition to *Hellzapoppin*. Unit is continuing its tour despite the setback and expects to have a new title before long. Group is current in Baltimore until February 21, thence to Scranton February 24.

Paris Gets Two More Musicals

PARIS, Jan. 10.—The current revue showing at the ABC is similar to most French revues, frivolous, light, nutty and entertaining enough to enable Parisians forget the high price of beefsteak or the coffeeless breakfast. Setting the pace are Duvalles, Suzanne Dehelly and Felix Oudart, with Mauricet stealing the show with wisecracks and up-to-the-minute political quips. The balance of the cast is divided into two camps, blondes and brunets. The line of French gals is terrible, and a hit-or-miss game goes on among the femmes in the orchestra pit.

Anyhow it's a better show than the previous week's vaude.

Plus Ca Change, a revue by Rip, who has been turning out an average two a year since 1904, should click for the entire season at the Theater Michel with an excellent cast of veteran artists, Dorville, Parisys, Henry Bry, Monique Rolland and Barency are surrounded by 23 others, all capable of furnishing first-class entertainment.

The stand-out scene is *The Seven Major Sins*, originally intended for the closed Bal-Tabarin. Interpreted by seven beauties that the Bal owner, Pierre Sandrini, had selected and trained before the war, it would be tops on any program. The Renatis, comic acros, furnish the only special number on the bill.

Another Parking Lot

PHILADELPHIA, Feb. 17.—Chestnut Street Opera House will be razed to make way for a parking lot, the fate of all other shuttered legit houses here. Garrick, Arch, Broad, Adelphia and Lyric shared the same fate.

Last production to play the Chestnut was Orson Welles' Shakespearean marathon, *Five Kings*, last April.

Thru Sugar's Domino

AS ONE lives one learns—and comes across new and undiscovered things. We ran into a cafe operator not long ago who runs as untrue to type as one can conceive. He talks the King's English. He doesn't obscure what he says by the cafe brand of double-talk. He is as much concerned about his kitchen and table sevice as the pulchitrude of his line girls. He has been in business at the same spot for as many years as many of his colleagues have sheriffs chasing them. He treats his help like human beings, which perhaps is one of the reasons that he has been in business so long. He is a gentleman. His name is James Riley. He runs the Greenwich Village Casino in New York. And he never picks up our tabs.

✣

HOYT HADDOCK, as you already know, is the new Executive Secretary of the American Guild of Variety Artists. We wish him luck—from the bottom of our hard heart. He will need it. This young man, who is unburdened with a theatrical background, talks well and acts with dispatch. He seems to be determined to clean up the mess that is the AGVA. If that is truly his determination he deserves everybody's help, including the boys who are throwing stones at the AGVA from the outside and the managers. There is a difference that takes in a world of things between lip service and action. Haddock will have plenty of opportunities to prove that me means what he says. From the way they—in their desperation—have cleared things away in Haddock's path it is safe to predict that if this lad throws in the sponge it is curtains for the AGVA. But we hardly think he will give up without a stellar display of fisticuffs.

The AGVA's latest Executive Secretary has some pretty good ideas. He also has some cockeyed ones. We hope for the actors' sake that a few scrimmages with reality will rid him of his Horatio Alger fixations.

Haddock says he is going to clean out the AGVA with the briskness and thoroness of the old lady on the label of Old Dutch Cleanser. Our theory is that he can do it if he wants to do it—and if those who are responsible for putting him in want him to do it. If he fails it will be because of one or the other reasons. Or maybe both. We want to advise Haddock publicly that despite our general pessimism about the future of AGVA we will be the first to applaud any progress he makes in the direction of ironing out the wrinkles that are as obvious as Durante's (and our) schnozzle. Again we say, as we have often said about the AFA and the AGVA, that as long as Haddock and his organization are for the actor and the welfare of the business we are for them. When they run off the track it will be the duty of the column and the news columns of *The Billboard* to tell the amusement world about it without mincing any words.

✣

WE ARE in accord with the moves being made by the music publishing industry to wipe out the evils deriving from the "sheet." The contact man or songplugger is in the same groove as the actor on one point: As a class he is responsible for most of the evils that beset him. If the boys who merchandise plugs and their bosses as well got together more often with a sincere desire to better themselves they could within a very short time make their calling a desirable one. The trouble up until now has been that they talk one language when they sit down at the council table and quite another when they are out sweating and fighting to keep their times on top. Maybe more mutual trust and a higher brand of ethics are what the music publishing business needs more than anything else—except good tunes.

NEW YORK, Feb. 17.—Theater Authority is planning to issue certificates to night clubs, agents, producers and members who abide by its benefit regulations. Certificate, meant to be framed and displayed, is aimed at providing recipients with strong argument when turning down requests for free shows from local clambakes.

SPECIAL PRINTED ROLL or MACHINE 100,000 for $20.00
TICKETS
RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS
409 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., Chicago
615 CHESTNUT ST., Phila.
ELLIOTT TICKET CO.
STOCK ROLL TICKETS
ONE ROLL $ .50
TEN ROLLS 3.50
FIFTY ROLLS 15.00
ROLLS 2,000 EACH
Double Coupons, Double Price
No C. O. D. Orders Accepted

"Room-to-Room" Network Boasts Sponsor, Censor—and Audience; Malted Milks Test Fan Loyalty

HANOVER, N. H., Feb. 17.—A "room-to-room network" with an audience of about 40 Dartmouth College students has proven highly successful since its recent inauguration here. Operated by student Hugh Dryfoos, the "one-tube station" did so well that it attracted competition from other students, who set up a stronger "two-tube transmitter" which they called the Illegal Broadcasting System. Apparently this name fit the enterprise quite well, because before long IBS was forced off the air by the Federal Communications Commission, on the ground that it exceeded a sensible signal strength and could be heard over the State line in Vermont.

Dryfoos operates his "station" under the call letters WHD, and has the approval of President E. M. Hopkins of Dartmouth. He operates on a regular schedule, issues press releases, calls attention to his starting time by blowing a police whistle in Russell Sage Dormitary (which is his primary, secondary and tertiary market area) and, in keeping with regular radio station practice, tests the size and loyalty of his audience at frequent intervals by making such announcements as "The first six guys in my room get free chocolate malteds." Dryfoos can make the offer of the malteds because he has a sponsor, Mac's Sandwich Shop, which pays the bills for several of Dryfoos' programs. Schedule includes morning and evening recorded shows and news programs, on which Dryfoos is the commentator and analyst. He also has all-request programs.

One of the reasons Dryfoos has the approval of President Hopkins is that he maintains a rigid censorship, as to both news and musical programs. Neither race nor obscene records are played over his transmitter.

Dryfoos' radio system is the kind which allows the signal to be picked up at a given kilocycle number on the listeners' radios. It's believed to be the first and very likely the only room-to-room broadcasting system, with a one-man engineer-program producer, director, censor, continuity writer, press agent, announcer.

GAC, Coast Agency In Talent Tie-Up

HOLLYWOOD, Feb. 17. — General Amusement Corp. and Feldman-Blum, one of Hollywood's largest talent agencies, have effected a tie-up whereby each will represent the other's list of artists for sales in the other's territory. Deal primarily gives New York radio representation to the Feldman-Blum picture actors. F-B also will try to sell for pix the GAC talent available for Hollywood work.

Feldman-Blum roster includes Tyrone Power, Claudette Colbert, Dick Powell and Joan Blondell, Marlene Dietrich, Irene Dunne, Charles Boyer, Binnie Barnes and Randolph Scott.

EMA Re-Elects Officers

NEW YORK, Feb. 17.—At its annual election of officers the Entertainment Managers' Association reseated its slate of executives, which included Howard Wheeler Jr., president; Edward Newman, vice-president; Annette Maranta, treasurer, and Frederic Watson, executive secretary. Group is currently busying itself with furthering a national association of entertainment managers.

"Theater Talk" Reprint

NEW YORK, Feb. 17.—A group of legit actors pooled pennies last week to reprint Sherling Oliver's *Theater Talk* column on Finnish benefits. The original column appeared in the February 3 issue of *The Billboard*.

Regent Ciggies Cancel

NEW YORK, Feb. 17.—Riggio Tobacco Co., which started Ted Steele on WOR recently to plug Regent cigarets, canceled suddenly this week. No reason given.

M. H. Hackett is the account's agency.

★ TOP BILLING . . .

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

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

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

ONTARIO HOTEL
Well-Known Theatrical House
$1.00 Up Daily
$5.00 Up Weekly
620 No. State St., Chicago, Ill.

FOR SALE
2 Power's 6B Motion Picture Machines, 250 6-Ply Upholstered Seats, Sound Equipment, Screen and other Accessories. Will sell for $500 cash, or will consider trading for a small Merry-Go-Round. Write
O. O. STANCHFIELD
BOX 213, CARLETON, MICH.

LOOK OUT FOR THIS MAN
HE IS WANTED
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Quaker Oats Undecided on Radio; Berle, Riggs Folding

NEW YORK, Feb. 17.—Quaker Oats Co. is apparently trimming its radio budget, at least pro tem, dropping two of its three programs and continuing only the least expensive of its trinity. Spokesman for Ruthrauff & Ryan, the account's agency, states nothing has been decided definitely concerning further radio expenditures, but said the account will "most likely continue."

Quaker is dropping Tommy Riggs with his Monday evening show and Milton Berle with his Saturday night show. There is interest in both on the part of other sponsors, with J. Walter Thompson taking a gander at Berle's offering. Berle folds at the end of this month; Riggs in March.

Show staying is the serial, *Girl Alone*.

Conducted by JERRY FRANKEN — Communications to 1564 Broadway, New York City

AIR ACTORS' SUGAR DADDY

Dramatic Players Find Soap Co. Plenty Sweet; 13Gs Weekly

NEW YORK, Feb. 17.—From the standpoint of constancy of employment, Procter & Gamble is the radio actor's sugar daddy, with 22 shows now on the networks using an average of four actors per cast daily at a weekly talent cost estimated at about $600. With the exception of 11 quarter-hour periods P. & G. is on network time consecutively—either on Columbia Broadcasting System or National Broadcasting Co.—from 10 a.m. to 5:45 p.m.

This barrage of daytime drama, according to estimates, provides 100 or more radio acting jobs each week, the complete talent cost per week averaging $13,200, according to reliable estimates.

Financial estimate is based on radio actor union scale of $105 per week minimum for five quarter-hour performances. Leads on each show, however, get better than scale. Figuring remaining cast at scale brings average to $150 each for two actors.

Four to a daily cast is the average, altho on some programs, such as *Guiding Light*, cast may involve 15 people over three months. According to statistics of NBC, chief script characters in *Mary Marlin* number 21; *Life Can Be Beautiful*, 9; *Road of Life*, 15; *Vic and Sade*, 3; *The Right to Happiness*, 15; *Pepper Young's Family*, 8 to 10; *Against the Storm*, 10; *Guiding Light*, 12; *This Day Is Ours*, 11; *Ma Perkins*, 17; *Midstream*, 17; *Kitty Keene*, 11, and *Houseboat Hannah*, 14. This means that as many actors as shown in the numbers have parts on the script, but daytime radio shows seldom use more than four characters in one day. This is because only 10 or 11 minutes of the program period (15 minutes) is playing time, rest going to commercials. Also, radio serials never have more than one situation per daily episode and to avoid confusion the episodes are held to four or five characters.

P. & G. is probably the greatest theatrical angel in the history of show business, far exceeding even Edgar Davis, of *The Ladder* fame. P. & G., in addition to its talent expenditures, is by far the heaviest time buyer in radio, spending about $6,500,000 last year on NBC and $2,300,000 on CBS. Company also has a huge spot budget.

Ford Summer Show To Star Dragonette

DETROIT, Feb. 17.—Ford Motor Co. set the mainstays of its summer radio program this week, with top spot on the show going to Jessica Dragonette. Latter has been off radio a year or so, having quit for a concert tour. Baton on the program, which replaces the present symphonic series May 19 over CBS, will be handled by Leith Stevens. N. W. Ayer is the Ford agency for this program.

* * *

Ford's is the second summer show to be set so far, with *Ellery Queen* already tabbed for Gulf gas and oil. Sponsor is also a CBS client.

Rival Daily Buys Rival's Show; Rival's Time, Too

PITTSBURGH, Feb. 17. — Paradox Broadcast from the stage of the neighborhood Enright Theater for the past four years over *Post-Gazette*-owned WWSW, Walter Framer's *Kiddies' Show* has been bought by *The Pittsburgh Sun-Telegraph*, owner of WCAE, for a 13-week period to plug *Sun-Tele* comics over WWSW.

A change in format will take Framer into the audience, reputedly the world's largest regularly scheduled audience-participating program, for quizzing. Organist Johnny Mitchell in the pit, community singing and a children's stock company will support the appearance of a juvenile guest star, changing weekly. Until *The Sun-Tele* bought the period, the Saturday show had been primarily an amateur show, with the cast changing weekly, except for Framer and Mitchell.

Network Bites Dog

NEW YORK, Feb. 17.—Old adage of man biting dog is exemplified in a new show starting February 25 on CBS. Program will be dedicated to song pluggers, who'd rather have the program dedicated to their songs and so help boost the ASCAP take.

Show is the idea of Ed Cashman, who'll produce. It will honor a different plugger—professionally known as contact man—each week. Jack Leonard is to do the vocal plugs in addition to the plugger's own plugs, while Ray Bloch's musical pluggers will play the plugs.

Mutual's "C.O.D." Program Postponed

NEW YORK, Feb. 17.—*Cash on Delivery*, money giveaway program which was supposed to start over the Mutual Broadcasting System the past week, has been postponed and starting date is indefinite. Fact that the Department of Justice is considering *Pot of Gold* at the request of the FCC, it is claimed, has nothing to do with the *C.O.D.* situation.

It is said that Mutual advised the sponsor of the program, Curtiss Candy Co., that it felt certain points on the show should be clarified in connection with lottery laws. Points involved have not yet been settled.

Arbiters Decide In AFRA's Favor

NEW YORK, Feb. 17.—American Federation of Radio Artists was awarded decisions by arbiters meeting under the aegis of the American Arbitration Association this week, subjects disputed being whether the Chicago local wage scale is subject to arbitration and, ironically, whether the arbitration clause in the AFRA contract could itself be arbitrated. Umpires decided in favor of the union in both cases.

A result of the decision will be to hold a further arbitration in New York next week. This decision will cover whether actors working locally in Chicago should get network fees to local fees.

George Z. Medalie, for the networks; Wesley Sturges, for AFRA, and Nathan Isaacs, law professor, were the arbiters.

Music Hath Charms . . .

PHILADELPHIA, Feb. 17. — The blaring of the radio at home, long thought a detriment to study, instead turns out to be an accompaniment. That was the reaction of one-third of the second-year students at nearby Gloucester (N. J.) High School.

Paramount in the survey was the desire on the part of the faculty to effect improvement in the study habits. Survey disclosed that one-third of the students surveyed play the radio as an aid to home study.

Powell Rejoining CBS Artist Bureau

NEW YORK, Feb. 19.—Bruce Powell, who left the CBS artist bureau, Columbia Artists, Inc., some time ago to become a partner in the independent talent agency of Wilson, Powell & Heyward, returns to CBS today. W-P-H is now owned by LeRoy Wilson, who was also in the CBS artist bureau at one time.

Powell returns to replace Walter Smith, who resigned, effective last week. Smith is entering a hospital this week to undergo treatment for an old leg injury which recently became aggravated. Expects it will take about four weeks.

Smith handled writers and scripts for CA, which chores Powell assumes. Herb Rosenthal is the head of the organization.

Damper Due for N. Y. Visit of C. McCarthy

NEW YORK, Feb. 17.—Edgar Bergen is expected to come to New York with the Chase & Sanborn program fairly soon—some time after John U. Reber, radio head of J. Walter Thompson agency, gets back from a trip to the Coast. Bergen trek will not be accompanied by the publicity build-up attendant upon last year's trip east. At that time JWT agency and National Broadcasting Co. had a flare-up over the ticket shortage, and show cracked vast space in dailies when dummy McCarthy was the victim of a "kidnaping" stunt pulled by a reporter.

Trip east is expected to give Bergen a chance to pick up material for McCarthy and is also expected to boom business among manufacturers of McCarthy dolls and gadgets. Bergen is undecided how long he will stay.

* * *

HOLLYWOOD, Feb. 14.—Edgar Bergen's contract with Universal Pictures has expired and it is doubtful whether he will sign another unless he is given leeway in choice of story material.

Bergen objected to story material in his recent pic, *Charley McCarthy, Detective*.

Music for Tele May Come High

PHILADELPHIA, Feb. 17.—Following a series of misunderstandings between Television Station W3XE, operated by Philco Radio and Television Corp., and musicians' union Local 77, it was indicated that the American Federation of Musicians' price scale for tele would be considerably higher than the scale for radio. It is likely, too, that all solo musicians doing a telecast will be classified as leaders. Scale for leaders is double that of side men. AFM's set-up of a national scale awaits the findings of a committee including Joseph Weber, James Petrillo and Harry Brenton.

Local situation came to a head last week when Philco employed an organist for one hour on W3XE and paid $9 and an additional $9 for the rehearsal, as per radio scale. Local then realized there is no tele scale, and a hurried call to the AFM tipped that under national scale all solo players would be classed as leaders. Inference is that tele will not affect much employment for full bands and that union wants men to collect as much as possible.

Result was that union returned check to Philco, advising that price would be $36 on basis of leader scale. Philco paid, but meanwhile AFM had decided that the organist rated $10 more. He got it.

Wm. Weisman Quits As WMCA Vice-Prez

NEW YORK, Feb. 17.—William Weisman, vice-president and a director of Knickerbocker Broadcasting Co., which operates WMCA here, has resigned and is no longer an officer of the company, it was learned this week. Weisman, an attorney, retains the station as one of his clients. He is devoting himself mostly to his own law practice. He has been associated with the station more than 10 years.

Weisman resigned because of the rearrangement of station's personnel and the greater concentration of authority in the hands of Don Shaw, recently made general manager by Donald Flamm, president. Shaw joined WMCA a year ago and his contract expired this week, it is said. Flamm, who is due back from Hollywood, possibly this week, is understood to have told Shaw, in a discussion about renewing the contract, that there was no great rush and the matter could wait until he returned from his trip.

IBEW in Spokane

SPOKANE, Wash., Feb. 17.—Spokane radio technicians are being organized by the International Brotherhood of Electrical Workers, an American Federation of Labor affiliate. Roy H. Johnson, business agent of Local 73, said last week that technicians at KFPY were already organized and that an agreement was presented to the station management.

NEW YORK, Feb. 17.—United States Television Mfg. Corp. is now offering a line of 14-inch receivers selling for $395 for the table model and $440 for consoles.

Accidents Happen

CHICAGO, Feb. 17.—Stan Richards, vocalist, has been trying unsuccessfully for the last six months to obtain an audition from Harold Stokes, WON music headliner. At last, accidentally, he got it.

During an audition of a new audience participation show, Richards played the role of a stooge questioner. He was asked to sing his answer. Dumfounded, he asked: "Do you mean it?" Being assured, he cleared his throat in a you-asked-for-it manner and gave out with such rich warbling that Stokes, the engineers, et al., stiffened to attention and asked, "What goes?"

After the "audition," Stokes showed interest in Richards' talent.

P. & G. Daytime Radio Shows

(As of January 29, 1940)

Time	Program	Network	Product	Agency
10:00 a.m.	The Man I Married	NBC-Red	Oxydol	B-S-H
10:15	This Day Is Ours	NBC-Blue	Crisco	Compton
10:30	Mary Marlin	NBC-Blue	Ivory	Compton
10:45	Midstream	NBC-Blue	Teel	Kastor
11:00	Pepper Young's Family	NBC-Blue	Camay	Pedlar & Ryan
11:15	Road of Life*	NBC-Red	Chipso	Pedlar & Ryan
11:15	Houseboat Hannah**	NBC-Red	Lava	B-S-H
11:30	Against the Storm	NBC-Red	Ivory	Compton
11:45	The Guiding Light	NBC-Red	Naphtha	Compton
12:15 p.m.	The O'Neills	NBC-Red	Ivory	Compton
1:00	The Goldbergs	Columbia	Oxydol	B-S-H
1:15	Life Can Be Beautiful	Columbia	Ivory	Compton
1:30	The Right To Happiness	Columbia	Crisco	Compton
1:45	Road of Life	Columbia	Chipso	Pedlar & Ryan
3:00	Mary Marlin	NBC-Red	Ivory	Compton
3:15	Ma Perkins	NBC-Red	Oxydol	B-S-H
3:30	Pepper Young's Family	NBC-Red	Camay	Pedlar & Ryan
3:45	Vic and Sade	NBC-Red	Crisco	Compton
4:30	Manhattan Mother	Columbia	Chipso	Pedlar & Ryan
5:15	Midstream	NBC-Red	Teel	Kastor
5:30	Kitty Keene***	NBC-Red	Dreft	B-S-H
5:45	The O'Neills	NBC-Red	Ivory	Compton

* Chicago and East thereof only.
** West of Chicago only.
***Chicago and West thereof only.

Claim Personalities Hottest Appeal for 1940's Sustainers

NEW YORK, Feb. 17.—Two schools of thought are currently expressed as to the shape sustaining shows will take during 1940, the term sustaining shows applying not so much to time fillers but to the shows being built for prospective sale. One school, favored by Columbia Broadcasting System, is in favor of these or production shows with costs above the average sustaining figure. CBS so far has been successful in recent attempts along these lines, with both *Ellery Queen* and *Pursuit of Happiness*, recently built CBS sustainers, hitting the bell. *Ellery* has been sold to Gulf gas and oils. *Pursuit*, while not yet sold, has accomplished what the network wanted—an attention compelling program in the period immediately following the Philharmonic Symphony broadcasts.

Other school, as expressed particularly by independent stations such as WOR, with much smaller sustaining budgets than the networks, favors shows built around a personality and most of the time involving only that personality on the program. WOR has clicked several times with such shows, list including Gabriel Heatter, Raymond Gram Swing, Ed Fitzgerald and others. Along these lines and acting on the theory that the next year will see further sustaining attention on personalities, WOR has recently started or will start soon non-sponsored shows featuring Kaye Brinker, Pageen Fitzgerald; Leonard Nason, military expert; Paul Shubert, naval expert; Gaynor Maddox and Louis Sobol, Broadway columnist.

Ellery Queen was a fairly expensive sustaining show. It ran for one hour, had an orchestra and a fairly long cast using some of the better known radio dramaticians. It was written by the authors of the *Queen* novels, Fred Dannay and Manfred Lee. Royalties on the show are figured higher than usual authors' cost for sustainers. *Happiness*, emceed by Burgess Meredith, also exceeded by a good degree the usual sustaining budget, using name guest stars. Latter usually work for considerably less than their regular commercial salaries.

Radio Talent

New York By JERRY LESSER

"THE show must go on," so an injured leg, a few missing teeth and a scarred face can't keep plucky BARBARA LUDDY from her *First Nighter* broadcasts. She is still recuperating at the Passavant Hospital, Chicago, following an automobile accident. Miss LUDDY'S car was smashed up when she swerved to avoid a collision. Each Friday, accompanied by physicians, she is taken to the Chi studio where her programs emanate. She enacts her parts while seated at the microphone, her injured leg propped up on another chair. . . . The Spinning Wheel Singers of NBC have a mascot now. It's Hank, son of MARGARET and TRAVIS JOHNSON, arranger and tenor of the group. . . . WENDELL HOLMES plays Jake Blum on *Alice Blair*. . . . Ted Reed, who does that swell job as the funny Englishman on *Easy Aces*, is directing the show while the Aces are vacationing in Florida. . . . Maybe you didn't know it, but actor ARTELS DICKSON has a grand singing voice. . . . MARIAN MANNING has been signed by NBC. . . . NATE TUPTS, director of the Tommy Riggs program, will fly to Hollywood this week to do *Vox Pop*. . . . JOE PARKER, producer of the Fibber McGee and Molly show, is hospitalized with the flu. . . . LANNY ROSS is doing his 15-minute daytime song show with a mild strep throat this week and seeing a specialist between broadcasts. . . . MARTIN GABLE flew to Miami for a five-day vacation.

* * *

PAUL STEWART, who replaced MILTON BERLE for three weeks in GEORGE ABBOTT'S *See My Lawyer*, did a corking job in the role, which is a difficult and screwy one. Stewart played to achieve audience sympathy in a part that does not have very much of that quality. Incidentally, PAUL stepped into the show with only three days' notice.

CBS artist bureau sold announcer CHARLES STARK to *Gangbusters* and *Strange As It Seems*.

Chicago

CHICAGO:

DR. I. Q. opens at Grauman's Chinese February 26. From there he jumps to Cleveland for a week of personal appearances at the Cleveland Food Show. . . . ALLAN GRANT, the ivory tickler who introduces the *Story of Mary Marlin*, was ordered by his medico to rest up at Hot Springs, Ark., from an attack of the flu. . . . While on the subject of germ-chasers, the American Medical Association is scheduled to launch its seasonal drive against rabies Wednesday night (21) with *The Story of Louis Pasteur*, which promises to be a knockout. CLINT STANLEY, the production director, spent 60 days in preparation, modifying the picture version with AMA statistics and adapting MAX STEINER'S original music. Actors rehearsed over 14 hours—much to their disgruntlement.

Marek Weber, who used to wave the baton for Carnation, is off to New York to hunt for a dotted line.

* * *

Betty Winkler going to the hospital to have the docs examine her spine, which has been a puzzling source of trouble to her the last two weeks. . . . Edward Allen, announcer, who is handling band broadcasts from the Blackhawk Cafe, the Bismarck Hotel, the Stevens Hotel and the Palmer House, is now heard on a commercial news broadcast over WGN. . . . George Thorndyke is dictating his "Orphan Annie" scripts since his typing arm was relegated to a splint after an argument with an obstinate window. . . . Constance Crowder elated over having refused a commercial film job in N. Y. because she would have had to fly thru a blizzard. . . . Tom Bulla, staff announcer on WBBM, just returned from Palm Beach with a 46-inch kingfish.

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STUNTS executed between January 1, 1939, and January 1, 1940, may be submitted. Entries must be received by February 26. They should be sent to

RADIO PUBLICITY SURVEY
THE BILLBOARD
1564 BROADWAY NEW YORK CITY

NAPA Sues WPEN, Philly, Over Use Of Air Recordings

PHILADELPHIA, Feb. 17.—Injunction proceedings were started yesterday (16) in Court of Common Pleas by National Association of Performing Artists to restrain the William Penn Broadcasting Co., operating WPEN here, from playing phonograph records made by the artist members of the association. Suit was filed by Maurice J. and Herbert A. Speiser, NAPA counsel for James J. Walker, former New York mayor, and band leader Fred Waring, president and vice-president, respectively, of the association.

Bill in equity also asks for a writ to restrain P. B. White Tailoring Co., Keith Tailors, Royal Shoes Co. and Bailey Furniture Co., who sponsor recorded programs on WPEN. Suit seeks to restrain the broadcasting company and name sponsors from using any phonographic records embodying renditions, interpretations and performances of NAPA members for radio broadcasts or commercial use without consent of the association. It is understood that the station sought to produce a license from the NAPA, but was told that the permit would be invalidated in the event of any labor dispute with the musicians' union.

Station is at present involved in a labor impasse, with the union musicians picketing the station, over failure to conclude negotiations for the employment of a studio orchestra. Property rights of a recording artist were upheld here by the Pennsylvania State Supreme Court in the Fred Waring case several years ago against WDAS here.

Gordon's Going-Away Gift

NEW YORK, Feb. 17.—Bert Gordon (The Mad Russian) got a nice present this week in the shape of a 10-week renewal, with usual options, on the Joe Penner program. Show, broadcast from New York for a month, returned to the Coast after this week's show. William Morris office set the deal for the comic. Ward Baking sponsors, with Sherman K. Ellis the agency.

Dodge To Use Live Bands

CHICAGO, Feb. 17.—*Band of the Week*, Dodge Dealers of Illinois turntable show on WBBM, Sundays at 1 p.m., plans to use live musikers within the next few weeks. Program, formerly called *Meet the Band*, turned to CBS recordings February 4, when sponsor decided to drop live music until a change in the weather offered a better market for automobiles. Before that date bands used included Lou Breese, Charlie Agnew, Duke Ellington, Jack Russel and Pinky Tomlin.

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Everytime That I Feel the Spirit

Noah

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Program Reviews

EST Unless Otherwise Indicated

"What Would You Have Done?"

Reviewed Friday, 9:30-10 p.m. Style—Quiz. Sponsor—Cummer Products. Agency—Stack Goble. Station—WJZ (NBC Network).

Variation on quiz shows No. 26,956 is sponsored by Energine, with Ben Grauer as emsee and contestants from the studio audience give problems in behavior. A fireman is getting married when a three-alarm is sounded. Should he stay to get hitched or should he take hose in hand and leave the bride at the altar? An aviator has to go to South America on an exploration flight, but his wife, with whom he always flies, is enciente. Should he make wifey stay at home with the offspring or should he let her come along? Three contestants answer each problem and the winners are decided in a run-off, cash and watches being the prizes.

Program is not especially interesting and by no means the kind to make listeners come back for more. The old vaude amateur thing comes to mind, the studio audience picking winners by volume of their applause. What the show could use, in addition to some plants to pep up the answers, is a board of judges known to the radio audience to pick winners.

Grauer is erratic as emsee, sometimes good and sometimes a little too conversational, occasionally cutting in on a contestant. Jack Costell does the plugs, which are effective. *Franken.*

"Robert L. Ripley"

Reviewed Friday, 10:30-11 p.m. Style—Oddities, with music. Sponsor—Nehi, Inc. Agency—James A. Greene. Station—WABC (CBS Network).

Ripley's program is now standard radio entertainment, usually an attention-compelling program that holds interest thruout. Returning to the air, however, for Royal Crown Cola, the first show in the new series was below par, partly in interest and partly because the production lacked pace. Show was draggy and talky, primarily because the entire production was devoted to one subject, the career of Col. Phillippe Bunau Varilla, father of the Panama Canal. Dramatizations showed how he got the canal away from Nicaragua, because the latter country was volcanic, and also how he fathered the Republic of Panama. President Boyd of the republic sent a message to the program, and the colonel was interviewed in Paris, the interview picked up by short wave and rebroadcast. Scarcely any of the interview with the 80-year-old adventurer could be understood.

B. A. Rolfe and Linda Lee take good care of the music, however, and when the show gets into its groove there should be little difficulty.

There's an oddity in the show itself. Product is not sold in New York City, altho show is broadcast here. Sponsor is trying to build good will for the time when distribution is obtained. *Franken.*

"Play Broadcast"

Reviewed Monday, 7-7:30 p.m. CST. Style—Contest. Sponsor—Illinois Meat Co. Agency—Neisser-Meyerhoff. Station—WGN (Chicago, MBS network).

A take-off on the *Musico* idea, which has pulled a sizable audience in Chi. Listeners are invited to play *Play Broadcast* by obtaining prize cards at their local grocers. In the 16 numbered squares players are required to write the names of well-known personalities, whom they identify thru sound effects clues, of which the program is composed. In the case of *Play Broadcast*, unlike *Musico*, contestants need not scramble for the telephone. Solutions are mailed in, together with a slogan concerning product.

Bob Elson puts life into the ceremonies. Bill Anson's imitations of Lew Lehr, his staging of the Dempsey-Tunney long-count knockdown, Professor Utenay's rendition of a Mother Goose tale—these and other clue-acts made for good listening. As is obviously the intention, in order to attract as many listeners as possible, there is nothing intricate about the sound effect puzzles on this show. The show can draw a good-sized public.

Harold Stokes supplies the music. *Modell.*

"Fifth Row Center"

Reviewed Sunday, 5-5:30 p.m., CST. Style—Dramatic. Sustaining on WGN, Chicago (MBS).

Alan Dinehart, Lyle Talbot and Glenda Farrell, currently here in the legit show, *Thanks for My Wife*, appeared on this WGN series in a boke production entitled *I Do Not Choose To Run*. Result was a juicy bit of plug for the stage show and the unmistakable tickle of corn silk. This show is intended to build the Mutual audience, and while the caliber of stars used probably attracts attention the vehicles squeak.

This play, a farce by Blair Walliser, dealt with the ridiculous inanity of a mayoral candidate who won by campaigning against himself.

Dinehart had some good comedy lines and delivered them well. Talbot sounded a little stilted, either because he isn't used to radio or because the script called for an exaggerated dimwit. Glenda Farrell overacted a little when the role required a leap from insipid sweetness to shrewish dominance. *Modell.*

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Comment

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

Kraft Music Hall, Thursday at 10-11 p.m. over the NBC-Red, will continue being a top show as long as BING CROSBY is given a sufficient number of tunes to warble. On this program CROSBY did five or six, his delivery being of such surpassing excellence that the remainder of the program became simply an added attraction. In general music production, however, Kraft show is a standout job, with JOHN SCOTT TROTTER'S orchestra impressing as one of the most able, and perhaps the most able, staff band in the business.

Guest line-up for the show was quite impressive, including RALPH BELLAMY, WALT DISNEY and concert pianist MISCHA LEVITSKY. They were all drawn into conversation; Bellamy participated in a comedy sketch; Disney chatted interestingly, and Levitsky played two numbers and accompanied Crosby for one tune. Standout angle of these guest star appearances on the Kraft show is their unfailing informality. Crosby, for instance, got around to calling Levitsky "Misch" without being the least bit offensive.

For the rest, BOB BURNS did his usual hillbilly business and KEN CARPENTER gave the plugs—and very good ones, for Kraft's different cheeses. A very good hour, much credit to author, CARROLL CARROLL, who scripts it. *P. A.*

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:

DONALD O'NEILL has been appointed program director of Muzak, wired music service which recently absorbed Teleprogram. Ben Selvin continues as director of music and serves in other advisory capacities. Taking over of Teleprogram has meant loss of this business by World Broadcasting, which made the disks servicing Teleprogram. . . . Frank Danzig has been appointed assistant night manager of WHN. He is a brother of WOR's Jerry Danzig. . . . James W. A. Smith has resigned from the press department of J. Walter Thompson to go into the mail order business. . . . Johnny Burke, vaude comic, set for an appearance on Mutual's *Comedy By* series. . . . *Lone Ranger* renewed 52 weeks by General Baking, its sponsor in 11 cities. Thru BBD&O. . . . Al Simon is now lecturing on camp life.

Blaine Butcher will produce the Sammy Kaye Sensation program for Lennen & Mitchell while Mann Hollner is on the Coast. . . . Ruth Rand, of CBS artist bureau, back from Florida. . . . Sylvia Berger, formerly of Time magazine, joined the CBS sales promotion department last week. . . . Perry Charles now handling radio publicity for MOM pix.

* * *

Russ Morgan, who received such a great batch of fan mail when he made transcriptions under the name of Russ Morrow, is set for a series under his own name at AMP Studios. . . . Jack Renard made some platters there this week. . . . Samuel E. Gill, formerly director of research for Crossley, Inc., has opened his own offices and will offer a research service to advertisers and agencies. . . . Milt Burgh, director of news and special events at NBC, back from Miami, where he had been with the Winchell show. . . . NBC tele starts picking up hockey games February 25. . . . Keith Kiggins, director of the NBC-Blue, back to work after a bout with flu. . . . Tom Lane, of Young & Rubicam, ailing. . . . Ken Fry, NBC director of national sales, to Miami and Cuba for two-week vacation. . . . Sales resulting from test campaign on Ed Fitzgerald's WOR participating show took such a jump that F. G. Vogt & Sons, Inc., makers of Canned Philadelphia Scrapple, renewed for 13 weeks and broke precedent by advertising thru the Lenten period.

* * *

CHICAGO:

Howard C. Luttgens, chief engineer, NBC, Chicago; Tommy Rowe, chief engineer, WLS, and Homer Courchene, chief transmitter of the Prairie Farmer Station, have returned from a conference of broadcast engineers conducted by Ohio State University in Columbus. . . . New spot business at WIND includes Aurora Laboratories (Clear-Again) thru Erwin, Wasey & Co.; Joy Candy thru Malcolm-Howard, and Indiana State Bottling Co. (Pepsi-Cola). . . . WJJD has filed application with the FCC to conduct experimental operations with the new Armstrong F-M. . . . WAAF's musical library is said to be one of the largest in the country. . . . Clem Leg and George Ferguson, of the WLS Artists' Bureau, are booking fair acts. . . . Bill Ray, NBC press chief, is home after a trip to Indianapolis. . . . Henry C. Klein, radio director of B., B., D. & O., is safely ensconced in his office on the top floor of the Palmolive Building, auditioning recordings, after a short visit to St. Louis.

Hollywood and Los Angeles

By DEAN OWEN

CHET LAUCK and Norris Goff, "Lum and Abner," had a severe case of scriptjitters last week when they had to ad lib. their entire show. They completed the script and dashed to the studio, each thinking the other had the material, arriving just in time to go on. Neither had a script and it was too late to do anything about it. . . . Betty Winkler is in town from Chicago. She's the house guest of Gale Page. . . . Braven Dyer, who has been heard on the KNX *Sports Huddle*, doubles again as a newshound. His new column will appear in *The Glendale Star*.

Jimmy Vandiveer is going to give the listeners a glimpse behind the Ballet Russe when he presents members of the cast on *Meet Some People*. . . . Van Newkirk, program director for KHJ, has installed new show, *What's the Latest*. . . . Jim Bannon, KFI-KECA staff announcer, will do the narration for Columbia Pictures' travel films recently purchased from Mrs. Martin Johnson. . . . Harry R. Lubcke, head of television for Don Lee, back from New York. . . . Wilbur Hatch and ork get the musical assignment for the new *Grouch Club* series which bows February 20. . . . Sam Pierce, of Raymond H. Morgan Co., is handling new KNX show for Planters Nut Co. Program will be labeled *What's On Your Mind*.

From All Around

CLIFF JOHNSON, KFOR, Lincoln, Neb., became program director, bought a new car and heard the doctor tell him his wife was going to have a baby—all in the same week. . . . Albert Chismark, engineer with WSYR, Syracuse, N. Y., has left to become chief engineer of WTRY, new station at Troy, N. Y.

Bob Lyle, formerly with KXOK, St. Louis, has joined the announcing staff of KMOX, in that city. . . . Sally Foster, vocalist, has replaced Mary Alcott on KMOX's *Mellow Time* program. Miss Alcott is going to New York. . . . Owing to unusual facilities of KDYL's (Salt Lake City) Radio Playhouse, the recent annual sales convention of the Intermountain Kelvinator Dealers was held there, rather than in a hotel. Entertainment furnished by "By" Woodbury and staff entertainers. . . . WCKY, Cincinnati, recently recorded a debate of the city council and edited same for a rebroadcast, with Rex Davis doing the comment. Paul C. Reed, radio educator in the Board of Education at Rochester, N. Y., requested the platters—and obtained same—for use in classroom courses on voice study.

Notes from WRBL, Columbus, Ga.: Robert Minton latest addition to WRBL engineering staff, replacing Drew Adamson, who has taken a job with AT&T. Henry Jackson East, station announcer and emsee, back after a week of flu. J. W. Woodruff, Jr., executive manager, to Washington and New York on a two-week business trip. . . . Oliver Heeley and James Comer, engineers, to Columbus, O., for the Broadcasting Engineers' Convention. . . . Every new resident of Dayton, O., receives a greeting card from Ronald B. Woodyard, general manager of WING. . . . Josephine Halpen, news analyst at KMOX, St. Louis, has started a three-a-week program, *Let's Discuss the News*. . . . Dixie Dabbles: Al Godwin heading special events department of WWL in absence of Henry Dupre, on vacation in Florida. . . . Debutantes of Houston are used Tuesday nights for advice on dressing, etc., by Carmelita Mitchell, fashion reporter for KTRH. . . . Bill Thomas, of Young & Rubicam, spent the Mardi Gras period in New Orleans. . . . Clyde Coombs, CBS sales representative in San Francisco, off to Hollywood with Louis Honig, of Erwin, Wasey & Co., to set deal for new Ghirardelli show over CBS Pacific Coast net from Hollywood, starting February 22. Program has Frank Graham, story teller.

Conducted by M. H. ORODENKER and DANIEL RICHMAN — Communications to 1564 Broadway, New York City

CRA-Sherman In 4-Month Tie

CHICAGO, Feb. 17.—Sherman Hotel's Panther Room, which was on the open market for band bookings, has been tied up for the next four months by Consolidated Radio Artists as a result of Charles Green's Midwestern booking trip. Terms of the deal call for placing four bands for one month each until the contract expires.

First of the CRA bands to go in under the new set-up will be Louis Armstrong, who will open the middle of March. Charlie Barnet, Jan Savitt and Stuff Smith follow under the same kind of arrangement.

While the Sherman has had an open house booking policy, General Amusement Corp. and William Morris in the past have done most booking there. CRA, in snatching the Sherman with an exclusive grip, makes up for the void in Chi that was created when that agency lost the La Salle Hotel several weeks ago after the management changed hands.

Savitt Starts Tour With Heavy Grosses

NEW YORK, Feb. 17.—Jan Savitt, after completing a year's stand at the Hotel Lincoln here, took to the road last week and was reported by dance promoters to be pulling them in heavily during the early days of his one-night tour.

According to reports received from promoters Savitt drew 11,029 patrons during his first three days on the road, in Ithaca, N. Y., Providence, R. I., and Bridgeport, Conn. On February 9, at a dance at Cornell University (Ithaca), 3,600 paid admissions were chalked up, while on February 10 Savitt grossed $1,963 at the Arcadia Ballroom, Providence, with 8,810 dancers paying a half-buck and 213 coupon admissions at a quarter.

February 13 date at the Ritz Ballroom, Bridgeport, Conn., produced a gate of $1,392, with 1,405 customers plunking down 99 cents a head.

Jimmy Dorsey Registers Record 2G at KC Pla-Mor

KANSAS CITY, Mo., Feb. 17.—Jimmy Dorsey hung up a new 1940 box-office record at Bill Wittig's Pla-Mor Ballroom here February 10, when he crowded 2,300 dancers in at 90 cents and $1.10 admission. The one-nighter rang up a total gross of more than $2,000 and was well above the regular house average.

Paul Page comes to the Pla-Mor as the new location band for two weeks, Little Joe Hart bowing out. Rudy Bundy is listed next.

Cafe Into Ballroom

PHILADELPHIA, Feb. 17.—Mike Gerber has converted his Nor-Bridge Cafe at near-by Bridgeport into a ballroom. Refurbished dansant preems this week, with Carlos Orlando first in for the music making. Band-stand attraction changes each Friday and Saturday, operating two nights a week until the warmer weather sets in.

Swing and Swoon

NEW YORK, Feb. 17.—At 2 a.m., when most bandamen need their nightly dose of sleeping tablets and a piece of Lindy's herring to get over the jitters of six hours of musical hammering, Sammy Kaye's boys are fresh as daisies.

"Sammy Kaye," so goes a press release, "finds the best hours (of rehearsals) between 2 a.m., when he quits his regular stint at the Commodore, and dawn. By 2 a.m. the boys are thoroly warmed up and can absorb new arrangements more readily. When Kaye conducted rehearsals during the afternoons, it took so long for the boys to get into the groove a lot of valuable time was lost."

So that's the reason!

And Still They Come

NEW YORK, Feb. 17.—Trends, fads and so on are customarily expected to die a reasonably quick death, but in the matter of pop tune adaptations from the classics it seems to be a case of ol' man river, who just kept rolling along.

Just when it was thought (hoped, in some quarters) that the classics might be allowed to rest in peace, up come Andre Kostelanetz and Mack David with still another adaptation from Tschaikowsky, this time titled *On the Isle of May* and based on the master's D Major String Quartet, andante cantabile movement. David and Kosty were responsible for the successful *Moon Love* of last year, which had another Tschaikowsky melody for a base.

Turning to Edvard Grieg for a change, Allan Roberts, Jerome Brainin and Lew Sherwood polished off *A Little Boy and a Little Girl*, which finds its beginnings in Grieg's *Norwegian Dance*. This sort of thing is apparently destined to go on forever.

Municipal Aud New Factor in Kaycee Ballroom Picture

KANSAS CITY, Mo., Feb 17.—Offering competition in the crowded local ballroom situation is the Municipal Auditorium here, which has played to some of the biggest band grosses in the town's history. Several promoters have taken a crack at renting the hall for proms in the past, but now it appears that the Auditorium is going into business for itself.

The trend started last summer when Artie Shaw was brought into the spot by S. Bernard (Barney) Joffee to chalk up a record take of $4,338 on a one-night stand. This was followed by several race proms staged by Bill Shaw, proxy of the local colored musicians' union. Count Basie in September grossed $2,400, with Ella Fitzgerald later ringing the bell for Shaw with $3,100. Jimmie Lunceford on a stand January 29 lured in $1,256.

With such big grosses as an example, the Auditorium feels well able to make the huge guarantees necessary to pull in big name bands. Result is that Kaycee will soon see bigger Eastern names come in on one-nighters than ever before.

27 Orks at Musikers' Ball

MADISON, Wis., Feb. 17.—Twenty-three bands, three strolling units and a 25-piece modern symphonic ork under the direction of John Bach provided dance and concert music for the seventh annual local musicians' ball February 12 at the Loraine Hotel here. Admission was 40 cents a person.

Happy Days for Music Men as Song Plug List Change Looms

Long-sought modification of "the sheet" is in sight—Marlo and Diamond offer a plan—acceptance means eased nerves and tension for contact men

NEW YORK, Feb. 17.—A plan which will cause much rejoicing among music publishers and contact men and considerably lighten the plugging burden of the latter was virtually adopted this week at a meeting of representatives of music row and the trade press in the offices of the Music Publishers' Protective Association. Proposed move involves a modification of the weekly listings of most played radio songs. Altho no definite commitments to alter the style of plug listings were made by the papers involved, it was indicated that the plan put forward by the music men would be put into practice within the next few weeks, as soon as official confirmation is made and the mechanics of the new set-up can be effected.

Confab this week—which was attended by Walter Douglas, MPPA chairman; Lou Diamond, of Famous and Paramount Music, and Saul Bornstein, of Irving Berlin, Inc., representing the publishers; George Marlo, of Crawford Music, and Eddie Wolpin, of Chappell, in behalf of the contact men, and representatives of papers concerned—was the climax of a situation that, according to every music man in the business, had become unbearable. Tin Pan Alley irritation centered upon the alleged unfairness of "the sheet," the term by which the plug list is known, and the overwhelming tension, strain and effort to which song pluggers have been subjected in their frantic endeavors first to land a tune on it and then to boost it up to the No. 1 spot. Correction of the situation has been sought for some weeks now by the Music Publishers' Contact Employees, recently formed song pluggers' union, the matter coming to a head with the appointment of Marlo to head a committee to effect a remedy. Bringing together the music men and the press for an interchange of ideas and a possible solution was Marlo's first step, with his efforts apparently to be crowned by success on the first try.

Plug listings currently chart the most played tunes on the air, the song snaring the greatest number of air performances for the given week being No. 1, and so on down the list. Number of major plugs (WEAF, WJZ and WABC) and minor plugs (WOR, WNEW, WMCA and WHN) are also listed. Complaints of music row are based on the Tin Pan Alley assumption that a tune must make the list to get any sort of recognition and it must be among the first five or 10 in order to get an airing on big commercial shows, the advertising agencies who build these programs being interested only in the top tunes according to "the sheet" and thereby, it is claimed, passing up many a more meritorius but less prominent song.

Getting a tune into the upper brackets on the plug lists means, according to the music boys, untold mental and physical strain, not to mention the expense involved in such things as out-of-town phone calls to schedule a last-minute plug necessary to push a tune one notch ahead of its nearest competitor. In the words of one song plugger, "making the sheet takes 10 years off a music man's life," and Marlo's relief at the indicated decision to change the situation was a further expression of the way the music biz regards it, when, at the conclusion of the powwow this week, he declared, "It was in

(See HAPPY MUSIC MEN on page 61)

Phil Brown Replaces Haynes in Cleve CRA

CLEVELAND, Feb. 17.—Phil Brown, formerly assistant to Don Haynes, recently resigned manager of the local office of Consolidated Radio Artists, was moved up into Haynes' job as office head this week by Charles Green, CRA prexy. Green visited Cleveland to straighten out the situation that was created when Haynes left to take over the one-night desk of General Amusement Corp. in New York.

CRA here now becomes a one-man office. In 1936 when the office was opened there were four agents on the staff, which dwindled down to the present one. Brown, who concentrated on one-nighters, will continue along those lines with this office, doing one-night bookings mainly. Green will make trips to the Ohio territory once a month to take care of the location bookings.

Lincoln Dansant Biz Upped With Martone, Cliff Kyes

LINCOLN, Neb., Feb. 17.—Dance business here took a turn for the better last week-end, with exception of the snowed and blown appearance of Joe Reichman at the Turnpike Casino. Reichman drew only $300 at the gate, $50 short of his price, with 75 cents and $1.10 scales. Manager R. H. Pauley made up for it with $550 on the next two nights with Johnny Martone at 25, 40 and 55 cents per person. Martone has become a better gate gatherer with each appearance here.

Cliff Kyes, playing the Pla-Mor, Mrs. Matt Kohalter's spot, benefited by the recent closing of King's Ballroom and picked off a neat $475 for the two week-end nights (10-11). Pla-Mor asks everybody 25 cents straight.

Swing Street Getting Ready for the Grave as Pop Talent Supplants Jive

NEW YORK, Feb. 17.—The fame of Swing Street, otherwise known as 52d street between Fifth and Sixth avenues here, as a showcase for up-and-coming bands, is quietly becoming tarnished, with the apparent passing of the last stronghold—Famous Door—into a policy of name acts that are stronger in patron-pulling power than the future bands being booked.

The alley's heavily centralized night club population in reality dropped the swing mantle months ago, since most of the bistros were of the girlie show and comic variety, but wouldn't admit it, because bands like Charlie Barnet, Woody Herman and a few others were crowded in the Door's confined quarters making swing history. While the sharp blasts were still rocking the area, hope was held that 52d street was still the cradle of orkdom's fledglings.

Now, from all appearances, it looks as tho Swing Street is getting ready to take its place beside the dodo in the Smithsonian Institute. It fits into the pattern that a new era of jokey and sweet music is dawning. But the knell on Swing Street doesn't displace 52d as night club row, because the narrow lane still has a night club to fit every emotion.

After Duke Daly closes his engagement at the Door, which started the transition with the booking of radio singer Kay Thompson next week, the new policy will be launched with Will Bradley's Band, with Benny Fields as the b.-o. draw. Fields was originally slated to open with the band for six weeks, but indications are that Helen Morgan will take the opener for the first two weeks, with Fields following on his return from Florida. Talk also centers around the fact that after the Bradley-Fields bout Bob Zurke may take up the band stand with Connie Boswell as the headliner. All of the attractions are booked by the William Morris Agency.

Fadeout of the street as a haven for the jittery unrest of local hep-cats began with the recent closing of the Onyx Club, long a revered citadel of jive, and the recent addition of four new night clubs decidedly of the non-swing variety. At present there are no swing bands on the street (Bradley opens at the Door on the 20th).

Of the current crop of 11 hot spots on the street, five have revues, including Leon and Eddie's, Royal Box, Brown Derby (Gay '90s), Lido and Troc. Tony's and the Torch Club are getting by with intimate entertainment, while comedy holds sway at Jack White's 18 Club and the Swing Club, and the fancy esteric, 21, still presents food sans talent. This leaves the Famous Door as the only swing haunt, such as it will be.

Ellington Switches To Victor Feb. 23

NEW YORK, Feb. 17.—Duke Ellington ends his five-year tie with Columbia Record Corp. (including its antecedent, Brunswick) February 22 and switches over to the Victor label, with his two-year contract becoming effective the following day.

While Ellington has made all the sides contracted for under his existing Columbia contract, a proviso in the pact requires the maestro to make additional sides if Columbia so desires. As a consequence, Ellington will make four more sides for Columbia before his contract expires.

Under the new Victor set-up Ellington will record both originals and pops on the 75-cent label, with Victor promising heavy exploitation on its latest recording artist.

Perfect Timing

LINCOLN, Neb., Feb. 17.—Larry Cappell, sax man with Joe Reichman, who has been on hotel stands in the Midwest, had been frotting because he's due to be a pappy in Oakland, Calif., next month. Reichman was suddenly booked for 10 weeks at the Mark Hopkins Hotel, San Francisco, starting this week-end, so the family has been reunited just in time.

Act of God—and MCA.

FB Crack 4 Spots For First Time

NEW YORK, Feb. 17.—Frederick Bros. Music Corp. this week booked three of its bands into first-time spots for the office, with a fourth to be set next week. Coup adds materially to the number of outlets available to FBMC properties, and in a couple of instances gives the office, a factor thruout the Midwest, the foothold it has desired in the East.

Agency set Lawrence Welk for the Trianon Ballroom, Chicago, starting March 23; Wally Stoefler to follow Eddy Rogers at the Hotel Belvedere, Baltimore, on Washington's Birthday, and Howard Becker into the Henry Grady Hotel, Atlanta, February 24. Fourth new spot for the office is Donahue's, Mountain View, N. J. FBMC ork to follow Johnny Magee there when he closes the beginning of next month has not been set as yet.

Lancaster Hits at Jitterbug Parlors

LANCASTER, Pa., Feb. 17. — City fathers here have instituted a drive against unlicensed dance places, and at the same time police were ordered to crack down on the operators of all unlicensed dance halls permitting juveniles under 16 to dance after 9 p.m., when curfew rings for those under that age limit. Drive started when Frank Martin, restaurant op, was found guilty of running a public dance hall without a license and fined $25 and costs. Martin, it is claimed, had an improvised jitterbug parlor in the rear of his restaurant, supplying radio and music machine music and permitting 13-year-olds to dance after curfew.

Martin denied using the place as a dance hall, contending that the kids just congregated there and there were too many to stop them. He said he would get a license if he had to. Drive is aimed primarily at the mushrooming of jitterbug parlors here. It is also understood that regular ballroom operators have beefed that the parlors, paying no license fees, are putting a dent into ballroom patronage.

Dick Kuhn and his Music
VOCALS BY MARCELLA HENDRICKS
69th Week
HOTEL ASTOR, N. Y.
Broadcasting Over Mutual Network
DIR: MUSIC CORP. OF AMERICA

Orchestra Notes

By DANIEL RICHMAN

Broadway Brevities

THAT NOBLE SISSLE deal for a stay at the Cotton Club fell thru, with the sepia batoneer remaining at his current stand, the Diamond Horseshoe, until mid-April . . . he then sets out on a lengthy one-night junket . . . one of the most eyebrow raising rumors now going the rounds has to do with the reason for EDDIE DE LANGE'S journey to the Coast . . . according to the talk, the tune-smithing ex-maestro is going to work for GUY LOMBARDO as an arranger . . . boy, page Mr. Ripley. . . . WENDELL MERRITT, who is supposed to hold a world's record for the continuous playing of dance music (eight days and nights without stopping), has a new ork in rehearsal. . . . Merritt fronted a crew for 10 years but had to give up a couple of years ago when his health failed. . . . BILL RINEHARDT, of the Ship Ahoy, New Rochelle, N. Y., is getting set for his local debut this month at a Greenwich Village spot, probably Tony Pastor's . . . the date for ORRIN TUCKER'S much-heralded opening at the Waldorf-Astoria Hotel has finally been named. . . . New Yorkers will have the chance to look over the *Oh, Johnny* outfit in person come April 5 and indefinitely thereafter . . . the night before will find EDDY DUCHIN installed for the nth time at the Hotel Plaza's Persian Room. . . . HERB GORDON, who used to front a band, is now on the booking end of things as assistant to Norman Flewellyn in the one-nighter department of Frederick Brothers' Music Corp. . . . ELLA FITZGERALD commences a three-weeker at the Roseland Ballroom Wednesday (21). . . . BILL BURNHAM, of Consolidated Radio Artists location department, jumped to Norfolk, Va., last week for a few days . . . while HARRY SQUIRES takes it easy at Lakewood, N. J., for a bit before starting his new duties as one-night chief of the William Morris office . . . accompanying Gene Krupa on his return to the Fiesta Danceteria Tuesday (20) will be the VELERO SISTERS and their Pan-American Rumba Band for the relief rhythms, moving over from a stay at La Conga.

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Chi and Points West

WOODY HERMAN'S first week-end at the Hotel Sherman, Chicago, despite a lack of conventions and with the competition of Lent, equaled Jimmy Dorsey's record showing during the favorable January month, according to Ernest Byfield, the hostelry's manager. . . . BILL WILSON has been put in charge of the cocktail combo branch of the Chicago Frederick Brothers' Music Corp. office . . . definite date for HAL KEMP'S follow-up to Orrin Tucker at the Windy City's Palmer House is March 21, when Tucker will have wound up a 12-week run . . . band was in on a two-month pact originally, but was forced to stretch it an additional four weeks due to its current tremendous popularity. . . . Tucker's fight to leave the hotel sooner and cash in on the *Oh, Johnny* tidal wave in theaters and on one-nighters was to no avail, and as things stand he will probably be able to pick up only a week at the Chicago Theater before moving on to New York and the Waldorf. . . . GRIFF WILLIAMS, who has been enjoying a build-up of his own at the Stevens Hotel, Chicago, for the past four months, pulled out Friday (16) to fill a previously scheduled engagement at the Netherland Plaza Hotel, Cincinnati . . . he returns to the Stevens March 23, with a seven-piece combo headed by HOWARD McCREERY filling in in the meantime. . . . CARLOS MOLINA makes it a date at Chi's Colony Club February 23, following Xavier Cugat, who opens at the Chase Hotel, St. Louis, the 24th for a month before returning to the Statler, Detroit, to finish out the season. . . . TINY HILL moved out of Madura's Danceland, Hammond, Ind., Sunday (18) to head for the Tantilla Ballroom, Richmond, Va., and an indef run. . . . NICK STUART is holding on to NANCY GAY, vocalist, formerly with Carl Lorch, for his one-night tour which started this week on the heels of his Mark Hopkins Hotel, San Francisco, run.

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Eastern Echoes

GEORGE HALL started at the Hotel Brunswick, Boston, February 16. . . . ART CONDE takes over the podium from Lee Walters and his Montanans at the Albana Hofbrau, Addisleigh Park, N. Y. . . . the McFARLAND TWINS undergo an option lifting at the Blue Meadow Gardens, Armonk, N. Y., which will keep them there until after Easter. . . . ART MOONEY also enjoys some of the same at the New Kenmore Hotel in Albany, N. Y., keeping him there indefinitely. . . . GEORGE KING takes over for four weeks at Albany's Club Edgewood before going into Bill Green's Casino, Pittsburgh, for an indef engagement . . . negotiations are under way for KORN KOBBLERS to do a stint at the New York World's Fair when it reopens May 11. . . . The BILTMORE BOYS are the newest band-stand decor at Hotel Philadelphia in that city. . . . BETTY BARR, out of Louis Prima's Ork and before that with Gray Gordon, joins LARRY POTIN for the song selling at Ben Franklin Hotel, Philadelphia. . . . BUD PERRY, Camden, N. J., maestro, back with his band from a Middle West barnstorm tour . . . at Atlantic City, PINKIE MARTINI, with Mildred Faye for the voice, at Agostini's Hotel and Grill, while JOE LANZA makes the musical inducements at the Penn-Atlantic Hotel Rathskeller. . . . JACK BINGHAM draws a hold-over at Al Tarlecki's Cheerio Room, Bridgeport, Pa. . . . CHITTY CHATTS into the Blue Room of Milner Hotel, Norristown, Pa., for the week-end dancing. . . . Rockland Inn, Philadelphia, brings in PAULINE PAGE and her Golden Gate Gals for the Friday and Saturday sessions.

* * *

Of Maestri and Men

AL KECK closed a healthy run of 54 weeks at Matteoni's, Stockton, Calif., the replacement coming from CARL COLEBURN and his Del Regis Orchestra. . . . GENE KRUPA has himself a new male warbler in HOWARD DELANEY . . . while SONNY SCHUYLER, Vincent Lopez's choralist, has himself a new spelling for his name . . . it's now Skyler . . . still on the subject of naming, BOB ZURKE carries his tag, "The Ole Tom-Cat of the Keys," a step further by dubbing his new chirper, Evelyn Poe "The Cat's Canary." . . . LOU MARTIN takes over the main music making assignment at Leon and Eddie's, New York, once again after a lapse of a few months during which the spot featured names. . . . BUDDY CUMMINS has been rehearsing a new 10-man outfit, with a deal currently being worked out with JOHNNY HART, New York booker, to spot the band on a three-week Southern junket and then a Manhattan location. . . . BERT SHEPTER is readying a dance crew, to be called the "Nine Young Men," which will feature the composer's originals and highly stylized arrangements of pop tunes. . . . DEL COURTNEY set for the Rice Hotel, Houston, March 8 on a four-weeker. . . . NEIL GOLDEN starts a monther March 23 at the Hotel Condado in San Juan, Puerto Rico. . . . TOMMY DORSEY will do his bit toward aiding Finland by playing a concert March 3 at his current stand, Meadowbrook Country Club, Cedar Grove, N. J., all receipts going to the Finnish Relief Fund. . . . AL APOLLON has had his option picked up twice at the Atlanta Biltmore Hotel in that Georgia town and continues there indefinitely . . . date for REGGIE CHILDS at the Muehlbach Hotel, Kansas City, Mo., is April 17.

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

Pauley Debates View On Advance Tickets Held by Tom Archer

LINCOLN, Neb., Feb. 17.—Taking exception to the remarks of Tom Archer, Midwest ballroom operator, in a recent issue of *The Billboard* regarding the uselessness of advance sale tickets for dance promotions, R. H. Pauley, manager of the Turnpike Casino here, says Archer used one of the country's top bands and situations wherein all ballrooms are located within easy downtown reach of dancers to make his point.

"Archer can take a Tommy Dorsey or a Guy Lombardo," said Pauley, "and do pretty well, elements be darned, but I'd like to see his face come an opening night with a name not quite so strong, no advance ticket sale and a driving rainstorm."

Pauley has been a constatent user of advance tickets, and at least 10 times during the past year it was the advance which netted him a crowd and enabled him to pay off the band. Otherwise he would have been rained or snowed out, with a name ork to pay and a few stragglers to play for. His spot is six miles out of town, too far removed, he says, from the population center to be a sale gamble without advance money.

* * *

In the February 3 issue of *The Billboard* Tom Archer, operator of a string of ballrooms thru the Midwest, stated that a total gross of $8,214 was achieved by Tommy Dorsey on five nights of a swing around the Archer circuit, with not a single ticket sold in advance. Promoter held it was good proof that advance ticket sales have no particular worth and that it demonstrated conclusively to him that dancers would come if they wanted to, with advance sales meaningless at the box office.

Goodman Talking Pic Deal With U's Joe Pasternak

PITTSBURGH, Feb. 17.—Negotiations are in the talking stage between Producer Joseph Pasternak, of Universal Pictures, and Benny Goodman on a deal that may put the clarinet maestro and his band into a film with Deanna Durbin, BG revealed here.

Prime holdup at present is the type of part Benny and his boys would play. After two flings in flickers, where he did little more than pound out hot licks, Goodman wants his next celluloid shot to give his outfit a part in the plot.

Sheet-Music Leaders

(Week Ending February 17)

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

Position Last Wk.	This Wk.	
1	1.	Careless
5	2.	At the Balalaika
2	3.	Indian Summer
4	4.	Oh, Johnny, Oh
7	5.	In an Old Dutch Garden
3	6.	All the Things You Are
6	7.	Faithful Forever
8	8.	Little Red Fox
9	9.	Darn That Dream
11	10.	South of the Border
12	11.	To You, Sweetheart, Aloha
10	12.	Scatterbrain
14	13.	Bluebirds in the Moonlight
—	14.	It's a Blue World
—	15.	Confucius Say

SLIM GAILLARD
Composer of "Flat Foot Floogie" "Vol Vistu Gaily Star"
AND HIS ORCHESTRA
NOW APPEARING
COLLEGE INN, SHERMAN HOTEL, CHICAGO
Broadcasting NBC Mondays 12:30-1 A.M. (CST)
FROM CHICAGO DAILY NEWS: "They are musical clowns, colored boys who go into a jam session on the slightest provocation. Slim, wearing a College Inn waiter's turban, unstings his guitar to play it with his teeth, with one hand or with his dancing taps. Anything can happen in this portion of the show."
DIRECTION: GENERAL AMUSEMENT CORPORATION

Music Items

Songs and Such

JOE DAVIS took a song by Lillian Armstrong for his Georgia Music firm. Title is *You Run Your Mouth, I'll Run My Business*. Irving Fields, pianist-maestro, penned a quaintly titled ode of his own, *When the Boy From Brooklyn Met the Girl From the Bronx*.

Henry Nemo and Jack Palmer have concocted something called *Oh, Boy! That Will Be the Day*. Sam Lerner, Al Goodhart and Al Hoffman cheffed *We'll Never Run Short of Love* and *Sunset in Vienna*. All three are being released by Mills Music.

Ben Wain and Walter Gross got together on a new tune, *Somebody Else That You Love*. Will Osborne and his vocalist, Dick Rogers, have turned out a ragtime rhapsody, *East Dubuque Breakdown*.

Joe Levin is being tagged the Raymond Scott of Philadelphia, his screwy titled ditties catching the attention of Exclusive Music and landing him a writer's contract there on his first effort, *Complaint of a Back-Seat Driver*.

As a result of the favorable reaction to Billy Hays' *It Always Will Be You*, Mills Music is bringing out an earlier ditty of his, on which he collabed with Ray O'Day, *Sweetheart of the Blues*.

* * *

George C. MacKinnon, former columnist, is turning out tunes in wholesale lots since coming from Boston to New York to embark in earnest on a songwriting career. Within a week he turned out, in collaboration with Maestro Jack Jenney, "I Fell Out of Heaven When You Fell Out of Love With Me," "I Wanted To Care for You" and "I Beg To Differ With You." During the past month MacKinnon co-authored, with Ray Perkins, a dozen ditties, three of which have already been placed, "When Ezra Played His Tweedle-Dee-Twee," with Georgia Music; "The Navaho's Lament," with Bob Miller Music, and "I Love a Bearded Lady," with Rialto Music.

* * *

Publishers and People

ALEX GERBER, who quit songwriting 15 years ago to become a vaude producer after piling up 140 published songs, is back in the words-and-music game and plugging one of his 1916 tunes,

(See MUSIC ITEMS on page 61)

What Will They Think of Next?

NEW YORK, Feb. 17.—Anyone losing sleep over the matter may now rest easily—electricity has finally mastered the problem of acoustics. At least so say the manufacturers of the Hammond electric organ, who have introduced on the instrument a new electrical device, called "reverberation control," which is able to put just the right amount of "echo" into organ music.

Thru a highly complicated procedure, an organ equipped with this reverberative unit will produce, even in a small soundproofed broadcasting studio, out-of-doors or in any other bad location from an acoustical standpoint, music with the same resonance and quality as if it were being played in a massive stone church.

General Records Co. Beginning Regular Platter Production

NEW YORK, Feb. 17.—Latest entry in the recording field is General Records Co., manufacturer for several years of special purpose records, which now embarks upon all branches of record marketing as a division of the newly formed Consolidated Records, Inc. In addition to producing platters, General Records will act as national distributor for a number of independently produced records, including Century Recordings, Hot Record Society, Timely and Gamut records.

General disks now on the market include Acompo Records, waxed orchestral accompaniments for solo playing or singing, pop and classical; Topical Tempos, special platters for ice and roller skating, and Tavern Tunes, made especially for the automatic music machine trade. Waxworks will soon release, among other items, an album of early New Orleans hot jazz, recorded by Jelly Roll Morton under the title *New Orleans Memories*.

Officers of Consolidated Records are Hazard E. Reeves, president; Gordon E. Mercer, vice-prexy in charge of production and distribution; Duane Davis, advertising and sales promotion head, and Murray Singer, in charge of the music machine end.

Entrance of General into the commercial recording picture marks the second such venture within a month. Empire Records, Inc., several weeks ago announced plans calling for the start of production this month. Empire label has not as yet hit record counters.

No. 2 Union's Four-Way Commish Draws Cold Shoulder From Moss

NEW YORK, Feb. 17.—Fight of Local 802, AFM, to hamper the activities of the New York Federation of Musicians, reached the vituperation stage this week when Rosenberg haled Michael Hoffman, national president of union No. 2, before License Commissioner Paul Moss, who ordered that Hoffman surrender his agency license or else give up his "union."

Hearing brought out that Hoffman, besides being president of this union, is also a band agent who books his own members into spots that do not employ Local 802 orchestras. Rosenberg claimed that Hoffman collects a commission from the band for putting them to work, a fee from the spot owner for providing musicians under regular scale, and in addition collects dues and initiation fees from the bandemen who are signed up with him.

Situation came to a head when Hoffman sent out a notice to prospective employers that orks at less than the regular cost "are now being contracted to employers thru this office."

"There are two musicians' unions in New York, and at last conditions are made reasonable for you," said the notice, which ended on the note that "the new union is . . . chartered by the government to co-operate with you."

Upon questioning by Moss it developed that the outfit was operating under a New York State charter issued in 1913, but which was revived in 1936 by Hoffman, a member at that time of Local 802, who had been put on the unfair list.

Moss stated he was of the opinion that the notice was "obviously misleading and deceptive" and ordered that Hoffman surrender his city license, since it was inconsistent for him to be the president of the union and an agent at the same time.

Hoffman protested that elections come up next week and he might not be re-elected, this assertion revealing the fact that the "national" organization has only one branch—in New York—with a total membership of 100. Moss then ruled that he turn over his license and that, if he were not re-elected, the license would be given back to him, with the proviso that he doesn't collect four-way commissions on future bookings.

Rosenberg also stated that 802's attorneys were preparing to show that No. 2 union "made false claims that it was under government supervision," and would appeal to N. Y. State Attorney-General Bennet to dissolve the organization.

N. Orleans Musikers Elect

NEW ORLEANS, Feb. 17.—Harry Mendelson was elected president and business manager of the United Musicians' Local Industrial Union No. 985, CIO affiliate, at the annual election this week. Others elected were Clifford H. Eutts, first vice-president; Thomas J. Ragusa, second vice-president; Henry Church, recording secretary; W. Earl Jones, financial secretary; Lee Roy Cain, treasurer, and C. J. Cinquesmani, sergeant at arms.

Russell's 2,324 Record

CHICAGO, Feb. 17.—Jack Russell, aided by a personal appearance of Orrin Tucker, but without his band, reached a new attendance high at his Sunday night dance session at the Stevens Hotel Ballroom here February 11, playing to 2,324 customers. At 50 cents a head, money total was $1,162.

Songs With Most Radio Plugs

'World' Retains Leadership; 'Summer' Is Back in Second

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 3 a.m.-1 a.m. Sunday, for the week ending Friday, February 16. Independent plugs are those recorded on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Previous Last Wk.	This Wk.	Title	Publisher	Plugs Net	Plugs Indie
1	1.	It's a Blue World (F)	ABC	33	10
6	2.	Indian Summer	Witmark	32	21
7	3.	Gaucho Serenade	Remick	26	15
10	3.	Little Red Fox (F)	Feist	26	15
5	4.	I've Got My Eyes on You (F)	Crawford	24	15
4	5.	Darn That Dream (M)	Bregman, V. & C.	23	13
3	6.	Careless	Berlin	21	27
11	7.	Starlit Hour (M)	Robbins	20	8
2	8.	In an Old Dutch Garden	Harms	19	11
9	9.	All the Things You Are (M)	Chappell	18	14
13	9.	To You, Sweetheart, Aloha	Santly, J. & S.	18	13
8	10.	When You Wish Upon a Star (F)	Berlin	17	7
7	10.	Faithful Forever (F)	Famous	17	4
7	11.	At the Balalaika (F)	Feist	16	21

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 500,000 AUTOMATIC PHONOGRAPHS.

9	11.	Confucius Say	Olman	16	14
—	11.	Would'ja Mind?	Miller	16	10
—	11.	Make Love With a Guitar	Witmark	16	8
14	12.	In the Mood	Shapiro, Bernstein	14	14
12	12.	This Changing World	Robbins	14	13
14	12.	Oh, Johnny, Oh	Forster	14	10
13	12.	Do I Love You?	Chappell	14	9
—	13.	Pinch Me	Shapiro, Bernstein	13	9
13	13.	Holy Smoke	Santly, J. & S.	13	9
16	13.	Bluebirds in the Moonlight (F)	Famous	13	7
16	13.	What's the Matter With Me?	Shapiro, Bernstein	13	6
—	14.	Angel (M)	Robbins	12	10
10	14.	On the Isle of May	Famous	12	10
—	14.	Scatterbrain	Bregman, V. & C.	12	6
—	15.	Ma, He's Making Eyes at Me	Mills	11	5
—	15.	Does Your Heart Beat for Me?	Mills	11	5
14	16.	Little Street in Singapore	Shapiro, Bernstein	10	7
—	16.	Last Night's Gardenias	Coslow	10	6
—	16.	One Cigaret for Two	Ager	10	4

THE BEST ENTERTAINING DANCE BAND IN THE LAND . . . . .

WALTER POWELL

AND HIS ORCHESTRA

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

- Six men and a leader who play a show or a dance like a fourteen-piece outfit . . . and who do a show of their own that's funnier than a Marx Bros. picture.
- A sweet-swing dance band that ranks with the leaders.
- A comedy show all in itself.

RUNNING UP A RECORD OF BIGGER AND BETTER BUSINESS EVERYWHERE THEY PLAY!

Played complete 1939 season, KNICKERBOCKER INN, OLD NEW YORK, at the New York World's Fair. Scheduled to return to the Fair in 1940.

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Orchestra Routes

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

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

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

A

Aces, Four: (City Club) Erie, Pa., nc.
Adkins, Pate: (Ernie's) NYC, nc.
Akin Jr., Bill: (Henry) Pittsburgh, h.
Albert, Bill: (Bartlett Club) Rochester, N. Y., nc.
Alberti, Jules: (Pelham Heath Inn) Westchester, N. Y., nc.
Alberto: (Belmont) Miami Beach, Fla., nc.
Alexander, Van: Lawrenceville, N. J., 23; (Hofstrau College Jr. Prom) Garden City, L. I., 24.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Andre, Fabian: (Ambassador East) Chi, h.
Angelo: (Bertolotti's) NYC, nc.
Anguilardo, Ed: (Earl Carroll) Los Angeles, nc.
Arnez, Desi: (La Conga) NYC, nc.
Ayres, Mitchell: (St. George) Brooklyn, h.

B

Baker, Bruce: (New Kenmore) Albany, N.Y., h.
Barnet, Charlie: (Lincoln) NYC, h.
Barnette, Al: (Million-Dollar) Kansas City, Kan., nc.
Baroni, Jackie: (Jimmie's) Miami, nc.
Barron, Blue: (Edison) NYC, h.
Barry Bros.: (Top Hat) Union City, N. J., nc.
Bartal, Jeno: (Piccadilly) NYC, h.
Basie, Count: (Southland) Boston, c.
Bass, Paul: (Chateau Moderne) NYC, nc.
Baum, Charles: (St. Regis) NYC, h.
Beltran, Oscar: (Belvedere) NYC, h.
Berigan, Bunny: (Met Ballroom) Phila 21; (Blair Academy) Blairstown, N. J., 22.
Bestor, Don: (Tower) Kansas City, Mo., t.
Biltmore Boys: (Philadelphia) Phila, h.
Blanco, Pedro: (Embassy) Phila, nc.
Bleyer, Archie: (Earl Carroll) Los Angeles, nc.
Bonick, Lewis: (Fox and Hounds) Boston, re.
Bono, Richard: (Statler) Cleveland, h.
Boosis, Al: (Tremont-Plaza) Boston, re.
Borr, Misha: (Waldorf-Astoria) NYC, h.
Bradley, Will: (Famous Door) NYC, nc.
Bragale, Vincent: (Dempsey-Vanderbilt) Miami Beach, Fla., h.
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.
Braslow, Irving: (Dutkin's Rathskeller) Phila, re.
Brigode, Ace: (Merry Garden) Chi, b.
Brown, Pete: (Onyx Club) NYC, nc.
Brown, Nub: (Club Imperial) Detroit, nc.
Bruno, Anthony: (Latin Quarter) Boston, nc.
Bruno, Tommy: (Firenze) NYC, nc.
Bundy, Rudy: (Aragon) Cleveland, b.
Bush, Eddie: (Seven Seas) Hollywood, nc.
Busse, Henry: (Roosevelt) New Orleans, h.

C

Caney, Fernando: (Club Little) NYC, nc.
Carlin, Johnny: (Kugler's Arcadia) Phila., re.
Carlsen, Bill: (Coliseum) Sioux Falls, S. D.
Caruso, Marty: (Belmont) Miami Beach, Fla., nc.
Cassel, Allyn: (Century Room) Tulsa, Okla., h.
Cavallero, Carmen: (Statler) St. Louis, h.
Chalaior, Hal: (La Mare) Los Angeles, c.
Charles, Don: (The Howdy Club) NYC, nc.
Childs, Reggie: (Rustic Cabin) Englewood, N. J., ro.
Chiquito: (El Morocco) NYC, nc.
Clarke, Buddy: (Park Central) NYC, h.
Clinton, Larry: (College) Amherst, Mass., 23; (County Center) White Plains, N. Y., 25; Empire Ballroom) Allentown, Pa., 27.
Clyde, Harold: (Paradise) Joplin, Mo., nc.
Cole, Melvin: (Harry's New Yorker) Chi, nc.
Colebourn, Carl: (Matteoni's) Stockton, Calif., nc.
Coleman, Emil: (Ciro's) Hollywood, Calif., nc.
Collins, Jay: (Sherman's) NYC, re.
Coleno, Emil: (Leon & Eddie's) NYC, nc.
Conti, Eddie: (Marty Burke's) New Orleans, nc.
Contreras, Manuel: (Henry) Pittsburgh, h.
Correa, Eric: (Village Barn) NYC, nc.
Cromwell, Chauncey: (Stuyvesant) Buffalo, h.
Crosby, Bob: (New Yorker) NYC, h.
Crusaders, The: (Congress) Chi, h.
Cugat, Xavier: (Colony Club) Chi, nc.
Cummins, Bernie: (Van Cleve) Dayton, O., h.
Curbelo, Fausto: (La Martinique) NYC, nc.

D

Dailey, Duke: (Famous Door) NYC, nc.
Damerel, George: (Sherry Netherland) NYC, h.
Danders, Bobby: (Gay '90s) Chi, nc.
Dandies, Three: (Abraham Lincoln) Reading, Pa., h.
Datsko, Yasha: (New Russian Art) NYC, re.
Davis, Paul: (Martin's Tavern) Lima, O., nc.
Davis, Eddie: (Larue's) NYC, re.
Davis, Johnny "Scat": (Shubert) Cincinnati, t.
Del Rossi, Alfred: (Morgan's Hall) Camden, N. J., b.
Delmar, Jerry: (McGee's Club 15) Phila, nc.
Demetry, Denny: (Club Royale) Detroit, nc.
De Rosa, Tommy: (Club Holland) NYC, nc.
Dibert, Sammy: (Powatan Club) Detroit, nc.
Dienno, Joe: (Benny the Bum's) Phila, nc.
DiPardo, Tony: (Jefferson) St. Louis, h.
Donahue, Al: (Waldorf-Astoria Hotel) NYC 23; (Town Hall) Phila 24.
Donsck, Peter: (Horseshoe Bar) NYC, cb.
Dorsey, Tommy: (Meadowbrook) Cedar Grove, N. J., cc.
Dorsey, Jimmy: (Masonic Temple) Lansing, Mich., 23.
Drummond, Jack: (Variety Club) Albany, N.Y., nc.
Duchin, Eddy: (Earle) Washington, D. C., t.
Duffy, George: (Child's Spanish Gardens) NYC, re.
Duke, Jules: (Tutwiler) Birmingham, h.
Duranda: (La Conga) Hollywood, nc.

E

Eby, Jack: (Royal Palm) Miami, nc.
Eldridge, Roy: (Manhattan Center) NYC.
Ellington, Duke: (Michigan) Ann Arbor, Mich., 23-24; (Keith's) Lansing 25-27, t.
Ellis, Joe: (Queen Mary) NYC, re.
Engel, Freddy: (Circle Inn) Latham, N. Y., nc.
Erwin, Lee: (Old Vienna) Cincinnati, re.

F

Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.
Fielder, Johnny: (Plaza) San Antonio, h.
Fisher, Buddy: (Trocadero) Evansville, Ind.
Fisher, Freddie: (Blatz's Palm Gardens) Milwaukee, nc.
Fisher, Mark: (Nappo Gardens) Chi, nc.
Fiske, Dwight: (Savoy Plaza) NYC, h.
Flindt, Emil: (Paradise) Chi, b.
Fomeen, Basil: (Belmont Plaza) NYC, h.
Foster, Chuck: (Biltmore Bowl) Los Angeles, nc.
Fotin, Larry: (Ben Franklin) Phila, h.
Francis, Benita: (Oasis) Seattle, nc.
Franzell, Gregoire: (Pierre) NYC, h.
Frasetto, Joe: (Benny the Bum's) Phila, nc.
Freedley, Bob: (Troc) NYC, nc.
Friml Jr., Rudolph: (Deshler-Wallick) Columbus, O., h.
Freeman, Bud: (Kelly's Stables) NYC, nc.
Fulcher, Charles: (Bon Air) Augusta, Ga., h.

G

Gagen, Frank: (Statler) Cleveland, h.
Gaillard, Slim: (Sherman) Chi, h.
Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
Garber, Jan: (Victor Hugo's) Hollywood, Calif., nc.
Garr, Glenn: (Syracuse) Syracuse, h.
Gasparre, Dick: (Terrace Club) Miami, nc.
Gaston: (Monte Carlo) NYC, cb.
Gates, Bill: (Log Cabin Inn) Cedar Grove, N. J., nc.
Gerard, Gerry: (Schneider's Tavern) Cleveland, nc.
Gilbert, Jerry: (Cawthon) Mobile, Ala., h.
Glass, Billy: (Pastor's) NYC, nc.
Godoy Conga Band: (Leon & Eddie's) NYC, re.
Golden, Neil: (Belmar) Miami Beach, Fla., h.
Goodman, Benny: (Lyric) Indianapolis, t.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Graff, Johnny: (Anchorage) Phila, nc.
Graffolier, Frenchie: (Club 100) Des Moines, nc.
Grange, Judd: (Versailles) Hollywood, Fla., nc.
Grant, Bob: (Savoy-Plaza) NYC, h.
Gray, Glen: (Rutgers Univ.) New Brunswick, N. J., 23.
Green, Barney: (Pontchartrain Bar) Detroit, c.
Gruber, Norman: (Country Club) Edinburg, Tex., nc.

H

Hagenor, Herb: (Warwick) Phila, h.
Hahn, Al: (Coronado) St. Louis, h.
Hall, Sleepy: (Biltmore) NYC, h.
Hamilton, George: (Beverly-Wilshire) Los Angeles, h.
Hamilton, Bob: (Majestic) Long Beach, Calif., b.
Hamp, Johnny: (Ansley) Atlanta, h.
Harris, George: (Bradford) Boston, h.
Harris, Phil: (Wilshire Bowl) Los Angeles, re.
Hauck, Happy: (Chez Ami) Buffalo, nc.
Haviland, Dick: (Talk o' the Town) Peoria, Ill., nc.
Hawkins, Erskine: (Savoy) NYC, b.
Hays, Billy: (Cadillac Tavern) Phila, cb.
Hayton, Lennie: (Flatbush) Brooklyn 22-23, t.
Heen, Bob: (Belleview Biltmore) Belleair, Fla., h.
Henderson, Horace: (5100 Club) Chi, nc.
Herbeck, Ray: (Biltmore) Dayton, O., h.

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

Herman, Woody: (Sherman) Chi, h.
Herth, Milt: (Palace) Cleveland, t.
High, Chester: (Paul Lyden's Cellar Bar) Youngstown, O., c.
Himber, Richard: (Pierre) NYC, h.
Hines, Earl: (Palace) Brooklyn 24.
Hoagland, Everett: (Waldorf-Astoria) NYC, h.
Hollywood Serenaders: (Wofford) Miami Beach, Fla., h.
Holmes, Miller: (Gym) University, Miss., b.
Hope, Al: (Park Lane) NYC, h.
Hopkins, Claude: (Geo. Washington) Washington, Pa., 23, h.
Howard, Hal: (Trianon) Ocean Park, Calif., b.
Huarte, Julian: (Marta's) NYC, cb.
Huggins, Dave: (Berkley Carteret) Asbury Park, N. J., h.
Hugo, Victor: (Little Rathskeller) Phila, nc.

I

Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J

Jackson, Jimmie: (Paradise) Chi, h.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Bill: (Cozy Corner) Detroit, nc.
Jones, Emperor: (Brick Club) NYC, nc.
Juneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick: (Aragon) Chi, b.

K

Kaaihue's, Johnny, Royal Hawaiian Quartet: (Gibson) Cincinnati, h.
Kavelin, Al: (Baker) Dallas, h.
Kay, Don, & Charmettes: (Club Frontenac) Detroit, nc.
Kay, Herbie: (Cleveland) Cleveland, h.
Kaye, Sammy: (Commodore) NYC, h.
Keith, Carl: (Primrose) Newport, Ky., cc.
Kellem, Milton: (Delmonico's) Phila, nc.
Keller, Leonard: (Bismarck) Chi, h.
Kelley, Frank: (Open Door) Phila, nc.
Kemp, Hal: (Vanderbilt Univ.) Nashville, Tenn., 23-24.
Kendis, Sonny: (Athletic Club) Detroit, nc.
Kent, Erwin: (Shalimar) Newark, N. J., c.
King, Gerry: (Village Brewery) NYC, nc.
King, Russell: (Steve's) NYC, nc.
King, Henry: (Plaza) NYC, h.
Kirby, John: (Tocadero) Hollywood, Calif., nc.
Kish, Joe: (Vine Gardens) Chi, nc.
Klyde, Harvey (Chateau) Chi, b.
Korn Kobblers: (Darling) Wilmington, Del., h.
Kraus, John: (White Way) Atco, N. J., h.
Krupa, Gene: (Fiesta) NYC, re.
Kuhn, Dick: (Astor) NYC, h.
Kurtze, Jack: (Child's) Syracuse, re.

L

Lake, Sol: (686 Club) Chi, nc.
Lang, Teddy: (Swing) NYC, nc.
Lande, Jules: (St. Regis) NYC, h.
Lane, Jimmy: (Mandalay) Los Angeles, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Sid: (Hi-Hat) Chi, nc.
Lang, Lou: (White) NYC, h.
Lansberry, Hal: (Show Bar) Forest Hills, L. I., c.
Lanza, Joe: (Penn-Atlantic) Atlantic City, h.
LaPlante, Lylle: (Pony Club) Ft. Lauderdale, Fla., nc.
Lapp, Horace: (Royal York) Toronto, Ont., h.
Lazin, Charles (Club Oasis) Detroit, nc.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
Lemish, Bert: (Stamps) Phila, nc.
Leonard, Bob: (Sports Circle) Hollywood, nc.
LeRoy, Howard: (Ohio) Youngstown, O., h.
Levant, Phil: (Gibson) Cincinnati, h.
Lockage, Frank: (High School) Muskegon Heights, Mich., 25; (President's Ball) Grand Haven 26; (Hatton Hall) Grand Haven 27.
Lombardo, Guy: (Cocoanut Grove) Los Angeles, h.
Long, Johnny: (Chez Ami) Buffalo, nc.
Lorch, Carl: (Lookout House) Covington, Ky., nc.
Lopez, Vincent: (Civic Aud.) Pasadena, Calif., 23-24.
Lowe, Bert: (Lenox) Boston, h.
Lucas, Clyde: (Statler) Detroit, h.
Lunceford, Jimmie: (Sweet's Ballroom) Sacramento, Calif., 21; (Civic Aud.) San Jose 23; (Aud.) Stockton 24; (Sweet's Ballroom) Oakland 25-26; (Aud.) Bakersfield 27.
Lyman, Abe: (Royal Palms) Miami, Fla., nc.

M

McClean, Jack: (Trianon) Chi, b.
McCune, Bill: (Carleton) Washington, D. C., h.
McCreery, Howard: (Stevens) Chi, h.
McHale, Jimmy: (Westminster) Boston, h.
McIntire, Dick: (Hula Hut) Hollywood, nc.
McIntire, Lani: (Lexington) NYC, h.
McKinney, William: (Plantation) Detroit, nc.
McRae Bros.: (Havana Casino) Buffalo, nc.
McShann, Jay: (Continental) Kansas City, Mo., nc.
Mack, Buddy: (Roumanian Village) NYC, nc.
Madriguera, Enric: (Jung) New Orleans, h.
Magee, Sherry: (Village Barn) NYC, nc.
Makay, Coyle: (Saks Show Bar) Detroit, nc.
Maleville, Buddy: (Del Monte) Oroville, Calif., h.
Malneck, Matty: (Beachcomber) NYC, nc.
Mandella, Frank: (Armando's) NYC, nc.
Mann, Milt: (Casa Blanca) Woodside, L. I., nc.
Manone, Wingy: (Kelly's Stables) NYC, nc.
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.
Marcellino, Muzzy: (Wilshire Bowl) Los Angeles, nc.
Mario: (Pastor's) NYC, nc.
Mario, Don: (Music Bar) NYC, nc.
Marsala, Joe: (Fiesta) NYC, h.
Martin, Eddie: (Arcadia) Detroit, b.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Marton, Don: (St. Regis) NYC, h.
Marvin, Tommy: (Grande) Detroit, b.
Masters, Frankie: (Roosevelt) NYC, h.
Mathey, Nicholas: (Casino Russe) NYC, nc.
Mattingly, Tony: (Beckerlie's) Evansville, Ind., nc.
Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.
Maus, Stewart: (Capitola) Capitola, Calif., b.
Melvin, Jack: (Club Bali) Miami Beach, nc.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Glenn: (Pennsylvania) NYC, h.
Miller, Fritz: (Ritz-Carlton) Atlantic City, h.
Mills, Dick: (Nat Supper Club) Amarillo, Tex., nc.
Mitchell, Frank: (Silver Dollar Bar) Baltimore, c.
Molina, Carlos: (La Conga) NYC, nc.
Monchito: (Stork Club) NYC, c.
Monroe, Vaughn: (Dempsey-Vanderbilt) Miami Beach, Fla., h.
Mooney, Art: (New Kenmore) Albany, N.Y., h.
Moore, Carl "Deacon": (Aragon) Cleveland 21-23-24, b.
Morris, George: (Whirling Top) NYC, nc.
Morton, Ray: (Warwick) NYC, h.
Moye, Doug: (Ship Ahoy) New Rochelle, N. Y., nc.
Munro, Hal: (Lowry) St. Paul, h.
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murray, Charlie: (Stork Club) NYC, nc.

N

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

O

Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Oliver, Fred: (Warwick) NYC, h.
Oliver, Eddie: (Hollywood Beach) Hollywood, Fla., h.
Osborne, Will: (College) Amherst, Mass., 23.
Orando, Manuel: (Dempsey's) NYC, re.
Owens, Harry: (Roosevelt) Hollywood, h.

P

Pablo, Don: (Palm Beach) Detroit, nc.
Page, Paul: (Pla-Mor) Kansas City, Mo., b.
Palermo, William: (La Marquise) NYC, nc.
Panchito: (Versailles) NYC, nc.
Pancho: (La Martinique) NYC, nc.
Pastor, Tony: (Roseland-State) Boston, b.
Patterson, Roger: (Yacht Club) Phila, nc.
Perry, Ron: (Bossert) Brooklyn, h.
Petti, Emile: (Savoy-Plaza) NYC, h.
Pierre: (New Russian Art) NYC, nc.
Pineda, Juan: (Monte Cristo) Chi, re.
Powell, Walter: (Athletic Club) Flint, Mich., cc.
Prager, Col. Manny: (Radisson) Minneapolis, h.
Prima, Louis: (Hickory House) NYC, nc.
Pullo, Ben: (Joyland) Boston, nc.

Q

Quartell, Frank: (Colosimo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

R

Ramos, Ramon: (Ambassador) NYC, h.
Randolph, Jack: (Jungle) Trumbull City, O., nc.
Rapp, Barney: (Barney Rapp's) Cincinnati, nc.
Rasmussen, Don: (Mets) Wausau, Wis., nc.
Ravel, Don: (Dixie Lee's Old South) NYC, nc.
Ray, Bernie: (Black & Gold) Holyoke, Mass., h.
Raymond, Nicki: (Coq Rouge) NYC, nc.
Read, Kemp: (Stonebridge) Tiverton, R. I., h.
Reader, Charles: (Versailles) NYC, nc.
Reichman, Joe: (Peabody) Memphis, h.
Renard, George: (Greenwich Village Casino) NYC, nc.
Resh, Benny: (Bowery) Detroit, c.
Revel, Arthur: (El Morocco) NYC, nc.
Reynolds, Howard: (Palumbo's) Phila, cb.
Rimac, Ciro: (State) NYC, t.
Rinaldo, Nino: (885) Chi, nc.
Ritz, Case: (Ritz) Bridgeport, Conn., b.
Roberts, Bill: (Cosmopolitan) Denver, h.
Roble, Chet: (Ye Olde Cellar) Chi, nc.
Rodrigo, Nano: (Havana-Madrid) NYC, nc.
Roesch, Al: (Village Garden) Atlantic City, c.
Rollini, Adrian: (Piccadilly) NYC, h.
Roth, Eddie: (Alabam) Chi, nc.
Rudy's: (Gypsy Camp) NYC, cb.
Ruggiero, Larry: (Montparnasse) NYC, nc.

S

Sabin, Paul: (Ritz-Carlton) Atlantic City, h.
Sachs, Coleman: (Pickwick Yacht Club) Birmingham, Ala., b.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Saunders, Red: (Club Delisa) Chi, nc.
Savitt, Jan: (Buffalo) Buffalo, t.
Schreiber, Carl: (Pershing) Chi 22-25-28, h.
Schroeder, Gene: (The Pirates Den) NYC, nc.
Scoggin, Chic: (Heidelberg) Jackson, Miss., h.
Scott, Ivan: (Trocadero) Hollywood, nc.
Scotti, William: (Park Lane) NYC, h.
Senators, The: (Pelican Club) Palm Beach, Fla., nc.
Sharkey, Bill: (Troc) NYC, nc.
Shelton, Dick: (Trocadero) Evansville, Ind., nc.
Sherr, Jack: (9 o'Clock Club) NYC, nc.
Siegel, Irving: (Bill's) Miami, nc.
Siry, Larry: (Mon Paris) NYC, nc.
Sissle, Noble: (Cotton Club) NYC, nc.
Smith, Dede: (Sexton) Phoenix, Ariz., nc.
Smith, Otis: (Wind Mill) Natchez, Miss., nc.
Sousa III, John Philip: (Paxton) Omaha, h.
Spivak, Charlie: (Pennsylvania) NYC, h.
Stabile, Dick: (Paramount) NYC, t.
Stefano's Hawaiians: (Beachcomber) NYC, nc.
Steiber, Ray: (El Dumpo) Chi, nc.
Stern, Sammy: (Oasis) Detroit, nc.
Stipes, Eddie: (Bank Bar) Toledo, O., nc.
Stratter, Ted: (Pete's Monte Carlo) NYC, nc.
Strong, Benny: (Park Plaza) St. Louis, h.
Stuart, Gene: (Rainbow) Miami, nc.
Stuart, Nick: (Mark Hopkins) San Francisco, h.
Sudy, Joe: (Bath Club) Miami, Fla., nc.
Sullivan, Joe: (Cafe Society) NYC, c.
Sylvio, Don: (Bertolotti's) NYC, nc.

T

Tan, Jimmie: (Kaufman's) Buffalo, nc.
Tanella, Steve: (Willowmere Inn) Union City, N. J., nc.
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.
Terry, Frank: (McVan's) Buffalo, nc.
Thomas, Hark: (Commodore) Detroit, nc.
Tisen, Paul: (Commodore) NYC, h.
Thoma, Wit: (El Trivoli) Dallas, nc.
Tovaro, Pedro: (Henry) Pittsburgh, h.
Trace, Al: (Ivanhoe) Chi, nc.
Trovato, Salvatore: (New Yorker) NYC, h.
Trumbauer, Frank: (Roberts) Muncie, Ind., h.
Tucker, Orrin: (Palmer House) Chi, h.
Tucker, Tommy: (Murray's) Tuckahoe, N. Y., ro.

U

Unell, Dave: (Club Alabam') Chi, nc.

V

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

W

Wald, George: (Brown) Louisville, h.
Wallace, Don: (Vesta Del Lago) Wilmette, Mich., nc.
Wallace, Anne: (Sherman's) San Diego, Calif., nc.
Walters, Lee: (Albans Hofbrau) Addisleigh Park, L. I., re.
Warney, Leo: (Monte Carlo) NYC, nc.
Warren, Arthur: (Boca Raton Club) Boca Raton, Fla., nc.
Wasson, Hal: (Club Seville) Grand Rapids, Mich., nc.
Watson, Leo: (Onyx) NYC, nc.
Watts, Kenny, & His Kilowatts: (Kelly Stables) NYC, nc.
Weeks, Ranny: (Netherland Plaza) Cincinnati, h.
Weller, Curt: (Embassy) Phila, nc.
Welk, Lawrence: (Rice) Houston, h.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
Wharton, Dick: (Bellevue-Stratford) Phila, h.
Whiteman, Paul: (Strand) NYC, t.
Widmer, Bus: (Riverside Park) Phoenix, Ariz., h.
Wilde, Ran: (Schroeder) Milwaukee, h.
Williams, Sande: (Astor) NYC, h.
Williams, Glen "Curly": (Hi-Lo Gardens) Bay City, Mich., nc.
Williams, Hod: (Rainbow Grill) Hollywood, Fla., nc.
Wilson, Teddy: (Golden Gate) NYC, b.
Winton, Barry: (Rainbow Grill) NYC, nc.
Witkowski, Franciszek: (Polish) NYC, re.

Y

Young, Ben: (Northwood Inn) Detroit, nc.
Young, Roland: (Lombard's) Bridgeport.

Z

Zahler, Al: (Log Cabin) Trenton, N. J., nc.
Zarin, Michael: (Roney-Plaza) Miami Beach, Fla., h.
Zikes, Leslie: (Chez Ami) Buffalo, nc.
Zinder, Max: (Del Rio) Peach Cross, Bladensburg, Md.
Zito, Horacio: (Belmont Plaza) NYC, h.
Zollo, Leo: (Benny the Bum's) Phila, nc.
Zurke, Bob: (Tunetown) St. Louis, h.

Music in the Air

By SOL ZATT

Mickey But Not Mousey

MAESTRO MICKEY ALPERT *(Cocoanut Grove, Boston, WOR)* gives a full-bodied full-flavored dance remote that can be creditably charged towards building his band. Without any mock modesty or extravagant claims that his is the greatest ork on the horizon, Alpert's air-time session with the stay-up-lates is replete with danceable rhythms, effective arrangements, suitable comedy touches and vocalizing that really sounds like singing, not like the squeaks of so many musically frustrated fems who decorate a band stand.

Alpert maintains a nice blending of tunes to include rhythms, ballads, pops, novelty numbers and oldies and some humorous touches that aren't found in the run-of-the-mill remotes. Program balance itself was also top flight, giving the music a full richness, in addition to some very slick instrumental interpretation that made for beautiful listening and the conviction that these nocturnal sessions certainly can be made much livelier than most of them are.

Decidedly on the credit side is canary Muriel Sherman, who adds much to the program's liveliness with her zestful vocals and the ability to deliver a song the way it should be sold commercially. Alpert has a find in this girl, and it might further his interests to build more numbers around her and lay off some of the vocals himself. The entire crew is well blended, and the remote is commercial because it really sells the band. What more could be asked?

More Showmanship, Bud!

BROADCASTING from the same city, TEDDY POWELL *(Southland Cafe, Boston, WJZ)* is in the line of direct competition with Alpert, and while he doesn't put on as showmanly a program, it's a musically potent show with enough wackiness in tune selection to make it interesting listening. If he's trying to prove to the jitterbugs that he has a swing band, he can stop right now. He has. But because he's trying to sell swing, he pulls a common error by loading up the top half of the remote with ballads and then giving out with swing in the last half as the underpinnings.

Vocalist Jimmy Blair doesn't give his end of the assignment much lift, singing every number as tho his poor heart were just about to break. Ballads, pops or what have you, the tears keep flowing thru his vocal chords.

Present set-up doesn't go in for many novelty ideas in presentation or instrumentation, but depends mainly on the arrangements for listenability. The air session also gives Powell a chance to spread out and try his own tunes for public acceptance, which he seemed to take full advantage of. Smart trick, which could be carried lots further tho, since Powell's rep is more as a tunesmith than as a band leader. Since he has all the technical knowledge of songwriting at hand, why not acquaint the remote listeners with a bit of history every time he presents a new tune? This could make for interest and generate favorable comment which is so valuable in the build-up scheme of things.

Musical Indifference

GEORGE STERNEY *(The Chanticleer, Milburne, N. J., WOR)* doesn't give himself ample room in building a solid program because his midnight assignment is weighted down with one medley after another. True, they're different types of medleys, but just music when one really examines them and they don't sell the band or any particular type of stylization.

Presentation was a slap-dash sort of thing, put together in the manner of a set of dance requests. Nothing in the way of balance or spacing to get the most out of a little. And if there are any individual contributions forthcoming from the bandsmen themselves, one would never know it, because all of the solo spots are taken over by Sterney's piano, which, incidentally, is pleasing to the ears. Should try to develop the others, however.

LEE PROUSEE BAND opened this week at Houston's newest nitery, the Little Foot Club in Hotel Lamar. Spot is managed by Jack O'Neill and has accommodations for 400 persons.

The Reviewing Stand

Alvino Rey

(Reviewed at the Civic Auditorium, Pasadena, Calif.)

THIS outfit has built its popularity strictly thru local airlanes, and has proved itself a good draw at local terp spots. Using arrangements different from usual sweet swing stuff, Rey's styling is effected by featuring his "singing" guitar on the openings of most numbers.

Six brass, four sax and four rhythm play good solid dance stuff with enough sweet mixed in to get it away from the swing side. Unusual effects are gained by using Novachord and electric guitar together on some choruses, making the stuff weird, but not so much so that it loses its rhythm.

Rey makes a capable front for his ork, working very effectively. Vocals are handled by the four King Sisters, a good warbling combination which does much to make the ork entertaining as well as danceable. Good salesmanship is apparent in the entire group, with all arrangements and effects pointed toward achieving a distinctive style.

Owen.

Carlton (Happy) Hauck

(Reviewed at the Chez Ami, Buffalo)

HAUCK is back at this swank spot after a year's absence, during which he toured the Midwest. Altho the crew still sticks to the sweet side, it has acquired a good deal of polish and goes in successfully for danceable simplicity. Chief aim is an easy society style, with emphasis on strings and two pianos.

Making up for the lack of tricky, fancy arrangements, instrumentation is varied and flexible. Usual grouping has three sax, four rhythm, one fiddle and trumpet, with the sax men picking up fiddles (making a fine violin quartet), plus the addition of a trumpet and the cutting of the rhythm section to three for waltzes and ballads. Novelty swing stuff is used only occasionally, gal thrush featured for the bounces, backed by a style that gets away from the ork's usually restrained renditions.

Hauck handles himself and his violin capably, scoring with his sincerity and his obvious desire to please. He announces every tune, which adds showmanly spark to the presentations. He also gets off some nice vocal solos. Clark Lyle, piano, adds a good baritone to the vocalizing. June Kemp, comely damsel, is a sophisticated swingster and a welcome relief from honeyed harmony. With Latin rhythms the rage here now, band capitalizes on the vogue, helped by tenor sax man Joel Gonzalez with some Spanish vocals that have plenty of pep.

Werner.

Nano Rodrigo

(Reviewed at the Havana-Madrid, New York)

RODRIGO is winding up his second year at this Latin club and still going strong. He is a composer and arranger, and the music shows his skill. The sets are arranged nicely to provide variety, and occasionally he slips in medleys of Victor Herbert tunes and other standard stuff. The tangos are especially good and the rumbas and congas are delivered in lively, dance-enticing style.

The instrumentation has the triple sax section doubling on fiddles, twin pianos, drums, two trumpets, string bass and trombone. Leader fronts and shakes the maracas occasionally. All in all, one of the best, versatile Latin bands in town.

Denis.

Leonard Keller

(Reviewed at the Bismarck Hotel, Chicago)

AFTER an absence of three years, during which he toured thru the West, Keller is back in the Windy City at the spot where he has long been a favorite. A genial, personable fellow and accomplished musician, Keller has a nine-piece combo that perfectly fits the conservative atmosphere of this spot. Definitely on the sweet side, the band nevertheless has a strong appeal to the younger set. Its smooth rhythm and excellent arrangements of pop dance tunes are sufficiently between the extreme styles to make the music acceptable to conservatives and youngsters.

Instrumentation is three, three and three, with the addition of Keller's violin, which comes into frequent play. The boys are young, make a nice appearance and do an excellent job. Don Davis is exceptionally good at the ivories, with just the right amount of boogie-woogie. Keller's violin solos are an outstanding feature.

Vocalizing with the band is Lorraine Barre, an attractive girl with excellent pipes. Rex Griffith is joining as male soloist.

Green.

Dave Dennis

(Reviewed at the Fiesta Danceteria, New York)

DENNIS, formerly Dave Herman, is back as a band leader after several years as first fiddler, chief arranger and assistant conductor for Abe Lyman's Band. His 12-man combo is playing its first location date here.

The new band has been around for five months, playing mostly one-nighters, and shapes up as a good, solid, balanced combo that delivers satisfactory commercial music. Four brass, four reeds, three rythhm and Dennis' own fiddle combine to give the maestro's arrangements good performance, altho the music was blasty at times, and it was difficult to figure out whether the mike system was to blame or not.

The band is okeh in appearance. Music King, formerly with Charlie Barnet, is the brunet canary and sings okeh, a fair criticism of her voice being impossible due to the poor mike.

Denis.

Joe Reichman

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

REICHMAN'S gymnastics at a piano are important in selling his band to an audience, but his playing is not too necessary to the quality of his music. Sterling portion of his crew rides in the sax section—Fred Folensby, hot tenor; Larry Cappelli, sweet tenor, and Walter (Fats) Fellman, who doubles in arrangements. Folensby pulls everything his way when he cuts in for a solo. Equally important is Charlie Grifford, a sweet trumpet man, to whom Reichman looks for a sellout whenever needed.

Ross Gordon, blond vocalist, is a personality boy with possibilities. He has a good voice. Steady piano, to keep the rhythm going when the unpredictable Reichman decides to go in for some of his screwball monkeyshines, is Johnny Anderson. Working with Fellman on arrangements is guitarist Edward (Midge) Gregory.

Reichman on one-nighters is something unusual, since most of his work is in hotels, but his music is adaptable, keen for either listening or dancing. As a comedy showman, he probably has no peer today among ork leaders.

Oldfield.

Review of Records

By M. H. ORODENKER

Packaged Platters

DECCA'S disk albums, the acme of music merchandising for home machines, again arrests the attention with groupings of desirable disks all neatly and smartly packaged. A fourth album of Victor Herbert Waltzes by Harry Horlick, Decca's waltz king, gives such familiar melodies in superb salon style as *Kiss Me Again, Sweethearts, I'm Falling in Love With Someone, When You're Away, A Kiss in the Dark, 'Neath the Southern Moon, Ah! Sweet Mystery of Life, The Streets of New York, Gypsy Love Song* and *Toyland*. Song selection reaches out for everybody's Victor Herbert favorite. Capturing the spirit and beauty of the Viennese pattern, Horlick bunches *More Viennese Waltzes* from the pens of Strauss, Waldteufel, Ziehrer and Lanner. Lilting waltzes aren't all too familiar to music lovers, but the 10 sides are all acceptable for buyers of Continental leanings.

(See REVIEW OF RECORDS on page 75)

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Bands on Tour

Advance Dates

JIMMY DORSEY: Hotel Cleveland, Feb. 24; State-Lake Theater, Chicago, March 1 (week); Union Building, Iowa City, Ia., 8; Univ. of Alabama, Tuscaloosa, Ala., 12.

PINKY TOMLIN: Lafayetteville (Ark.) Auditorium, Feb. 24; Tulsa (Okla.) Home Show, 29-March 3; Tune Town Ballroom, St. Louis, 12, 14, 15, 16, 17, 19, 21, 22, 23, 24.

JACK WARDLAW: Boonesburg Country Club, Lynchburg, Va., Feb. 24; Stevenson Theater, Henderson, N. C., March 3; Wayne Theater, Waynesboro, Va., 7-8; Randolph-Macon Woman's College (Spring Formal), Lynchburg, Va., 9; Pinehurst (N. C.) Country Club, 23; Bachelor's Club, Franklin, Va., 28.

CLYDE McCOY: Michigan Theater, Jackson, Mich., Feb. 25; Stanley Theater, Pittsburgh, March 1 (week); IMA Auditorium, Flint, Mich., 9; Michigan Theater, Ann Arbor, Mich., 10-11; Keith's Theater, Grand Rapids, Mich., 14-16; Strand Theater, Lansing, Mich., 21-23; State Theater, Kalamazoo, Mich., 24-26.

DON BESTOR: State Theater, Kalamazoo, Mich., Feb. 25-27; Keith's Theater, Grand Rapids, Mich., 29-March 2; Strand Theater, Lansing, Mich., 3-6; Capitol Theater, Flint, Mich., 10-12; Michigan Theater, Jackson, Mich., 14-16; Temple Theater, Saginaw, Mich., 17-19; Greystone Ballroom, Detroit, 20, 22, 23, 24.

VINCENT LOPEZ: Pioneer Hotel, Tucson, Ariz., Feb. 27; Liberty Hall, El Paso, Tex., 28; Univ. of Texas, Austin, Tex., March 1; Blossom Heath Inn, Oklahoma City, 2; Highland Park Casino, Quincy, Ill., 4; Strand Theater, Lansing, Mich., 10-13; State Theater, Kalamazoo, Mich., 14-16; Capitol Theater, Flint, Mich., 17-19; Keith's Theater, Grand Rapids, Mich., 21-23; Coronado Theater, Rockford, Ill., 30-31.

DUKE ELLINGTON: Temple Theater, Saginaw, Mich., March 3-5.

JOE VENUTI: Tower Theater, Kansas City, Mo., March 8 (week).

LAWRENCE WELK: Palace Theater, Peoria, Ill., March 14-16.

WOODY HERMAN: Palace Theater, Cleveland, March 15 (week).

GEORGE OLSEN: State Theater, Hartford, March 15-17; Strand Theater, New York, 22 (2 weeks).

BUDDY ROGERS: State-Lake Theater, Chicago, March 22.

BOYD RAEBURN: Culver Military Academy, Culver, Ind., March 25.

WAYNE KING: Riverside Theater, Milwaukee, March 29 (week).

CHUCK FOSTER: Sweet's Ballroom, Sacramento, Calif., April 6; Sweet's Ballroom, Oakland, Calif., 7.

It's a Small World

PHILADELPHIA, Feb. 17.—Mickey Goldsen, general manager of Leeds Music, made a special trip here last Tuesday to huddle with Harlan Leonard, stopping off for a one-nighter at Strand Ballroom, and pick up the maestro's *Snaky Feeling* for the music firm, with which Leonard recently signed an exclusive writing contract.

However, Leeds will have to do without the *Snaky* song, since the co-author of the jive ditty sold it to Exclusive Music three years ago. Payoff is fact that Goldsen was the one who bought the tune for Exclusive, being with that music firm at that time.

Canned Music Stirs Boston Tooters' Ire

BOSTON, Feb. 17.—Local musicians are squawking about the influx of Muzak and Wire Broadcasting, Inc. Latter outfit is new to Beantown but has already signed more than a score of spots, which it serves for nearly 100 hours a week.

Contention is that the services have displaced live musicians. In one nitery a piano player who had been used to fill in between sets was discharged when the spot brought in Telemusic, the Wire Broadcasting system. At the Tremont-Plaza an ex-vaudevillian, Nick Lyons, who also had been used as a between-sets entertainer, was given his walking papers a week after the service came in.

Altho the displacement of musicians is an important factor, it is not creating as much alarm as the fear that mass installations may be in the offing. Small combos cannot compete with the systems, which are offered to spots at rates ranging from $30 to $40 monthly.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

By M. H. ORODENKER

St. Patty Proms

JUST a timely reminder that it's time to make preparations for your St. Patrick's Day dances. Pat's eve can easily be made a highlight of your dancing calendar. Clay pipes to the gents and shamrocks to the colleens on buying their tickets help to put prom-goers in the necessary mood, and attention is called to the Wholesale Merchandise section in *The Billboard* for helpful hints on holiday items to dress up your dance.

For the band boys it's time to brush up on a few Irish jigs and reels. Song slides for community ballroom singing of the Irish folksongs are in order.

Another feature is the promotion of a St. Patrick's dance of a Mardi Gras character. Appropriate prizes for original costumes and novel garb in the manner of old Erin are in order. A feature to attract still greater crowds on the next dance would be to take moving pictures of the dancers with close-ups of the more colorful and comic characters.

* * *

A new slant on band polls is being conducted by The Philadelphia Inquirer. A series of 42 picture puzzle cartoons will be published daily, each cartoon representing the name of a nationally known band leader. Poll is primarily for newspaper circulation building. The Inquirer donating $5,000 in prizes, but it also means a healthy slice of publicity for the band leaders. Every reader entry will vote for the orchestra he likes best and state the reason for such choice, letters serving as the key for the judges in splitting the prize money.

* * *

Platter Preem Promotion

WITH Hal Davis shifting his publicity ideas from Columbia Broadcasting System to Columbia Recording Corp., the recording maestros may expect greater consideration from that waxing factory in the exploitation of their platters. Heretofore Victor-Bluebird was practically alone in a concentrated platter promotion campaign, and it's a healthy sign to find the others hopping onto the wagon.

With Pat Dolan also moving over from the network to the affiliate waxwork, the first attention-getting was in the interests of Raymond Scott's new band making its platter preem on the Columbia label.

First mailing was a teaser announcement on flaming red stationery. Border of the inclosed folder was signed to denote the desired temperature. The "fiery furnace" gave off flames that screamed "Red Hot. But—not too hot to handle! Give us 48 hours, then watch your mail from Columbia." Within the 48 hours the teaser was followed by a personal letter explaining that "red hot" concerned the growing up of Raymond Scott's six-piece "quintet" to a full-grown 14-piece band. Then came news material, photos, mats and a blog of Scott, with the build-up complete in sending advance copies of Scott's first four Columbia sides.

* * *

For his current stand at Arcadia Ballroom, New York, Gray Gordon arranged a series of "Special Event Nights," with the tie too maestro serving as master of ceremonies. Arcadia management co-operated in donating silver loving cups and other prizes. One night is "Collegiate Night," another is devoted to a search for the tango terpers, with a waltz contest the next and the full week rounding out the various styles of stepping.

Dancing contest is possibly the most Joe Millerish form of ballroom boostering, but it's always good for another fling if conducted expertly. Enjoyment in the dance must be paramount, but even a contest conducted in the right manner can be made enjoyable.

Long Long on B.-O. Pull In Two Pittsburgh Dates

PITTSBURGH, Feb. 17.—Johnny Long drew 1,855 admissions to the second Saturday night dance sponsored in Syria Mosque Ballroom here by the Units Club, Shrine organization planning to stage weekly dances until summer. First week Bernie Cummins attracted 1,090 at 45 cents a head. Admission is 40 cents, with 5-cent compulsory checking.

In Monessen Armory February 4 Long equaled Harry James' record of 900 patrons, surpassing Sammy Kaye's 810 draw. Hotel William Penn here had best January this year since 1933, registration book showing 5,839 dancers in 27 days to Long's music before he pulled out for a stand at Buffalo's Chez Ami.

One Big Name a Week This Summer at Fairyland Park

KANSAS CITY, Mo., Feb. 17.—John Tumino is set to manage Fairyland Park, amusement park here, again this summer. Last year he pulled the park out of a previous deficit and put it on a profitable running basis, with his hardest task that of making the open-air ballroom pay. Introduction of j-bug contests and "beat the clock" nights soon put black ink on the box-office ledgers.

This season Tumino intends to inaugurate a policy of booking one definitely big name band for a single-night stand every week. In addition, fill-in bands of good caliber will be used for the other dances.

Detroit Bandstand Switches

DETROIT, Feb. 17.—Major changes in bands locally bring new faces to spots that have had the same crews for from one to two years. Tweedy Schwartz opened Monday (12) at the Old Wayne Club, after 13 months at the London Chop House, another downtown spot. Ray Carlin returned to the Wonder Bar after a two-year absence. He set a 24-month record in his last stand there.

Earl Harger followed Carlin at Nebiolo's. Tommy Marvin went into the Grande Ballroom, probably for the balance of the season. Carl Bonner opens at the Club Royale the end of March for an indefinite run.

MPPA Drive on Song Sheet Peddling Moves to Philly

PHILADELPHIA, Feb. 17.—Music Publishers' Protective Association this week spread its campaign, successful in other cities recently, against song sheet salesmen to local midtown shopping streets. With Herman L. Nash, local attorney, directing the legal action in the interests of Chappell & Co., several John Doe suits were filed in Federal District Court here this week.

Aim is to rid downtown streets of song sheet sellers. With regular sheet music sales on the up, syndicate stores figure copies can make a real comeback once the streets are rid of the song peddlers. Also to be hit in the drive are newsstands selling the sheets.

Ohio State Fair Mulling Name Ork Hypo This Year

COLUMBUS, O., Feb. 17.—Ohio State Fair officials are giving serious thought to getting a top-flight name ork as an added attraction for the fair in August, Win Kinnan, fair manager, revealed this week. He said success of the policy at other major expos last summer prompted officials to investigate all angles of a big name band presentation this year.

Ballroom-Theater 2-for-1

GREEN BAY, Wis., Feb. 17.—A new wrinkle in local entertainment was a recent one-day tie-up between the Bay Theater and the Riverside Ballroom whereby a 50-cent ticket entitled patrons to see a screen program at the theater followed by dancing and refreshments at the Riverside. The affair was advertised as $1 entertainment value for 50 cents, and business was reasonably brisk.

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★ The Billboard this week features Viola Smith on the front cover. There is a complete biographical sketch of Viola Smith and the Coquettes on page four of this issue.

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OUT-OF-TOWN OPENING

"Night Music"

(Shubert)

BOSTON

A comedy by Clifford Odets. Produced by the Group Theater. Directed by Harold Clurman. Sets by Mordecai Gorelik. Cast includes Tom Tully, Clancy Cooper, John Rustad, Elia Kazan, Morris Carnovsky, Jane Wyatt, Virginia Stevens, Harry M. Cooke, Charles Thompson, Sanford Meisner, Harry Bratsburg, Roman Bohnen, Lou Polan, Charles Mendick, Ruth Nelson, Katherine Allen, David Opatoshu, Phil Brown, William Hansen, Phil Loeb, Art Smith, Will Lee and others.

Clifford Odets and his comrades of the Group Theater have slapped together another show that can best be described as propaganda. Definitely not another *Golden Boy* nor yet a *Waiting for Lefty*, Odets' comedy dawdles along for three hours wailing about conditions.

Between the philosophic maunderings of a cancer-stricken flatfoot and the anguished bellyaching of Elia Kazan as an ostentatious office boy, Odets has managed to slip in a few good lines. As a play, *Night Music* does not amount to much. As a b.-o. attraction, however, the Group's latest effort may go for a while in New York.

Kazan is a Hollywood office boy sent east to pick up two monkeys needed for a new epic. When one of the monks matches Jane Wyatt's locket, Kazan is pinched. Having lost his wallet and all his identification, Kazan, thru the illegal kindness of the desk sarge, is allowed to roam the streets until Monday, when he is supposed to return, be identified and collect the monks. His tie at Wyatt turns to the usual thing after 36 hours of wandering thru the city aided and abetted by the flatfoot, Morris Carnovsky. It is during that period that most of the propaganda is forthcoming, with Kazan screaming about jobs and going to war, etc. He finally loses his job but gets straightened out with the aid of Carnovsky and Wyatt.

This latest op us from the Group is not even subtle in its intent. It is amateurish, both in the writing and the acting. Carnovsky and Kazan give reasonably accurate facsimiles of the roles they are supposed to have, but Miss Wyatt is unconvincing as a showgal with ideas. Phil Loeb does a nice job as the flatfoot's brother-in-law in a screwy bit.

Settings by Mordecai Gorelik are okeh and the monks are cute. Show could stand more views of the monks and fewer words from Odets.

Norton Kaplan.

American Academy Students Present Two Productions

NEW YORK, Feb. 17.—The American Academy of Dramatic Arts presented two plays last week at the Empire Theater.

On Friday (9) Keith Winter's *The Shining Hour* gave the honors to the male members of the cast, with excellent performances being turned in by J. English Smith as Henry Linden and John Donahue as David and with Richard Conroy avoiding most of the pitfalls of the scatter-brained Mickey. None of these are easy parts, and if Mr. Donahue made his light and shade a bit too obvious at times he is to be forgiven on the grounds of both inexperience and the extreme difficulty of the role. Mr. Smith sustained his characterization beautifully thruout, and Mr. Conroy was the best Mickey seen to date. The ladies in the cast fared not so well, however, with Betty Scanlon bringing tragedy with her on her first entrance, thus letting the audience in on the plot outline immediately, and sustaining the impression of a somnambulist for the rest of the play, never once getting thru the real character of Marietta. Mary Hosea at least gets an A for effort with her work as Judy, but the clear sincerity of the part never managed to come thru. Harriet Williams' portrayal of Hannah is hard to understand. Hannah, amazingly enough, was played smilingly and with a kindliness which left the character a complete mystery. Miss Williams is an attractive young woman with a charming smile, but in displaying herself she destroyed Hannah.

On Tuesday (13) J. B. Priestley's *Mystery at Greenfingers* was shown. This is a sprawling piece set in the staff room of an English country hotel. It's not for Broadway, but the Academy deserves credit for presenting something off the beaten path. The cast as a whole showed up well, with Marilou Reinhart coming thru with a performance professional in every respect in the part of the wise-cracking Edna Sanders and with Stephen Muratore doing a terrific job as an Italian chef. Also deserving praise are Jari Victor as Henley, Vivain Kobak as Sally and Helen Jones as Mrs. Heaton. Barbara Winslow did a nice job as Miss Tracey, tho her affectations at times kept it from being a swell job, and Nevin de Turk was an acceptable Fred Poole. Beatrice Barclay's Helen Tennant was meaningless and her speaking voice needs plenty of hard work, while Ruth Lawrence's mugging was overdone in the role of Clara, and Rand Gardiner was unable to meet the character requirements of the detective, Crowther.

The first act of *A Bill of Divorcement* was offered as a curtain raiser. The cast included Padget Shaw, Renee Vargo, Claire Scudder, Mary Rogan, Robert Lieb (whose diction has improved), Jack Geer and Horton Heath. *M. A. B.*

Theater Talk

By SHERLING OLIVER

Lines and Business:

Broadway producers are keenly interested in NBC's new plans for television, which include using it as a try-out spot for new plays. First "hear-see" was Friday when Tony Bundsmann put on Helen Jerome's *Charlotte Corday* in a version running slightly over an hour and a half. It's hard to say whether it will help the sale of the play, but we thought it one of the best dramatic television productions to date. There's no way of knowing what would happen to it on the stage, but as televised the writing is spotty. Several tightly written dramatic scenes, however, are worth money. Tho all characters are French, there was a confusing mixture of English, American, Midwestern and French accents. Probably due to the smallness of the figures on the screen, actors who mugged came across best. This may be a tip-off on the technique required. A weak portrayal of the title role upset the balance of the play and made the character of Marat (excellently played by Jose Ruben) seem more a hero than a villain. Characters tend to lose the audience in movement and crosses, but when they have worth-while words and face the camera in a close-up it's compelling entertainment. Television as a whole is moving along fast, and Bundsmann can take bows on this one.

Prompts and Cues:

Thirty-two shows were on Broadway February 18 of last year. This year only 20.

There's no quicker way to bring back the road than to refrain from sending out inferior touring companies. Oscar Serlin with *Life With Father* and Sam Harris with *TMWGTD* rate applause for the high standard of their road troupes and deserve all that beautiful gold they're getting.

Bits and Pieces:

If she can avoid films, DAME MAY WHITTY will come east and play the nurse in the OLIVER-LEIGH *Juliet*. . . . RALPH BUNKER is a possibility for EDDIE DOWLING'S production, *Ladies' Day*, starring PHIL BAKER. LAURA ARNOLD is doing most of the casting on this one. ARTHUR SIRCOM is helping her weed them out, which may mean he will direct. . . . As usual on a PEMBERTON production, ANTOINETTE PERRY will direct *Lady in Waiting*. . . . BETTE GOODRICH, having fun in Havana for three months, writes: "No one ever goes to bed here. They gamble like mad and as I watch them throwing their money away over that nasty little marble going round and round at roulette I think —what a pity; how many shows could be backed with all that lovely money. Mitzi Mayfair was here two days ago—ditto Louis B. Mayer. Will you be jealous of my tan?" Yep. We will!

According to LEONA POWERS, Queenie, the Lyceum Theater cat, multiplied three times and the cast of *When We Are Married* is holding a raffle to provide feline layettes. . . . Actors are flocking to the Miami Theater, Sixth avenue and 46th street, to see stage stars in old silent flicks. . . . LENORE ULRIC in *Tiger Rose* was a recent one. . . . KEENAN WYNN is having a time of it in *Two for the Money*. He's still dodging BETTY HUTTON'S feet in that dance routine, and the other night he threw his neck out of joint. . . . Together and unrecognized at the last performance of *The Shrew*, MARY PICKFORD and CONSTANCE COLLIER. . . . MELVILLE BURKE is going to California if a good script doesn't come his way soon. . . . Beginners and students should read *Face the Footlights*, by E. B. (Zeke) COLVAN, for seven years stage director for ZIEGFELD. It's a practical and good book on acting. . . . EUGENIE LEONTOVITCH has permanently retired. (Until a good play comes along.)

New play notes: According to EDITH GORDON, ALEXANDER GREENDALE, whose *Gravel Pit* won a Dramatist's Guild Fellowship, has just completed a new one with an Hawaiian setting. LAWRENCE EYRE has just finished *Ladies in Distress*, dramatized from the novel, *Gypsy Queen of France*. It's a high comedy laid in France in 1794 and concerns the first meeting of Napoleon and Josephine. Madame di Stael is a prominent character. . . . JOAN CRAWFORD is said to be excited about *Death Wears a Rose*, by RALPH ROCKAFELLOW. . . . HARDIE ALBRIGHT is on the Coast dramatizing *Some Like It Here*, a story by FRED HAZLETT BRENNAN. (His wife, MARTHA SLEEPER, remains East designing jewelry and costume gadgets for Fifth avenue shops.) WILLIAM KOZLENKO, editor of the *One Act Play Magazine*, has completed a full-length effort, *Utopia Heights*. While waiting to hear from producers, KOZLENKO is pounding out a comedy, *Carnival Street*. Also Harcourt, Brace is publishing his new book of one-acters, *American Scenes* in May.

We hear that VINTON FREEDLY will do *Liliom*. He has BUZZ MEREDITH and is trying to get INGRID BERGMAN. . . . PAULINE LORD has gone west to do *Suspect*, an English importation, for ARTHUR BECKHARD. Opens at San Diego early in March. . . . FLO CAMPBELL is awaiting an act of God. . . . CARLES LANG, last seen in *Pastoral*, has signed with RKO. . . . HENRY DAGAND, the agent, found ARLENE FRIEND (a stunner) in Bergdoff-Goodman's and is grooming her for flicks. . . . JEFFREY LYNN back East giving his old dramatic school, Studio for the Theater, a thrill. . . . MARCUS MERWIN is debating about opening his Plymouth Playhouse at Milford, Conn., next summer. . . . Yale Drama School is producing *Beaux Stratagem* this week. . . . AUDREY WOOD lectures on drama at the New School for Social Research February 25. In March she drives to California with her husband, BILL LIEBLING, to see about opening an office there. Both now learning to drive. (In this weather?) . . . ZELDA DORFMAN, formerly of the Actors' Repertory Co., is company manager for GEORGE KONDOLF'S production, *Morning Star*. . . .

BOGEY ANDREWS, who is supporting RUTH CHATTERTON in *Leave Her to Heaven*, is 81 years young and can give a lot of us lessons in acting. He learned from SIR HENRY IRVING and BEERBOHM TREE. . . . BILL GEER has arranged a ballad singin' at the Forrest Theater Sunday, March 3, as a benefit for sharecroppers and dust-bowl migrants. Famous ballad singers who will lift their larnyxes include AUNT MOLLY JACKSON, ALLAN LOMAX, EARL ROBINSON and BURL IVES. We've heard some of them and they're really great.

At Uncle Sam's Music Hall: Biggest laugh show in town for actors is *She Gave Him All She Had*. Knowing all the tricks makes it so funny. On the back of our beer pad a previous customer had written, "You could treat to a round of drinks, dear. S-sh!" in a feminine hand. Underneath, in bold masculine: "OK. After you!" (We're wondering what happened when they got home.) CHAUNCY OLCOTT'S granddaughter goes in and sings with the singing waiters and the customers eat it up.

Tag:

CHARLES WASHBURN opened swank offices in the Paramount recently and had "Public Relations" painted on the door. DICK MANEY was ribbing him: "Look at that press agent goin' high-hat!"

"The painter made a mistake," said WASHBURN. "It was supposed to read 'Poor Relations.'"

See you next week.

K. C. Has a Banner Year

12 shows so far, with six more set—last season had only eight—grosses good

KANSAS CITY, Mo., Feb. 17.—Jimmy Nixon, manager of the Music Hall, in the Muny Auditorium here, is gleefully pointing out to friends and associates how his prediction for a booming legit season in Kaycee, made last fall, is coming true. As the season started Nixon had 12 shows lined up. Last year he had eight altogether. So far he has played nine of the 12 and has won over six more, making 18 at least to be seen here.

During the season so far the box-office takes have lived up to the Nixon forecast. Katharine Cornell's gross of $8,700 for a one-night stand here December 6 was a bell ringer that hasn't been equaled in Kansas City as far back as can be remembered.

Tobacco Road opened the season with three nights, September 28 to 30, grossing $7,800. The take was exceptionally high when it was considered that $1 top prevailed and it was the play's fourth time in town.

The Lunts grossed $6,800 for two nights of *Shrew* on October 30 and 31, *On Borrowed Time* later pulled in $4,000. *I Married an Angel*, hit by bad weather, surprised the doleful with $7,800. *Golden Boy* played to $3,700 and *Leave It to Me*, January 14 and 15, to $5,600.

The fact that the natives eat up Shakespeare was evidenced in the gross on *Hamlet*, here for a one-nighter February 3, which sold out the house to the tune of $7,800.

Eva Le Gallienne's production, still to play, will do $6,000, with half of that already accounted for in advance sales.

Nixon has noticed an audience trend towards straight drama, with a drop in receipts occurring when musical shows arrive. The customers seem to want punch, not prettiness.

"Stars are selling the shows now," Nixon said. "If a production hasn't a name it doesn't go over. But people flock in here from all over the countryside to see Katharine Cornell or Eva Le Gallienne, no matter what the vehicle. Maurice Evans accounted for as much as Shakespeare did on the Hamlet draw.

"A thing that tends to kill some road shows is the fact movies have been made of the play. *Golden Boy*, *On Borrowed Time* and *What a Life* all were hit by the movie versions."

Nixon declared that he was going to Chicago around the end of this month to make arrangements for next season's bookings.

Review Percentages

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

"The Unconquered"—13%

YES: None.

NO: Whipple *(World-Telegram)*, Waldorf *(Post)*, Anderson *(Journal-American)*, Lockridge *(Sun)*, Coleman *(Mirror)*, Watts *(Herald-Tribune)*.

NO OPINION: Atkinson *(Times)*, Mantle *(News)*.

PITTSBURGH, Feb. 17.—Looks like at least 32 weeks of legit this season at Nixon, one of longest in past decade. With few exceptions, shows so far haven't hit profitable grosses.

Business has been so good that *Tobacco Road's* sixth turn here last week played to an extra matinee Friday, and grossed $17,665 at $1.65 top.

New Play on Broadway

Reviewed by Eugene Burr

BILTMORE

Beginning Tuesday evening, February 13, 1940.

THE UNCONQUERED

A play by Ayn Rand, adapted from the author's novel, "We, the Living." Directed by George Abbott. Settings designed by Boris Aronson and built and painted by Studio Alliance. Costumes by Brooks Costume Co. Press agents, Phyllis Perlman and Sol Jacobson. Stage manager, George Smith. Assistant stage manager, Virginia Dunning. Presented by George Abbott.

A Soldier	John Parrish
Leo Kovalensky	John Emery
Upravrom	Cliff Dunstan
Kira Argounova	Helen Craig
A Student	Paul Ballantyne
Comrade Sonia	Georgiana Brand
Pavel Syerov	Arthur Pierson
Older Examiner	J. Ascher Smith
Andrei Taganov	Dean Jagger
Malashkin	Edwin Phillips
Comrade Bitiuk	Ellen Hall
Girl Clerk	Virginia Dunning
Boy Clerk	William Blees
Comrade Voronov	Horace Cooper
Stephan Timoshenko	George Cotton
Karp Morozov	Howard Freeman
Antonina Pavlovna	Lea Penman
G. P. U. Chief	Marshall Bradford
Assistant G. P. U. Chief	Frank O'Connor
Party Club Attendant	George Smith
Neighbor	Ludmilla Toretzka

Soldiers, citizens, judges, etc.

ACT I—Scene 1. Winter of 1924. Leo's Home in Petrograd. Scene 2. Spring of 1924. Technological Institute. Scene 3. Fall of 1924. Railroad Office. ACT II—Scene 1. Spring of 1925. Railroad Office. Scene 2. Winter of 1925. Railroad Office. Scene 3. A Few Days Later. Andrei's Home. Scene 4. A Few Days Later. Office of the G. P. U. Scene 5. Same Evening. Leo's Home. ACT III—Scene 1. Same Evening. Party Club. Scene 2. A Week Later. Leo's Home.

Ayn Rand, author of *We, the Living*, has turned the novel into a play called *The Unconquered*, and George Abbott presented it at the Biltmore Theater Tuesday night after having abandoned a previous production of it during a tryout tour. From the looks of things Mr. Abbott should play his original hunches.

Not that there's nothing in *The Unconquered*; there's a seemingly justified indictment of the Soviet Union, a thesis that stirringly claims that true freedom lies in respect for individuality rather than in subordination of the individual to the mob, and a potentially strong—tho old—central situation. But they're all nullified, dramatically at least, by lush overwriting, unbelievable characterizations thruout, embarrassingly bad dialog and an amazing lack of a central point of view.

Kira Argounova and Leo Kovalensky, descendants respectively of the upper bourgeoisie and the nobility, are considered enemies of the Soviet and live together as outcasts. But a young G. P. U. official, who sincerely and fervently believes in the Communistic tenets, takes a fancy to Kira and gets her a job. When Leo develops tuberculosis and she needs money to send him away, she gives herself to Taganov, the Soviet's lovelorn Hawkshaw, getting money from him with which she sends Leo to the South. Taganov, for the first time in his life, begins to realize that personal desires may be important.

When Leo returns cured and gets himself involved in the schemes of a crooked Soviet official, Kira resumes her relationship with him but at the same time continues with Taganov—whether because she admires him, respects him, feels sorry for him, desires him or just because of sheer inertia is never made clear. Taganov stumbles on the scheme in which Leo is involved, and his belief in the Party gets another setback when the G. P. U., for political reasons, refuses to prosecute Party members involved and makes Leo the scapegoat in a sensationally publicized trial. At the same time he discovers that Kira has been Leo's mistress all along. She justifies herself (to the author's satisfaction at any rate) by an appeal to sacred inner individuality and the right of each human being to live, and Taganov, his faith in his guiding ideal demolished, offers a ringing and splendid indictment of Communist theory and then either commits suicide or is killed by the Party. Meanwhile he has managed to free Leo, who uses his freedom to leave Kira and become a gigolo. Kira, claiming that her glory is her undying individual desire, is on her way to cross the border, an attempt that will probably mean death, as the curtain falls.

The muddled viewpoint is the chief drawback. Leo, understanding of and sympathy for whom should be a vital hinge of the play, never emerges as anything but a cheap, weak puppet. And Kira, who is supposed to carry the author's affirmation, appears even sleazier. It is hard to believe in the innate idealism of a woman who will shuttle lackadaisically between the beds of two sincere lovers, and there is always the suspicion that if she does cross the border she will convince herself that she is in love with—or at least should cohabit with—two other guys, or three other guys, or maybe an unattached army corps. As the play stands, Taganov quite obviously should have been the central character, but he is written merely as a complement to Kira.

To make things worse, many of the minor characters are ridiculously overdrawn, and the dialog thruout shows an unfortunate tendency to ape the dialog of a mid-Victorian meller.

Mr. Abbott's direction, so good in comedy, seems entirely at sea in this sort of thing, and an excellent cast finds itself faced with a brutally difficult task. Despite the difficulties, however, Dean Jagger, as Taganov, does excellent work whenever the script gives him any aid at all and creates a splendid effect with his final indictment of Communism; Helen Craig is finely sincere as Kira, giving the role an honest dignity that the author never even remotely achieved for it, and Arthur Pierson is excellent as the scheming Communist official. John Emery, as Leo, bearing the worst brunt of the writing and direction, seems to act soggily almost in self-defense.

"Man," "Abe" Smash Hits in Chi; Other Shows Also Do Okeh

CHICAGO, Feb. 17.—Seldom before have two straight plays caught on in the Loop simultaneously as *The Man Who Came to Dinner* at the Harris and *Abe Lincoln in Illinois* at the Grand Opera House.

Dinner in eight weeks scooped up over $125,000, grossing better than $18,000 weekly, while *Lincoln* has in five weeks already over $90,000 in its till. Also coming along nicely is the Alan Dinehart-Glenda Farrell-Lyle Talbot comedy, *Thanks for My Wife*, which, at a lower admission scale, attracted almost $25,000 in its initial fortnight at the Selwyn.

The tunefest, *Three After Three*, is weaker, tho it managed to top a $30,000 figure in the first two of its four weeks at the Erlanger. Show, still in the pre-Broadway revamping stage, closes here Saturday (24) and goes to St. Louis, Indianapolis and Detroit before invading New York.

A nice advance sale is reported for *Life With Father*, which opens with a company headed by Lillian Gish at the Blackstone Monday (19). Coming tenants include *Ladies and Gentlemen*, Erlanger, opening March 11; Paul Muni in *Key Largo*, starting a three-week run at the Selwyn April 1; *The Little Foxes*, April 22; *Margin for Error* and *The Streets of Paris*.

From Out Front

By EUGENE BURR

The fact that the *One Act Play Magazine* has resumed publication is a happy note in the midst of a February hardly notable for its theatrical joy. With William Kozlenko at the helm, the magazine continues to print examples of the short play form; and it continues, in its theatrical review section, to offer stimulating comment upon the Broadway scene.

The comment in the February issue seems to this corner particularly stimulating, since it should lay to rest forever the ridiculous Saroyan legend that has grown up among the more self-conscious of our so-called thinkers. This splendid result the *One Act Play Magazine* accomplishes merely by printing a short article by Saroyan himself, immediately followed by a column of praise of Saroyan that flows, haltingly perhaps but very majestically, from the recondite pen of John Gassner.

Between Saroyan's own article and Mr. Gassner's praise of him, it seems to me, the amazing Armenian is conclusively shown to be the self-conscious fool I have always believed him. Mr. Gassner sounds the keynote at the very start of his essay. "In most countries," he says—and this, mind you, in an article in Saroyan's defense—"his first effort, *My Heart's in the Highlands*, would have been hooted off the stage as the work of a charlatan." It's the one statement in his criticism that isn't open to attack.

* *

The Saroyan article itself has to be read to be believed. I cite only one paragraph to prove the depth, the tenderness, the insight, the humanity, the compassion, the perception, the laughter and the pity which, as all readers of theatrical criticisms know, are inherent in every comma emitted by Mr. Saroyan. Mr. Saroyan, then, writing a piece called *Death and Syncopation*:

"In short, everybody is alive, and yet there is always Death. Of, for, and by. Without which. And so on. Unreal, yet the only reality. And then: Syncopation. In between times. Along the way. While. During. Not music only, but breathing and growing."

There is more, in the same vein of what I am sure must be unadulterated genius. But that sample, I think, should prove quite enough.

* *

As for Mr. Gassner's piece, its mentally involved and carefully polysyllabic defense of Saroyan is so insistently and naively muddled that it makes out an excellent case against him, its very weakness indicating the strength of the opposite view. Calling *The Time of Your Life* "a genre picture with a wealth of chiaroscuro, the latter being intellectual or critical as well as sensory" (a description that is almost self-conscious and silly enough to have been written by Saroyan himself), Mr. Gassner defends the piece along two major lines—its form and its content. Form, so far as can be dredged from Mr. Gassner's pedantic rambles in semi-metaphysical playtasting, is defended in the first place because the theater has always been grateful for what he calls "nuances" and "obliquity" and in the second place because all the action centers around a single character, that of Joe. Content is defended because, says Mr. Gassner, the miscellaneous characters carry more meaning than appears in the script and so do the scattered events of the plot.

But, taking the second point first, how does Mr. Gassner know? He is forced to draw a constant distinction thruout the article between "literal apprehension" and "symbolical apprehension" of Mr. Saroyan's work, and sets about dragging in "symbolical apprehension" by the hair. But, with similar assiduity, a critic could quite easily find just as much "symbolically apprehended" content in any issue of the now defunct *Captain Billy's Whiz Bang*. Mr. Gassner, for example, describes several of the characters in very general terms and then says, "Who are these and others but waifs of the world, impressing upon us the fact that we are all waifs of one kind or another" But you might just as easily say the same thing about a girl who keeps her faith in the wholesome virtues as she grows from childhood to womanhood, a character who wins to the pinnacle of bravery altho he is gnawed by fear, a broken man who wades thru horror to win new life, and two children who are perpetually in hot water because of their joie de vivre—you could say that about them without anyone suspecting that you were talking about Elsie Dinsmore, the Cowardly Lion, Joe Morgan (hero of *Ten Nights in a Barroom*) and the Katzenjammer Kids. Mr. Gassner's method could be applied to any play ever written—even *Billy Draws a Horse* or *The Woman Brown*—with similar results.

As for defense of form, the theater has of course been grateful for "nuances" and "obliquity," as Mr. Gassner says. But when do nuances and obliquity descend into nonsensical rigmarole? And what reason have we, in view of Mr. Saroyan's other work, to believe that he was being "oblique" rather than merely stupid? A play written entirely in nuances would be the most ridiculous balderdash imaginable. An entirely oblique play would be unintelligible. For obliquity and nuance to be dramatically effective, their natures must be realized by the audience at the time they occur. An audience must know what a playwright is saying at the time he says it. Does even Mr. Gassner think that that holds true of *The Time of Your Life*?

As for the attempt to call the play unified because it revolves around a single character—to say, as Mr. Gassner does, that because of the central character there is a "subtle integration" in the play—that is even sillier. If a play can be "subtly integrated" merely thru the agency of a central character, then every daytime radio serial is "subtly integrated" in the same way.

But anyhow, this column is extremely happy that the *One Act Play Magazine* has resumed publication.

Hub Again Bars Kids

BOSTON, Feb. 17.—The State Labor Department cracked down on stage presentations for the third time in as many months and forced the New England Repertory Co. to close its presentation of William Saroyan's *My Heart's in the Highlands*.

Commissioner James Moriarity forbade the use of two children, alleging such action was in violation of the State's child labor laws. Lyman Barr, 10, had taken the part of Johnny, and Lora DeMeo, 7, had appeared as Esther in the two performances put on before the ban. The ban went into effect Thursday night, and the show was canceled, with ticket money being refunded.

Previous bans affected Guy Palmerton at Salem, Mass., when he sought to use a 10-year-old youngster in *As Husbands Go*, and Alan Gray Holmes, at the Copley in Boston, when he presented the world premiere of *Great American Family*. Holmes finally got two girls from the Staley College of the Spoken Word to take the parts previously assigned to boys under 16.

Old Mellers for Paris

PARIS, Feb. 3.—Serious endeavors are being made to revive ancient French melodramas of the French stage. Judging the time ripe for the resurrection of the "Desperate Desmond" plays, the Theater Moncey, Ambigu and Comedies Mondaine are dusting off such books as *Roger la Honte*, *Deux Orphelines* and other smash hits which attracted the parents of the present generation during the "'80s" to cheer the hero with a heart of gold and hiss a villain always foiled. The hunt is now on for talent. The promoters figure the old plays will outdraw the tripe now being forced on movie addicts, some of the films dating back to the two-reel days of Charlie Chaplin.

BROADWAY RUNS

Performances to February 17, Inclusive.

Dramatic	Opened	Perf.
Juno and the Paycock (revival) (Mansfield)	Jan. 16	39
Key Largo (Barrymore)	Nov. 27	96
Life With Father (Empire)	Nov. 8	118
Male Animal, The (Cort)	Jan. 9	47
Man Who Came to Dinner, The (Music Box)	Oct. 16	144
Margin for Error (Plymouth)	Nov. 3	123
My Dear Children (Belasco)	Jan. 31	16
Philadelphia Story, The (Shubert)	Mar. 28	373
See My Lawyer (Adelphi)	Sept. 27	166
Skylark (Morosco)	Oct. 11	150
Time of Your Life, The (Guild)	Oct. 25	134
Tobacco Road (Forrest)	Dec. 4, '33	2687
Two on an Island (Broadhurst)	Jan. 22	32
Unconquered, The (Biltmore)	Feb. 13	7
When We Are Married (Lyceum)	Dec. 25	64
Musical Comedy		
DuBarry Was a Lady (46th St.)	Dec. 6	86
New Hellzapoppin (Winter Garden)	Dec. 11, '39	80
Pins and Needles (Windsor)	Nov. 27, '37	980
Too Many Girls (Imperial)	Oct. 18	142
Two for the Show (Booth)	Feb. 8	12

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PLENTY OF REPEAT ACTS

Philly Actor Union Wants Cafe Owners To Sign Contracts

PHILADELPHIA, Feb. 17.—Being upheld by the courts on the contention that a night club owner is liable on a booking order for an act signed only by the booker, Tom Kelly, secretary of the United Entertainers' Association, local performer union, will now seek like judgments against niteries canceling acts. Will also seek relief against bookers canceling an act signed before the scheduled date of the engagement.

According to the decision handed down by Magistrate Dogale, booker and niteries are liable alike, and it will mean that bookers will have to sue the nitery owner on any judgments entered against him (booker). Ultimate UEA aim is to make it compulsory for the nitery owner to sign all contracts.

Break for Wildwood Clubs

WILDWOOD, N. J., Feb. 17.—Nitery owners at this seashore resort are eagerly awaiting the passage of an ordinance introduced by Middle Township to prohibit entertainment, dancing and music in private clubs licensed to sell alcoholic beverages.

Bay St. Louis Club

BAY ST. LOUIS, Miss., Feb. 17.—Uncle Charlie's, night spot for a decade on the Mississippi Gulf Coast, has been reopened under management of Allen M. Ortte.

Champagne—for One Cent

NEW YORK, Feb. 17.—If the La Cava Club management believes that the giveaway shows on the radio are keeping its spenders away, then it has found the solution by instituting a drawing based on the lucky hat check number, whereby the winner gets a bottle of champagne for a penny.

The copper is necessary to satisfy the requirements of the Alcoholic Beverage Control Board.

Walters To Run Cape Cod Casino

FALMOUTH, Mass., Feb. 19.—Lou Walters, running the Latin Quarter in Boston, will be boss of the Old Silver Beach Casino when the Cape Cod resort opens May 30 for the season. Spot formerly was run by Charlie Abbott, who will devote himself exclusively this year to the bathing lockers concession.

The casino can seat 750. Walters is planning big shows and name bands.

Try Chorus Boy Revue

DETROIT, Feb. 17.—New title for chorus-boy style show has been found at the Club Frontenac, which is presenting a *Reversed Revue*. New cognomen is being used in all publicity and appears to click.

Included in the unit are Karyl Norman, emsee; Don Wise, comedy; Ferguson, David and Bell, dancers; Billie Brill, "the man of five voices"; Del LeRoy, character singer, and Billie Joy, comedy.

Bookers Cash In Quickly; Old Competitive Angle Disregarded

(Continued from page 3)

position to play the least number of repeating acts—but in practice this is not true. Sidney Piermont, Loew booker, says if an act is good he always brings it back. State, too, does not hold over shows and naturally uses more repeats for this reason.

Music Hall, to an even greater extent than the Roxy, depends upon production and is seriously curtailed in booking outside talent. While it does bring in occasional acts, spot is forced more than any other to use continually such house acts as Jan Peerce, Viola Philo, etc.

Plenty Repeats

Acts which have repeated within a year at the Roxy include Walter Cassel, Borrah Minevitch, Badminton Players, Georgie Tapps, Mario and Floria, the Del Rios, Buck and Bubbles, Whitey and Ed Ford, the Briants, Max and Gang, Paul Remos, Fred Craig, Allen and Kent, Johnny Woods and Jack Powell.

Repeats at Loew's State within the past year include Rudy Vallee, Nils T. Granlund, the Debonairs, Benny Fields, Jack Durante, Milton Berle, the Rimacs, Happy Felton, Frankie Masters, Salici Puppets, Henny Youngman.

Paramount in the past year has repeated Dorothy Lamour, Dean Murphy, Cass Daley, Casa Loma Orchestra (year lapse between Casa Loma dates), Merry Macs, Ink Spots, Tommy Dorsey, Glenn Miller and the Andrews Sisters. Miller and the Andrew Sisters are booked in for February 28. Andrews gals, incidentally, did three dates within 11 months, the next one being their fourth.

Strand has had fewer repeats than any other house, using only Betty Bruce and Toy and Wing for more than one appearance, policy being to bring in as many new faces as possible.

In addition to repeating acts at one house, Broadway vaudefilmers apparently do not hesitate to use acts which recently appeared at rival houses—a practice which was once taboo. Some of the old practices, however, still remain, notably that of playing an opposition house under an assumed name. A common practice in the old days when acts could not play competing spots or the same house twice in one year, it is carried on today for no apparent reason. The Titans, for instance, played three Broadway houses consecutively—the Paramount, State and Music Hall—using a change of name. Sylvia Manon & Co. recently played the State and opened a few days later at the Roxy under another name.

In addition to the above named, there are certain standard acts which regularly play the Broadway circuit within an amazingly short period. Gil Lamb, for instance, has played the four Broadway vaudefilmers in six weeks.

Other notable Broadway repeats are Bob Dupont, Trixie, A. Robins, Bobby May, Stump and Stumpy, Lane Brothers (State and Paramount within two months), Harrison and Fisher (the only act to repeat at the Music Hall within a year).

Some of the repeaters are amazingly active in certain houses. Merry Macs, for instance, played eight of the last 26 weeks at the Paramount.

Club Doubling

Familiarity of talent along the Stem is further intensified by the fact that many of the well-known repeaters constantly double into the clubs. Debonairs, for instance, have played the Casa Manana and the International Casino; Mario and Floria, who played three Stem vaudefilmers in a year, also appeared during the same time at the Casa and twice at the Waldorf-Astoria. Jack Durant, a repeater in Broadway theaters, also played the Midnight Frolics. Henny Youngman was at the State twice and also played the Casa. A. Robins, repeater at Roxy, was also at the International Casino.

Bookers are pretty well agreed that there is a shortage of good talent. Paramount booking office says that such is always the case as far as good talent is concerned and tries to book way in advance, at a date the attraction is figured to be likely at its publicity peak. Glenn Miller, for instance, was booked six months in advance for the Paramount. Para also uses phonograph records to discover talent and combs sources outside New York.

Roxy and Strand bookers also scout outside sources, whereas Leon Leonidoff at the Music Hall holds auditions.

• • •

Chi Repeats, Too

CHICAGO, Feb. 17.—Standard acts such as Eddie Peabody, Paul Remos and his Toy Boys, Peter Higgins, Arren and Broderick and Harris and Shore can play twice a year in the same house, if available, and, moreover, can appear in a competitive house four to six months after a preceding engagement.

The demand for good comedy and novelty acts is always greater than the supply, and theaters are forced to use available material over and over again. Audiences, as a rule, do not raise any hullabaloo about seeing a good act again.

Bands are seldom repeated more than once a year, not because of lack of popularity, but because of advance bookings.

Because of its higher price schedule and reputation in the area, the Chicago Theater, rated the top combo house here, will not play an act which recently appeared in either the Oriental or State-Lake if at all possible. This rule does not hold if the act has been out of the city for several months and is needed to fill a special spot in a Chicago show.

Among acts playing one or more local houses at least twice in the last year are Don Zelaya, Don Cummings, Chilton and Thomas, Gus Van, Lorraine and Rognan, Jean Sargent, Jimmy Byrnes, Alphonse Berg, the Three Reddingtons, Libonati Trio, Three Samuels and Harriet Hayes, Waldman and Suzy, Carroll and Howe, Geraldine and Joe, Penwick and Cook, Senator Murphy, Gil Lamb, Serge Flash, Weber Brothers and Chatita, Stepin Fetchit, Knight Sisters, Alice Dawn, Cass Daley, Peter Higgins, Dorothy Mae, Garron and Bennett, Gaudsmith Brothers, Melissa Mason, Milton Douglas, the Oxford Boys, Jack Powell, Joe and Jane McKenna, Donna Parker's Singers, Johnny Bryant, Carlton Emmy, Dean Murphy, Lew Parker, Rio Brothers, Vic Hyde, Guy Robertson, California Varsity Eight, Buster Shaver with Olive and George, Harry Savoy, Catherine Westfield, Bob Neller, John Gallus, Rex Weber, Pansy the Horse, Tryon Sisters, Johnny Perkins, Stuart Morgan Dancers, Roscoe Ates, Terry Howard, Whitson Brothers, Brown and Ames, Lillian Roth and Red Donahue.

An occasional freak booking will give an act two consecutive engagements in competitive houses, either because of some last-minute cancellations or because of some particular production problem which can be solved only by a certain type of act.

And, too, a complete unit will get a return date either because of box-office appeal or because of slight production changes. This was true this past year of an A. B. Marcus unit which played the State-Lake three times and of Harry Rogers' *Mikado in Swing*, which played the Chicago once and the Oriental twice.

The alert agent must not be forgotten in this repeat booking picture. Many an act has landed another date in the same house or in a competitive temple because of a smart agent.

Shortage

NEW YORK, Feb. 17.—According to Jesse Kaye, of the Fanchon & Marco office, talent shortage for vaude is particularly great in the field of comedy and comedy-novelty acts.

Reason is that this type of turn needs intensive seasoning before it becomes Grade A stuff.

Talent Agencies

JOE SULLY has left the William Morris New York office as assistant to Paul Small to become associated with MCA in the department headed by Miles Ingalls. . . . JAY C. MASON has sold his interest in the Central Theatrical Exchange, Terre Haute, Ind., to his former partner, Choc Phillips, who will be the sole head of that agency. Mason is now on his own, having founded the Midwest Entertainment Bureau. . . . HARRY KILBY has left his New York desk to make another trip to Florida.

HARRY DOWNING, formerly of the vaude team of Harry and Dan Downing, along with Sam Payne, formerly of the RKO booking office, have opened an agency in Boston. . . . REGINALD VOOSHEES, Chicago booker, is invading the fair field.

WALTER J. (WALLY) GLUCK, Buffalo, handling Kaufman's, Buffalo, exclusively, has added Murray's Inn, Albany, supplying it with a 14-people show. He also handles Mary Roger's Velvet Grille, Lackawanna, N. Y., and is doing spot bookings for Frank's Casa Nova, Buffalo. One-night bookings include the Wilmont Town and Country Club and the Military Ball, Niagara Falls, N. Y. Nella Saylors, Jack McCoy and Margie Winters, under his management, are playing engagements around Western New York.

FRANK R. MURPHY, Buffalo, has added Club Como, Buffalo. Special shows include 12 acts for Odd Fellows' Lodge Banquet, Buffalo, and nine acts for the same organization in Niagara Falls; American Legion affair, Rochester, 10 acts. He will also supply 22 acts for the Pennsylvania State Convention of the American Legion in Erie, Pa., in early spring.

LOU BOLTON, veteran "maker of stars," has opened a Chicago office to manage and book talent. An early placement set Sammy White in the role of Banjo for the West Coast company of *The Man Who Came to Dinner*. Bolton was formerly in Pittsburgh and in Hollywood.

EDWARD SHERMAN has returned from a two-week cruise in the West Indies, the affairs of his New York office being left to Al Allen and Mickey Aldrich, Florence Bernard carries on in the Philly branch. . . . LEE STEWART, New York agent, plans to drive to Hollywood later in the month.

JOHNNY GRAFF has joined the New York office of Anthony Phillips Attractions, Inc., in charge of the music department.

RAY S. KNEELAND, Buffalo, reports continued good bookings. Altho Lent usually puts a crimp in the business, it hasn't affected it any this season. Kneeland has set Mal Hallet for the University of Buffalo Junior Prom, February 24, and Ray Keating for a Canisius College dance Easter Monday. His contract for 10 acts once weekly at the Palace Theater, Lockport, N. Y., was renewed by the Schine chain. Club dates include Gowanda Club, Gowanda, N. Y., five acts; Athletic Club, Buffalo, for annual Winter Carnival, 10 acts; Elmira Masonic Club, 10 acts; Lockport Masonic Club, eight acts; New York Telephone Co. affair, 20 acts and Benny Kruger's Band; Goodyear Wende Oil Co., seven acts; St. Anthony Social Club, Predonia, six acts.

BILL PARENT, Chicago, in co-operation with the Kelly-Bahike agency, Cincinnati, furnished the cast for the Procter & Gamble employees' show at Music Hall, Cincinnati, February 3. On the bill were Borrah Minevitch's Harmonica Rascals, the 10 Aristocrats, Texas Tommy and his Wonder Horse, the Four Whitson Brothers, Lowe-Tite and Stanley; Johnny Perkins, emsee, and Frankie Trumbauer's Orchestra.

SOUTHERN THEATRICAL AGENCY, Miami Beach, Fla., is booking the following spots on full-week stands, using from three to five acts per week: Swiss Chalet, Floridian Hotel and Roadside Rest, Miami Beach; Jimmie's, Miami; Oasis Night Club, West Palm Beach, and Tarpon Club, St. Petersburg.

If You Have a Husband At the New York Para . . .

PHILADELPHIA, Feb. 17.—Surest way to grab off a booking at Jack Lynch's Walton Roof here is to have a husband-band leader playing the New York Paramount Theater. When the Paramount featured Bob Chester, Lynch brought in dancer Edna Torrence (Mrs. Chester).

With Dick Stabile at the Paramount, Lynch is bringing in Gracie Barrie (Mrs. Stabile).

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Night Club Reviews

Diamond Horseshoe the Miracle Club of Broadway; In Its 14th Month; Gross Passed a Million

Local night clubs come and go, but Billy Rose's Diamond Horseshoe, New York, is in its 14th consecutive month. And it's the same production, the same cast except for minor changes and the same management. In fact, the spot grossed, according to Rose, $1,000,000 during its first 12 months. And some say that the little Napoleon cleared $250,000 for himself.

Another look at this *Tobacco Road* of the night club business reveals a lively, colorful and amusing show presented on a platform above the bar and on the dance floor. This twice-a-night show combines with the room's mellow warmth and the good dance music to put the patron in a have-a-good-time mood. And any club that can make customers feel that way is the club that will make dough.

In fact, the only disappointment of the revisit was careless waiter service. The show itself is a peach. The dozen chorus girls are cute and lively and look enticing in charming Raoul Pene du-Bois costumes. The six showgirls are smart lookers and display their shapely figures in the show's single nude flash, the milk bath scene. Frank Libuse, who also does a hilarious comedy waiter before the show, is a highlight with his clowning. Margot Brander, his straight woman, is grand, too. Clyde Hager's pitchman spiel is as funny as ever and includes a few new bits. Joe E. Howard is still a charming, handsome young oldster with velvet voice for old-time tunes. Tom Patricola is okeh in his eccentric hard-shoe dancing and emseeing. Fritzi Scheff tosses off a fancy fur coat to sing her old favorites. Beatrice Kay is still showing how they used to sing *Ta-Ra-Ra-Boom Dee-ay*, and Emma Francis is still doing her surprisingly nimble tap dance. Willie Solar's pasty-faced eccentric whistling-singing is amusing and the Four Mangean Girls are still making them laugh heartily with their comedy acrobatics. Lulu Bates sings vigorously and the Ruth Pine Quintuplets, fat colored girls, add a hearty laugh to the show.

Only changes since the show opened have been Buddy Doyle, who passed away; Lucille Johnson, who replaced Della Lind, and Harry Armstrong, who dropped out. And the cast is going thru its fourth set of costumes.

Noble Sissle leads the band and does a swell accompaniment job, with Don McCrane's smaller combo doing well at waltzes and Continental dance music.

Gloria Safier is now the publicity director. *Paul Denis.*

Chez Paree, Chicago

Ray Bolger and Ethel Shutta top one of the finest bills here in many a day in the new show that opened Friday (9). Absent from Chicago's cafes for six years or more, Bolger is a riot with his screwy antics, a long and varied repertoire of hilarious numbers. His one-man tango, jitterbug dance, political speech, Louis-Galento fight and numerous request numbers all were done with perfection. He kept his audience in an uproar.

Ethel Shutta, charming song-stylist, appeared at her best in a new repertoire of songs, admirably suited to her personality and voice. Miss Shutta has the knack of putting across the bluest of blue songs in a manner that robs them of offense and makes them very funny. A grand performer, she has a manner that instantly wins her audience. Repeatedly stopped the show, finally begging off. *Olga Polofski*, one of her old songs, is still a prime favorite. *Lady's in Love, Women's Best Friend, Wonderful Experiment* and *Major Burns* are some of her newer sock numbers.

Parker and Daniels are a pair of dancers with plenty of originality. As they dance and pantomime thru a varied repertoire Don Ruston narrates the story of the dances. Audience thought it swell.

Sunny O'Dea is a vivacious tap dancer with more than average talent and makes a definite contribution to the evening's entertainment. Ginger Harmon adds her bit with several hot songs, including *Oh, Johnny* and *Born To Swing*. The production numbers of Fred Evans are among his best. *A Waltz Dream*, featuring Francine Wein, is exceptionally good. Others are *Fantasy in Fans, In the Mood* and *Chez Paree Mounties*.

Lou Breese and orchestra give the show excellent background. *Nat Green.*

Century Room, Kansas City, Missouri

Inaugurating a new policy, John Tumino, manager and owner of this spot, is now presenting floor shows at his combination ballroom and cabaret Saturday nights. Idea so far has helped considerably to attract the white-tie trade.

Most of the acts are sepia, fitting in with Tumino's idea of confining entertainment to colored talent, since colored bands have gone over so well here.

Line-up is gleaned mostly from *Vine Street Varieties*, a discovery show airwaved Saturday afternoons over local WHB from Lincoln Theater in the heart of Kaycee's Harlem district. However, also present on occasions is Julia Lee, pianist and torrid canary, from Milton's Tap Room near by, and Joe Coleman, smooth vocalist on pops.

The cabaret has a half-hour wire on local radio station KCMO Saturday nights. *Bob Locke.*

Shelburne Hotel, Shelburne Grill, Atlantic City

The relighting of the beach-front Shelburne Grill follows the restoration of this famed old dining room to the quiet luxury that made it the rendezvous of celebrities a few years ago. Under management of Paul Arnswalde, thousands were spent in remodeling.

Removal of the Boardwalk entrance gives diners unobstructed view of Boardwalk. A garden court with fountain is also being constructed. The 50 by 100 floor space is covered with high-pile carpetry.

Until the regular vacation season starts, Grill lights up for Friday, Saturday and Sunday diners with a piano, fiddle and cello trio scratching out somber music in concert style. Entertainment policy hasn't been decided upon as yet. Hotel, meanwhile, offers dancing for supper at the cocktail lounge Saturdays and Sundays.

Tariff reserves Grill for the swellest dinner at $2.25. *M. H. Orodenker.*

Blackhawk Cafe, Chicago

A good home for the swing and semi-sweet bands, aired prominently over WGN and the Mutual network and playing to nice trade, particularly the younger set of this area. Still operated by Otto Roth, who has been using MCA outfits exclusively the past several years. Last year the spot housed Bob Crosby, Johnnie (Scat) Davis and Joe Sanders. New tenant, Ozzie Nelson, finds himself in a more admirably informal environment than he did during his last local session at the ultra Drake Hotel.

A missing member, and an important one, is Mrs. Nelson (Harriet Hilliard), who has a date with the stork and will be out of the picture until April. Vocals are now in the hands of Ozzie, who has a pleasing voice as well as an engaging personality; Roseanne Stevens, swing warbler who makes a youthful and refreshing appearance, and a couple of the band boys who pitch in with occasional ditties.

The band plays with a smooth, even tempo, striking a happy medium between swing and sweet. Instrumentation carries the stock four rhythm, four reed and four brass combination, and most of the boys are young chaps who make themselves useful in other ways. In all, it is an acceptable aggregation for a modern dance crowd.

Shows here are brief and repeated thrice nightly. Two outside acts on current bill, both Blackhawk oldtimers, Frederic and Yvonne, a pair of personable kids, glide thru a waltz with some stock tricks and a novelty strut. Jimmie Byrnes, tap dancer with an individual style, cavorts thru a couple of routines. His song bit preceding his initial offering is not very helpful to the act.

Other contributions include a couple of pop tunes from Roseanne and a novelty number *(Band Leading Blues)* by Ozzie and the boys. The WGN broadcasts are handled by Ed Allen.

Luncheon and early-evening piano music is furnished by the locally known Morton Schaeffer. *Sam Honigberg.*

Luigi's Italian Village, Syracuse, N. Y.

The after-Christmas slump that has prevailed in Syracuse night spots seems to be over. Louis Mancino, operator of Luigi's, is taking advantage by putting on a good show.

With Jack Terry emseeing, the show starts with a six-girl line, going thru a fast dance. Next is Ginger Mann, on for a song, which hit the crowd right between the eyes and drew an encore. During her first number there was the usual audience cut-up, Terry capitalized on this in a smooth way. After a few cracks he walked over and asked the guy's name. He returned to the floor and had a few words with Miss Mann. She then started *Oh, Johnny, Oh*, but instead supplied the guy's first name, Herbie. With that she was sold.

Mary Kay is next with plenty soft-shoe stuff. Then Betty West does a rumba dance, which is taken by the crowd.

While the show makes the change Terry goes into his impersonation act, which was good enough to keep the crowd quiet. He mimics the overdone scrap between Winchell and Bernie, and his duplication of W. C. Fields made the crowd yell. He also did Major Bowes and Charles Laughton, encoring with Edward G. Robinson. The show ends with another line routine.

The show was booked thru Irving Jacobs agency as the *Girl Friends* with Les Hunt and Co. However, at the last minute Les Hunt was taken ill and was unable to make it. The show takes about 45 minutes, with Nickie Mann furnishing the music.

Robert B. Taber.

Embassy Club, Philadelphia

Following the lead of the national administration, Embassy launched a good-neighbor policy of its own with Latin American performers and music taking over.

Sam Silber has brought in a sextet of Cuban dancers, headed by Lola and

WALTON and O'ROURKE
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Andre, dance duo. Group includes Renee Villon, Michael Amador, Magoli and Louis Torres, all of whom dance solo, as teams, and in ensemble numbers. Musical incentives are expertly dished out by Pedro Blanco's combo. Lola, a Latin looker, easily highlights the conga hoofing of the sextet. All six also serve as tutors for cuffo rumba and conga instructions to patrons. To heighten the Cuban-improvised atmosphere, Silber is giving Latin souvenirs to fem guests.

It's really a two-in-one show. In addition to the congas and rumbas, regular floor show remains intact. George Clifford paces the show, his song, dance and patter keeping it all tied together and running smoothly.

Juanita Miller pipes the swingy songs, Judy Barron is both an eyeful and earful when carrying the torch, and Billy Maples adds his attractive voice and personality to pop ballads. Curt Weiler's crew makes the swingy music, with Johnny Parrish pounding the piano to keep things going continually.

Show three times nightly, starting with dinner. But it isn't until midnight that lights shine brighter at this spot. Embassy is a cafe society haunt. Activity goes on downstairs and upstairs, spot being a former home of one of the city's first families. No cover or minimum, but prices are out of reach of the jitterbug trade. *M. H. Orodenker.*

Sherman Hotel, College Inn, Chicago

College Inn, which for a year has featured its Panther Room, recently added a Malaya Room, with attractive Malayan maidens carrying picturesque baskets atop their heads serving the customers. Malayan Room is at the rear of the Inn, separated from the Panther Room only by a brass railing. The Inn's dance floor is packed nightly with young exponents of swing, who account for 75 per cent of the room's patronage.

New show which opened Friday (9) features two bands. Woody Herman and his "Band That Plays the Blues" were given a great reception. Woody's alto-sax soloing is a standout, and he has back of him a great bunch of boys who dish out swing and blues in terrifically telling style. Carol Kay carries the vocal assignments splendidly.

Second band is a sepia outfit, Slim Gaillard and his "Five Flat Foot Floogies," so-called from the song hit written by Gaillard. These boys jumped right into the groove with *The Windy City Hop*, written by Gaillard a few days ago, and they proceeded to mop up with their torrid numbers, which included *Huh, a-Huh* and, of course, *Flat Foot Floogie*.

Entertainers are numerous in both of these outfits, and if a first-night reception is a correct criterion they will be tremendously popular here.

Mardoni, magician, held over, mystifies and entertains with his "Haunted House," in which ghosts walk, doors swing and strange antics take place in unexplainable fashion.

The jitterbug troupe and Carl Marx, illuminated clown, complete the show. *Nat Green.*

Windmill, Natchez, Miss.

Billed as "radio stars late with NBC" Pat and Mary, a pair of clever juveniles assisted by their parents, one furnishing accompaniment and other lighting effects, held spotlight for two floor shows at this club on U. S. Highway 61, near here on Saturday and Sunday (10 and 11). Show, with Harry King Earth orchestra, featuring Barth on bass-fiddle, went over well.

Show opened with Pat and Mary singing pop tunes, including *Oh, Johnny Oh*, done very capably by Mary. Then youngsters put on dialog which clicks, followed by hillbilly routine which is not so good. Show closed with pair's duet. Act was well applauded.

Club reports business was good for the act's stay. Has been having bands for one-nighters, including Barth, Al Barnette, Wit Thoma and Walter Barnes. Expect to bring in new orks in near future, according to manager Frank Eidt and his brother, owner Bill Eidt. *H. M. Case.*

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GREENWICH VILLAGE, N. Y. CITY
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Gaucho, New York

Pedro Valli's tiny club in Greenwich Village is cutting its talent for the Lenten season, as are most other local spots, and has two acts, the band and a stroller duo providing the entertainment. It's enough.

Floor show is thin but lively. It has Maria Del Carmen, a holdover, doing graceful, classic Spanish dances highlighted by acrobatic stunts and an authentic compelling style. Her delayed entrances, however, are a bit aggravating. Tornita and Pepita, Mexican sister team, are new here. Not much on talent, but they are long on looks. They harmonize Latin tunes in swingy style, embellished by cute mannerisms and work a bit of English into the lyrics, too. A bit of strutting winds up their turn.

Don Miguel Orchestra, four pieces, snaps off Latin tempos competently, and Ramon and Luis sing and strum their guitars for request numbers at the tables.

Valli himself does the greeting, emsees the show, beats the conga drum occasionally and helps make the club such a popular spot. *Paul Denis.*

Havana-Madrid, New York

The second edition of *A Night in Havana* features new routines designed by Sergio Orta and done by a holdover cast. Entire layout is on the expensive side, the costumes being lavish and performers plentiful. Authentic Latin atmosphere and good service prevail.

Opener is Cesar Tapia and Maclovia Ruiz, good-looking and elegantly costumed pair, who do two folk dances in the flamenco manner. Capable execution gives them good hand. They return later to repeat a flamenco.

Rosita Rios is a capable chanteuse who specializes in the Spanish equivalent of torch laments. Encored twice. This gal appears off and on thruout the show to provide background as well as solo. Her pipes and delivery are good.

Biggest applause getters are Estela and Papo, coffee-colored Cuban couple. Their rumbas are hot, with the femme violently exercising every portion of her anatomy while Papo provides contrast with a silky sway and turn style. The pair complement each other perfectly. This team is comparatively new, Papo having replaced Estela's former partner, Rene, who became ill. Papo reepats one of his predecessor's stunts by balancing a glass of wine on his head while performing fast gyrations.

Zedra De La Conde's tap rumba on a drum is well received, while other specialties include Arturo Cortes providing background vocals; Vida Valdez and Lilli Tossa, featured in a production number filled with voodoo mysticism, and Nona Montez, who fronts an Andalusian dance routine.

The show is divided into production numbers which keep many performers on the floor most of the time. Sergio Orta keeps the show breezy by his capable handling.

Ed Weiner signs checks for the press. *Joe Cohen.*

Club Talent

New York

RUSSELL SWANN, magician at the Savoy Plaza, has added Virginia Lang, who doubles as vocalist for Bob Grant's Band. . . . DOROTHY ALEXANDER, after three months at the Club Nightingale, opens with Nutsy Fagan at the One-Eleven Club.

* * *

Chicago:

EDWARD ROOT, formerly of Minor and Root, is now working with a new partner and act at Edgewater Beach Hotel, act being known as Renee and Root. . . . TUNG PIN SOO (Al Wheatley) holds over at the Bismarck Hotel.

GEORGIE TAPPS, Mario and Floria and Roy Benson are set for the Palmer House show which opens with Hal Kemp's Band March 28. . . . ARCHALEE stays a fifth week at the Minuet. . . . CORDONA AND CORINNE have been held over for a sixth week at Harry's New Yorker. . . . PAUL ROSINI needed encouragement from friends and agents for his first flight, which he made Monday (12) from here to San Francisco for his opening at the Bal Tabarin. . . . RUTH AND BILLY AMBROSE return here March 1 to open at the Edgewater Beach Hotel. . . . MATT DUFFIN, of the Duffins, at the Bismarck, celebrated a birthday Sunday with a cocktail party.

* * *

Philadelphia:

OLIVE WHITE, singing instrumentalist, takes over the top spot at Benny the Bum's. . . . ALTHO a regular floor show isn't featured until the summer season, Evergreen Farms augments Pat Shevlin's dance music with Kathryn King, dancer. . . . 1523 CLUB returns Betty McKee, Dave Leighton and Peggy McCloud. . . . ANN SHELLY, songstress, into Club 15 as feature. . . . CHARLIE KING and Nora Williams bow next week at Stamp's Cafe. . . . VENICE GRILL adds a classic note with Monte Carlo Singers, concert group headed by Eleanor Norton . . . ANDY DeSAIRO, vaude comic, into DiPinto's Cafe.

* * *

Atlantic City:

BILL FAREY into Tom McDonough's Erin Cafe for the week-end floor shows. . . . MILDRED FAYE, songstress, featured at Agostini's Hotel and Grill. . . . SUBMARINE GRILL at Traymore Hotel, where Billy Madden makes the music, adds NICK NICKERSON Saturday nights. . . . PADDOCK International bringing in girl revues week-ends until season gets under way. . . . DUE BACK next week from Miami, Fla., are Ralph Webster, Paradise operator; Red Thornton, of Benson's; Tom Endicott, Dude Ranch; Frank Scaffidi, of Renault's Tavern; Frank White, of the 2112 Bar; Charlie Glascow, of the Ritz; Frank Piore, Penn-Atlantic Hotel chief; Max Herman, of Herman's, and Dan and Blanche (Babette) Stebbins, of Babette's.

Here and There:

MARIA KARSON TRIO is set for an indefinite stay at the Mayfair Restaurant, Washington, where it is currently in its sixth week. . . . TINY HARRIS is emseeing at Club Petite of the Ritz Hotel, Pittsburgh. Piccolo Pete is on the band stand. . . . THREE HEAT WAVES have been held over at the Queen's Terrace, Elmhurst, L. I. . . . BUDDY LEWIS is featured in the *Icolite Ice Revue* in the Book-Cadillac Hotel, Detroit. . . . ARTHUR BLAKE goes into the Castle Farms, Altoona, Pa., for a month's stay.

JACK HILLIARD has opened at Benny the Bum's, Philly, following his engagement at the Surf Club, New York. . . . MARLYN AND MARTINEZ are dancing at Maxim's, Bronx, N. Y. . . . SALLIE SAWYER has opened at the Wagon Wheel, Lewisburg, O. Vic Haller, Sammy Weston and Cynthia Mitchelle on the same bill.

LINA GINSTER and BILLIE MORRIS have teamed up again. . . . JACK ADAMS is emseeing as well as managing the Hollywood Club, Harrisburg, Pa. . . . WALLY BLAIR is at the Rainbo Grill, Hollywood, Fla., along with Lem Braley, Scottie, Montrose and Pearl. Lorraine Abbott, Hod Williams is on the band stand.

EDDIE ZOLAR is still at Iozzio's Garden of Italy, Indianapolis, where he opened December 30 for an indefinite stay. . . . BERNIE LIT has returned to the Silver Dollar Supper Club, Baltimore, for an unlimited stay. With him are Barbara Gray, Sunny O'Day, Virginia Ray, Lois Preston and the Town Hall Trio. . . . STONE AND VICTOR, after 18 weeks in New England, are appearing at Lou Madonna's new spot in Asbury Park, N. J. . . . BOBBIE LA RUE and his Hollywood Playboys, featuring Ken King and his Marionettes, Harry (Dad) La Rue, Ann Sutton, midget, and Jean Hamilton, have just closed a 38-week run at the Bank Bar, Toledo. . . . VAL SETZ has just concluded a two-week engagement at Hotel Mayflower, Akron.

ISOBEL DeMARCO, singing accordionist, opened a stay at the Alms Hotel, Cincinnati, February 13, after a two-week run at the Hotel Francis, Kokomo, Ind. . . . BELLE REGAS, singer, has been picking up Miami, Fla., dates thru local agents. Chester Alexander and Caesar La Monaca.

Havana Using Some U. S. Acts; But No Boom Yet

CHICAGO, Feb. 17.—Rod Drigo and Francine, dance team back from Havana, observe that that city uses comparatively little American talent. They claim that in the two classy Havana hotels, the Nacional and the Seville Biltmore, American acts are not wanted. The Nacional has always limited its demand to Latin talent, while the Biltmore is currently troubled with a labor strike.

Team reveals that the Gran Casino Nacional and the Sans Souci Garden Restaurant are the two top night spots and both use some American performers. Ben Marden, who operates the Casino Nacional, is employing such stunts as "Bingo Night" and "Congo Night" to stimulate business. Management of Sans Souci also controls the Montmarte, but is keeping that spot closed this season.

Rod Drigo and Francine played in Garcia's Teatro Nacional, picture and presentation house, which is spending more money on flesh this season than in the past. Team was only American act on bill, which was repeated twice daily and three times Sunday. Four Latin acts and two features were on same program. House also uses legit and concert attractions when available.

Continuous Hawaiians

TOLEDO, Feb. 17.—After being redecorated in a Hawaiian motif, the Ka-See Club here has changed its policy to provide continuous entertainment. An all-girl ork and an Hawaiian ensemble provide music. Floor show consists of Clara May Gregoire, Murray and Murray, Sonia La Dare, Maureen Lawrence, Gail Gerber, Philomena Rivard, Lou Henri, Leslie Scott and Princess Lei Lehua.

Booking is by Eddie Marques, of the Gus Sun office.

Havana Takes Hyde Trumpet

HAVANA, Feb. 17.—A trumpet valued at $125 was stolen from Vic Hyde while playing the Teatro Nacional here. Hyde had just finished his opening day rehearsal. Leaving the instrument on the stand, he went to his dressing room to assemble a collapsible bass drum when he discovered the horn was missing.

Last week the wardrobe of the band was lifted.

Mishap Halts Acro Pair

PORTLAND, Ore., Feb. 17.—An accident halted the performance of Darby and Rudell, acrobatic team, on the second night of the appearance at the Capitol Theater, January 29. A slip while the pair were executing one of their stunts caused Miss Rudell to fall and injure her head.

Altho the injury kept her on the sidelines for the remainder of the week, it did not require hospital attention.

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Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

A

Adams & Cora (Cocoanut Grove) NYC, h.
Adams, Johnny (Howdy Club) NYC, nc.
Adams & Nevins (Royal Box) NYC, nc.
Aileen & Bobby (Travelers) Wilkes-Barre, Pa., nc.
Airway Duo (Arcadia) Phila, re.
Alan & Anise (Cotton Club) NYC, nc.
Albins, The (State-Lake) Chi, t.
Allen, Roberta (McAlpin) NYC, h.
Allen, Jean (Steve's) NYC, nc.
Aloha, Lei, Troupe (Victoria) NYC, h.
Alvarez, Aida (La Conga) NYC, nc.
Alvaro & Mercedes (El Chico) NYC, nc.
Amador, Michael (Embassy) Phila, nc.
Ambrose, Ruth & Billy (Earle) Washington, D. C., t.
Anderson, Dolores (Rainbow Room) NYC, nc.
Andre, Lynn (Imperial) Detroit, nc.
Andrea, Andree (Cadillac) Phila, nc.
Apollon, Dave, Unit (State-Lake) Chi, t.
Archaloe (Minuet) Chi, nc.
Arden's, Donn, Artist Models (Lookout House) Covington, Ky., nc.
Argentina Mia (Club Gaucho) NYC, nc.
Armstrong, Joe (Stamp's) Phila, nc.
Artex, Deal (La Conga) NYC, nc.
Arnolds, Three (Shubert) Cincinnati, t.
Austin, Marie (Stanley) Pittsburgh, t.
Avalons (Shrine Circus) Akron 19-24.
Avon Sisters (Gibson) Cincinnati, h.

B

Bachelors, Four (Biltmore) NYC, h.
Bailey, Bill (Stamp's) Phila, nc.
Bailey Sisters (Shalimar) Newark, N. J., nc.
Baker, Florence (State-Lake) Chi, t.
Baker, Bonnie (Palmer House) Chi, h.
Baldwin & Bristol (Tampa Terrace) Tampa, Fla., nc.
Ballero, Marc (Mayfair) Boston, nc.
Banks, Sadie (Old Roumanian) NYC, nc.
Barclay, Irene (Barney Gallant's) NYC, nc.
Barrie, Jean (Dutkin's Rathskeller) Phila, nc.
Barrie, Juanita (606) Chi, nc.
Barron, Judy (Embassy) Phila, nc.
Barry, Tom (Queen Mary) NYC, nc.
Barry, Fred & Elaine (Continentale) Miami Beach, nc.
Batchen, Birdie (Palumbo's) Phila, nc.
Bates, Lulu (Diamond Horseshoe) NYC, nc.
Bates, Peg Leg (Roxy) NYC, t.
Barton, James (Versailles) NYC, nc.
Beasley, Ann (La Martinique) NYC, nc.
Beaucaire, Pierre (Parisien) NYC, nc.
Beckwith, Babs (Pierre) NYC, h.
Belmont, Bella (Purple Derby) Phila, nc.
Belmont Bros. (Circle Bar) Canton, O., nc.
Bennett, Ethel (Old Roumanian) NYC, nc.
Bert, Ben (State-Lake) Chi, t.
Berke, Irving (Rainbow Inn) NYC, nc.
Berkos, Bela (Algonquin) NYC, h.
Bernard, Ben (Gay '90s) NYC, nc.
Bernard, Lil, & Flo Henrie (Alabam) Chi, nc.
Besinger, Frank (Radio Franks) NYC, nc.
Blake, Jimmy (Walton) Phila, h.
Blakstone, Nan (Le Ruban Bleu) NYC, nc.
Blair, Joan (Biltmore) NYC, h.
Blanche, Jean (885) Chi, nc.
Blondell, Mae (Westminster) Boston, h.
Bodan, Margot (Gypsy Camp) NYC, nc.
Bolger, Ray (Chez Paree) Chi, nc.
Bolles, John (State) NYC, t.
Bonick, Lewis (Fox & Hounds) Boston, nc.
Borg, Inga (Hi-Hat) Chi, nc.
Boshoer, Dora (Russian Kretchma) NYC, nc.
Boweryettes (Bowery) Detroit, nc.
Bradley, Betty (St. Moritz) NYC, h.
Braggs, John (Steve's) NYC, nc.
Bressler, Jerry (Stanley) Pittsburgh, t.
Brett & Young (Joyland) Boston, nc.
Britton, Harriet (Crisis) NYC, nc.
Brooks, Peggy (Howdy Club) NYC, nc.
Brooks, June (Colosimo's) Chi, nc.
Brown & Ames (Shubert) Cincinnati, t.
Brucettes (Lookout House) Covington, Ky., nc.
Brucettes, Six Sensational (Strand) NYC 22-25; (Majestic) Paterson, N. J., 27-29, t.
Bruder, Rudy (Weber's Hofbrau) Camden, ro.
Bruno, Anthony (Latin Quarter) Boston, nc.
Buck & Bubbles (Cadillac) Phila, nc.
Buckmaster, John (Algonquin) NYC, h.
Burke, Irene (Swing Club) NYC, nc.
Burton, Mary (Continentale) Miami Beach, nc.
Burton & Kaye (Riverside) Milwaukee, t.
Byrd, Muriel (Belmont Plaza) NYC, h.
Byrnes, Jimmie (Blackhawk) Chi, nc.

C

Caldwell, Edith (Statler) Boston, h.
Camp, Rae (Parakeet) Phila, nc.
Cappella & Beatrice (Royale) Detroit, nc.
Cardello (Palumbo's) Phila, nc.
Cards, Three (State) NYC, t.
Carlisle, Charlie (Bowery) Detroit, nc.
Carlton, Kay (Yacht Club) Phila, nc.
Carpenter, Imogene (Weylin) NYC, h.
Carr, Billy (606 Club) Chi, nc.
Carroll, Helene (Lexington) NYC, h.
Carroll, Janet (Latin Quarter) Boston, nc.
Carroll, Helen (Latin Quarter) Boston, nc.
Carter & Bowie (Barney Gallant's) NYC, nc.
Carter, Rochelle (Swing Club) NYC, nc.
Carthe, Dan (Leon & Eddie's) NYC, nc.
Casanova, Don (Cuban Casino) NYC, nc.
Cascade, Billy (Bertolotti's) NYC, nc.
Caswell, Fran (Parakeet) Phila, nc.
Cerf, Alyse (606 Club) Chi, nc.
Chandler, Grace (Pat Toole's) Wilkes-Barre, Pa., nc.
Chaplin, Mildred Harris (Colosimo's) Chi, nc.
Chords, Three (Stanley) Pittsburgh, t.
Clair, Marcella (Whirling Top) NYC, nc.
Clare, Lola (Dutkin's Rathskeller) Phila, nc.
Claudet, Marguerite (Ohio) Youngstown, O., h.
Clements, Curly, & Rodeo Rangers (RKO Strand) Syracuse 22-26, t.
Co-Eds, Four (Pal) Cleveland, t.
Cole, Johnny (Mayfair) Boston, nc.
Cole, Frank & Peggy (Barn) Warwick, R. I., nc.
Cole, Lester, & Debutantes (Riverside) Milwaukee, t.
Colomo, Aurelia (Weylin) NYC, h.
Connolly, Frances (La Marquise) NYC, nc.
Conrad, Catharine (Glass Hat) NYC, nc.
Conville, Frankie (State) NYC, t.
Conway & Parks (Kit Kat) NYC, nc.
Cook, Ralph (Harry's New Yorker) Chi, nc.
Cook, Verna (Brown Derby) NYC, nc.
Corbett & Loraine (Chez Ami) Buffalo, nc.
Cordano & Corinne (Harry's New Yorker) Chi, nc.
Corday & Triano (Delmonico's) Phila, re.
Cornell, Alice (Colony Club) Chi, nc.
Cortes, Mapy (The Beachcomber) NYC, nc.
Cortez, Flores (Frances) Kokomo, Ind., h.
Cosmos & Anita (Palumbo's) Phila, nc.
Costello, Diosa (La Conga) NYC, nc.
Courtney, Leonora (Swing Club) NYC, nc.
Covert & Reed (Warwick) NYC, h.
Craig, Reginald (Earl Carroll's) Hollywood, nc.
Craven, Frank (Bill's Gay '90s) NYC, nc.

D

D'Acosta, Lina (Le Ruban Bleu) NYC, nc.
Dagmar (606) Chi, nc.
Dahl, Mrs. Harold (Bowery) Detroit, nc.
Dana, Gene (Blue Lantern) Detroit, nc.
Daniels, Muriel (Westminster) Boston, h.
Dare, Kay (Crisis) NYC, nc.
Darnell, Nancy (Shrine Circus) Akron 19-24.
Datsko, Jascha (New Russian Art) NYC, nc.
Davis, Glory (Stuyvesant) Buffalo, h.
Davis, Roy (Earle) Washington, D. C., t.
Davis, Benny, & Gang (Stanley) Pittsburgh, t.
Dead End Kids (Riverside) Milwaukee, t.
Dean, Shirley (Lookout House) Covington, Ky., nc.
Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc.
DeFlores, Felipe (Rumba Casino) Miami Beach, nc.
Degenau & June (White) NYC, h.
De La Conde, Zedra (Havana-Madrid) NYC, nc.
De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
DeLeberto Bros. (Bowery) Detroit, nc.
Delahanty Sisters (Eagles' Club) Middletown, O., nc.
Del Carmen, Maria (Club Gaucho) NYC, nc.
Del Gray Girls (Imperial) Detroit, nc.
Del Rio, Diane (Latin Quarter) Boston, nc.
Dell, Lillyan (Torch) NYC, nc.
DeMay, Moore & Martin (Capitol) Washington, D. C., t.
DeMaya, Melinda (Leon & Eddie's) NYC, nc.
De Mayos (Dutkin's Rathskeller) Phila, nc.
DeNova Twins (Gay '90s) Chi, nc.
Denise, Diane (State-Lake) Chi, t.
Dennett & Dee (Stanley) Pittsburgh, t.
DeRoy, Esther (Blue Lantern) Detroit, nc.
DeWolfe, Billy (Dempsey-Vanderbilt) Miami Beach, h.
Dione, Valerie (LaCava) NYC, nc.

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

Doffy, Virginia (State-Lake) Chi, t.
Dolphe, Ray (Westminster) Boston, h.
Donahue, Walter (Mayfair) Boston, nc.
Donnelly, Harry (Bill's Gay '90s) NYC, nc.
Dooley Twins (Gold Coast) NYC, nc.
Dooley, Mary (Stanley) Pittsburgh, t.
Dorita & Valero (El Chico) NYC, nc.
Dorsay & Diane (Red Mill) NYC, nc.
Dowling, Elaine, Girls (Colosimo's) Chi, nc.
Downey, Morton (Pal) Cleveland, t.
Downey, Ray (St. George) NYC, h.
Doyle, Helen (Yacht Club) Phila, nc.
Drew, Charley (Taft) NYC, h.
Drigo, Rod, & Francine (Teatro Nacional) Havana, Cuba, t.
Drupska, Dania (Radio City) NYC, mh.
Dubrow, Herb (Walton) Phila, h.
Due, Dorothy (La Marquise) NYC, nc.
Duchess, Evelyn (31 Club) Astoria, L. I., nc.
Duffins, The (Bismarck) Chi, h.
Duke, Norman (Stanley) Pittsburgh, t.
Dumont, Marie (Crisis) NYC, nc.
Dupont, Doris (Hi-Hat) Chi, nc.
Duquesnes (Bowery) Detroit, nc.
Durant, Diana (Club 15) Phila, nc.
Dustman, Edith (Book-Cadillac) Detroit, h.
Duville, Jacqueline (Palumbo's) Phila, nc.

E

Earlson, Vic (Stamp's) Phila, nc.
Eberle, Bob (Pennsylvania) NYC, h.
Edward & Angela (Silver Lake Inn) Clementon, N. J., ro.
Elaine & Barry (Versailles) Hollywood, Fla., nc.
Eleanor (Silver Lake Inn) Clementon, N.J., ro.
Elia & Elio (La Conga) NYC, nc.
Ellin, Marita (Trocadero) NYC, nc.
Embassy Boys (Biltmore) Atlanta, h.
Emil & Evelyn (Weber's Hofbrau) Camden, ro.
Enrico & Novello (Colony Club) Chi, nc.
Ernie & Osie (Kit Kat) NYC, nc.
Errolle, Martha (St. Moritz) NYC, h.
Estelle & LeRoy (New Yorker) NYC, h.
Estes, Del (Minuet) Chi, nc.
Evans, Fred, Girls (Chez Paree) Chi, nc.
Evans, Bobby (Cotton Club) NYC, nc.
Everett & Conway (Palomar) Seattle, t.
Everett & Evelyn (Bowery) Detroit, nc.
Everhardt, Chet (Royale) Detroit, nc.

F

Fagan, Nutsy (Hughes 1-11 Club) NYC, nc.
Fanslau, Connie (606) Chi, nc.
Farrara, Marianne (Leon & Eddie's) NYC, nc.
Farrell, Bill (Place Elegante) NYC, nc.
Fawn & Jordan (St. Moritz) NYC, h.
Fay & Wellington (Westminster) Boston, h.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Fayne & Foster (Lotus) Washington, D.C., nc.
Fazioli, Bernie (Cocoanut Grove) Boston, nc.
Fields, Benny (Carrousel) Miami Beach, nc.
Finnell, Carrie (606 Club) Chi, nc.
Flash, Serge (Delmonico's) Phila, re.
Flashe & Bunda (Leon & Eddie's) NYC, nc.
Flippen, Jay C. (Leon & Eddie's) NYC, nc.
Floretta & Boyette (Andrew Jackson) Nashville, Tenn., h.
Fonda & St. Clair (Lotus) Washinton, D.C., re.
Fontasia (Rumba Casino) Miami Beach, nc.
Foster, Gae, Girls (Roxy) NYC, t.
Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
Frances-Allis Dancers (Benny the Bum's) Phila, nc.
Frances & Madeleine (Round Room) NYC, nc.
Francine, Ann (Plaza) NYC, h.
Franey, Dot (Book-Cadillac) Detroit, h.
Frant, Ernst, Continentals (Place Elegante) NYC, nc.
Frazee Sisters (Continentale) Miami Beach, Fla., nc.
Frazer, Bill (Blue Lantern) Detroit, nc.
Frederick & Yvonne (Blackhawk) Chi, nc.
French, Eleanore (1 Fifth Ave.) NYC, re.
Froeba & Bourne (Torch) NYC, nc.
Furman, Eddie (Brown Derby) NYC, nc.
Futran, Edouard (Bal Tabarin) NYC, nc.

G

Gaby, Frank (State) NYC, t.
Gainesworth, Marjorie (Walton) Phila, h.
Gale, Betty (Shelton) NYC, h.
Gale, Alan (Stork Club) Phila, nc.
Garcia, Lucio (La Conga) NYC, nc.
Garcia, Chiquita (Imperial) Detroit, nc.
Gardell, Tess (885) Chi, nc.
Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc.
Garr, Eddie (Sunny Isles) Miami Beach, nc.
Gary, Gwen (Book-Cadillac) Detroit, h.
Gifford, Moya (Biltmore) NYC, h.
Gilbert, Ethel (Gay '90s) NYC, nc.
Gilford, Jack (Cafe Society) NYC, nc.
Gilroy, Bill (Seven-Eleven Club) NYC, nc.
Giovanni (New Yorker) NYC, h.
Glamour Girls (Walton) Phila, h.
Glover, Ralph (Seven-Eleven Club) NYC, nc.
Glover & Lamae (Palmer House) Chi, h.
Golden Gate Girls (Madison) Baltimore, nc.
Golden Pair (Shoreham) Washington, D. C., h.
Gomez, Vincente (Le Ruban Bleu) NYC, nc.
Gordon & Olivia (McVans) Buffalo, nc.
Gould, Carol (Club Bali) Miami, nc.
Gracey, Evelyn (State-Lake) Chi, t.
Granoff, Bert (Neptune) Washington, D.C., nc.
Grauer, Bernie (Bill's Gay '90s) NYC, nc.
Gray, Barbara (Silver Dollar) Baltimore, nc.
Green, Margie (Belmont) Miami Beach, nc.
Green, Bennett (Mother Kelly's) Miami, Fla., nc.
Greer, Jane (Spatola's) Phila, re.
Gregory & Raymond (Earle) Washington, D. C., t.
Grey, Winnie (Chateau Moderne) NYC, nc.
Guerlaine, Annette (La Cava) NYC, nc.

H

Hadden, Harriette (St. Regis) NYC, h.
Hadley, Jane, Dancers (Bismarck) Chi, h.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Haida, Countess (Wilson) Harrisburg, Pa., h.
Hale, Chester, Troupe (National Casino) Havana, nc.
Hall, Cliff (Bellevue-Stratford, Phila, h.
Hallman, Florence (Delmonico's) Phila, re.
Handler, Shirley (Colosimo's) Chi, nc.
Hang-Chu, Prince Lia (Park Central) NYC, h.
Hardy, Tom (Village Casino) NYC, nc.
Harmon, Murray (Coq Rouge) NYC, nc.
Harmon, Ginger (Chez Paree) Chi, nc.
Harrington, Pat (Club 18) NYC, nc.
Harris, Russ (Baker's) Jacksonville, Fla., nc.
Harris, Marcia (Rainbow Inn) NYC, nc.
Harris, Kathryn (Stanley) Pittsburgh, t.
Harrison Sisters (Biltmore) NYC, h.
Harrison, Spike (Bill's Gay '90s) NYC, nc.
Hartley, Elsie (Place Cafe) NYC, nc.
Hartman, Grace & Paul (Colony) Palm Beach, nc.
Hartzells, Flying (Shrine Circus) Akron, 19-24.
Hasburgh, Rabana (Radio City) NYC, mh.
Havin, Bee (Blue Lantern) Detroit, nc.
Hawaiians, Three (La Cava) NYC, nc.
Hayes, Peter (Grace Hayes Lodge) Hollywood, nc.
Hayworth, SeaBee, Revue (Carolina) Rocky Mount, N. C., 20; (Broadway) Fayetteville 21; (Carolina) Wilson 22; (Gem) Kannapolis 23; (Carolina) Lumberton 24, t.
Heasley Twins (St. Regis) NYC, h.
Heat Waves, Three (Queens Terrace) NYC, nc.
Heath, Helene (Walton) Phila, h.
Heffer, Hal (Spatola's) Phila, re.
Helene (Royale) Detroit, nc.
Helene & Rene (Bowery) Detroit, nc.
Hendricks, Marcella (Astor) NYC, h.
Henrique & Adrienne (Cadillac) Phila, nc.
Herbert, Hayes & Ginger (Ansley) Atlanta, h.
Herne, Patricia (Chateau Moderne) NYC, nc.
Higgins, Peter (Commodore) Detroit, nc.
Hill, Don (Sandra's) Detroit, nc.
Hoffman, Eugene (Vienna) NYC, nc.
Hobday, Billie (Ernie's) NYC, nc.
Holland, Gene (Blue Lantern) Detroit, nc.
Hollenbeck, Mysterious (Atlas) Washington D. C., t.
Honey Family (Chicago) Chi, t.
Honnert, Johnny (885) Chi, nc.
Hope, Pat (Woodruff) Watertown, N. Y., h.
Hope, Glenda (Pastor's) NYC, nc.
Horvath, Louis (Gypsy Camp) NYC, nc.
Hot Shots, Four (Earl Carroll's) Hollywood, nc.
Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Howard & Corita (Cozy Corner) Detroit, nc.
Howard, Ann (Queen's Terrace) Woodside, L. I., nc.
Howard, Johnny (Royale) Detroit, nc.
Hudson Wonders (New Yorker) NYC, h.
Hunter, Grady (Mayflower) Jacksonville, Fla., h.
Hutchins, Harriet (Queen Mary) NYC, nc.
Hutton, Marian (Pennsylvania) NYC, h.

I

Ink Spots (Little Rathskeller) Phila, nc.
Isles, Stephen (Gay '90s) NYC, nc.
Ivers, Kay (Lenox) Boston, h.

J

Jackson & Nedra (606 Club) Chi, nc.
Jackson, Stone & Reeve (Lido) NYC, nc.

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Jakobi, Anita (Chicago) Chi, t.
James, Anita (Imperial) Detroit, nc.
Jamison, Bonnie (St. Paul) St. Paul, h.
Jarvis, Sammy (Book-Cadillac) Detroit, h.
Jason, Jay (Morocco) Detroit, nc.
Jean, Mitzi & Barana (Palumbo's) Phila, nc.
Jeanne, Mlle. (New Yorker) Chi, nc.
Joel & Annette (606) Chi, nc.
Johnson, Lucille (Diamond Horseshoe) NYC, nc.
Johnson, Patsy (Nomad) Atlantic City, nc.
Jones, Marion (State) Columbus, O., re.
Jones, Owen (Leone's) NYC, re.
Jones, Darlene (Stamp's) Phila, nc.
Joyce, Connie (Belmont Club) Miami Beach, nc.
Julian & Marjorie (Royale) Detroit, nc.

K

Kali, Chandra, & Javanese Dancers (Villa Venice) Miami Beach, Fla., nc.
Kalmus, Bee (Belmont Club) Miami, nc.
Karavaeff, Simeon (Russian Kretchma) NYC, nc.
Karroll, Kay (Stanley) Pittsburgh, t.
Kayaloff, Volodin (Casino Russe) NYC, nc.
Kaye, Danny (La Martinique) NYC, nc.
Kaye, Danny (La Martinique) NYC, nc.
Keane, Linda (Raymor) Boston, b.
Keller, Greta (Algonquin) NYC, h.
Kellerman, Mimi (La Martinique) NYC, nc.
Keller Twins (Palumbo's) Phila, nc.
Kemper, Charles (Lido) NYC, nc.
Kennedy, Chic (Lookout House) Covington, Ky., nc.
Kerr, Jack (Fourteen) NYC, h.
King, Charlie (Gay '90s) NYC, nc.
King, Bob (885) Chi, nc.
Kirby, Dana (Queen Mary) NYC, nc.
Kowalska, Loba (New Russian Art) NYC, nc.
Krechmer, Billy (Jam Session) Phila, nc.
Kretlow, Muriel, Girls (Hi-Hat) Chi, nc.
Kruger, Jerry (Mother Kelly's) Miami, Fla., nc.

L

Lamb, Gil (Chicago) Chi, t.
Lambert, Preston (Royale) Detroit, nc.
Lamour, Dorothy (Paramount) NYC, t.
Lane, Joyce (Drum) Miami, Fla., nc.
Lane, Judy (Harry's New Yorker) Chi, nc.
Lane, Edwards & Allen (Belmont) Miami Beach, nc.
Langford, Libby (Commodore) Detroit, nc.
LaPlaya Dancers (Rumba Casino) Miami Beach, nc.
Lassen, Sigrid (Penthouse) NYC, nc.
Lauren, Vicki (606 Club) Chi, nc.
La Vail, Ines (Colosimo's) Chi, nc.
LaVerde, Leon (Howdy) NYC, nc.
Laverne, Doris (Parkway) Brooklyn, nc.
LaVonne, Jane (Vine Gardens) Chi, nc.
Lazier, Freda (Morocco) Detroit, nc.
Leary, Johnny (Palumbo's) Phila, nc.
Lee, Bob (Wivel) NYC, nc.
Lee, Toby (Bowery) Detroit, nc.
Leon & Mace (Continentale) Miami Beach, Fla., nc.
LePaul (Capitol) Washington, D. C., t.
LeRoy, Del (Frontenac) Detroit, nc.
Leslie, Mona (Marty Burke's) New Orleans, nc.
Leslie Sisters (Dutkin's Rathskeller) Phila, nc.
Leslie, Frances (Rainbow Inn) NYC, nc.
Lester, Ann (Hi Hat) Chi, nc.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis & Van (Shubert) Cincinnati, t.
Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc.
Lewis, Joe E. (Continentale) Miami Beach, Fla., nc.
Lewis, Buddy (Book-Cadillac) Detroit, h.
Lewis, Ralph (Chateau) Cleveland, nc.
Libuse, Frank (Diamond Horseshoe) NYC, nc.
Lily & Margot (National Casino) Havana, nc.
Lit, Bernie (Silver Dollar) Baltimore, nc.
Lita, Jai (606 Club) Chi, nc.
Little, Little Joe (Benny's Inn) Hornell, N. Y., nc.
Lloyd, George (Le Ruban Bleu) NYC, nc.
Lloyd & Willis (Mayfair) Boston, nc.
Lodge, Doris (Pastor's) NYC, nc.
Logan, Jacqueline (Rainbow Inn) NYC, nc.
Lola & Andre (Embassy) Phila, nc.
Long, Walter (Royal Palms) Miami, Fla., nc.
Lopez, Pepito (Mon Paris) NYC, nc.
Lord, Carole (606 Club) Chi, nc.
Loring, Walter (Royal Palms) Miami, Fla., nc.
Lorraine, Billy (Gay 90's) NYC, nc.
Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc.
Lowe, Walterson (Weylin) NYC, h.
Lowe, Hite & Stanley (Bowery) Detroit, nc.
Lucas, Estrellita (Seminole) Jacksonville, Fla., h.
Lucey, Alice (Silver Lake Inn) Clementon, N. J., ro.
LuRaine, Patsy (Sherman) Chi, h.
Lynch, Walter (Coq Rouge) NYC, nc.
Lynn & Marianne (Bertolotti's) NYC, nc.
Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., cb.
Lynn, Ginger (Dutkin's Rathskeller) Phila, nc.
Lynn, Betty (606) Chi, nc.

(See ROUTES on page 60)

Vaudeville Notes

EDDIE WEISFELDT, operator of the Riverside, Milwaukee, has lined up three units, including Martha Raye, week of February 23, and Cab Calloway, week of March 1.

JOAN COLLETTE'S unit, *1940 Babies*, opened week ago last at the Avenue Theater, Toronto. Business is reported improved since the policy of the house switched to road shows. . . . BOB ROBINSON, formerly of Robinson and Pierce and nowRKO film salesman in Boston, was feted at a testimonial dinner at the American House, Lowell, Mass, last week.

ROBERTTI ROBERTS opens at the La Piya Casino, Havana, March 6 for an indefinite stay, thru Tony Phillips, of New York.

CAROL MANNERS played the Earle, Washington, week of February 9. . . . MILLS BROTHERS, after a session in Australia, have returned to this country. They have been booked for the State-Lake, Chicago, for week of February 23. . . . LAMONT'S COCKATOOS act has been booked thru Cuba and Mexico until mid-April.

MARIA ABBOTT, of the Mazzone-Abbott Dancers, who fractured her ankle during a performance at the Roxy, New York, is mending nicely. . . . DODSON'S HOLLYWOOD MONKEYS have been booked into RKO nabe houses in New York. . . . BRUCE R. BRUCE, Chicago line producer, has started out his Six Sensational Brucettes on a theater tour, opening at the Keith, Boston, Thursday (13). Dates at the Majestic, Paterson, N. J., and Strand, Syracuse, set to follow.

THE PHILHARMONICS, five-boy harmonica players, have joined the Dead End Kids act, thru agent George Levy, of CRA. Under the name of Blue Jivers, the Philharmonics won the $250 first prize on the Major Bowes program recently. . . . ROY DAVIS joined the Eddy Duchin unit at the Earle, Washington, February 16.

TYLER, THORN AND POST are back in Chicago, after making the rounds of the Bert Levey Circuit on the West Coast.

YOUMAN BROTHERS have added Frances Gibby to their act, which will now be known as Youman Brothers and Frances. . . . PHIL TYIRRELL hurried down to Nashville, Tenn., last week to the aid of his dying sister-in-law. After he gave her a pint of his blood, she rallied sufficiently to be declared out of danger. . . . JERRY MANN came on to Chicago week ago last from New York. Will remain for a while.

PAULA VANDERVELD will tour with the *Folies Bergere* unit. . . . BILL STOKES, billed as the "Man Who Can't Be Hanged, is currently doing a publicity stunt in connection with the new Boris Karloff picture for Camden, N. J., movie houses.

ROSS AND PIERRE return to the State-Lake, Chicago, week of March 8.

New Club in Hazleton

HAZLETON, Pa., Feb. 17.—The Stines, formerly known as the Tarleton, was formally opened last week on the Wilkes-Barre-Hazleton Highway under management of Lester A. Stines, of near-by Freeland.

Stines formerly operated the Washington Hotel in Freeland. Floor shows and a local orchestra will furnish the entertainment.

Nick Lucas Unit Set

NEW YORK, Feb. 17.—Nick Lucas heads a vaude unit to tour the Butterfield time in Michigan, opening in Kalamazoo January 25. Tour set thru Paschon & Marco, which continues to handle Lucas for vaude and night spot engagements. Lucas has been released by F&M to make other agreements for radio, recordings and screen work.

Tucker No. 1 Again On Phono Network

NEW YORK, Feb. 17. — Orrin Tucker's Band, which is becoming hotter every day on the phono machines, scored another blue ribbon winner this week by having his *You'd Be Surprised* catapulted to the top division of records being played on the vast network of automatic music machines.

His, and Bonnie Baker's, surprise sensation with *Oh, Johnny, Oh*, led the way for other smashes from the Tucker Band. For further news of this disk, plus what other records are doing thrtiout the United States, turn to page 72 and *The Billboard's* Record Buying Guide.

Three New Orleans Houses Add Vaude

NEW ORLEANS, Feb. 17.—Vaudeville returned to three off-the-Stem downtown houses this week after an absence from the city except for rare occasions, when the Joy Houck Strand and Rio theaters and the newly renovated Lafayette Theater billed vaudefilm policies. Houck is alternating Billy Terrell and his Arizona Cowboys (8) between his two houses, while the Lafayette is booking Nat Mercy's *Broadway Revue* (18), including an eight-girl line.

Houck is also screening double features with 10-cent admission up to 6 p.m. and 15 cents later. The Lafayette is maintaining the same price scale.

Philly Cafe Burns

PHILADELPHIA, Feb. 17.—Fire of undetermined origin gutted Marbette Cafe, popular roadhouse on the Camden, N. J., side of the border, on Wednesday (31). Manager Carl Smith, who first spotted the smoke, said the damage could not be estimated until a complete check is made.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

EUNICE HEALEY—dancer now appearing in the legit revue, *Two for the Show*, at the Booth Theater, New York. Always an outstanding dancer, she surpasses all previous work in her current appearance, doing a wide variety of dance forms that range from tap to toe, and doing them all superlatively. Has top-notch dance competition from other performers in the show, but scored the only show-stop on opening night. Has nice personality, should screen well and could be built into a top name in screen musicals.

For LEGIT

DRAMATIC

NANETTE FABARES—young brunet who displayed marked ability when she appeared as a member of the Reinhardt Workshop Players, apprentice group, in Pirandello's *Six Characters in Search of an Author* at the Geary Theater, San Francisco, last month. Played the difficult role of the daughter, and gave it depth and stature. Is extremely attractive, but at the same time has more than enough solid dramatic ability to take her out of the ingenue class.

For VAUDE

WINNIE HOVELER—chorus captain and line producer caught at Harry's New Yorker Club, Chicago, who has been getting plenty of publicity in connection with John Barrymore and her friendship with him when he was in Chi. A youthful, graceful and capable dancer, who is also at ease in bits with the show's emsee, and most of whose line numbers are unusually clever. Any vaude house wanting to join the band wagon and cash in on Barrymore publicity could use her to advantage, from the angle of ability as well as exploitation value.

After Six Months, Sherman Units Stop

NEW YORK, Feb. 17.—Harry Sherman's units, which comprised an experiment in block booking of low-priced vaude shows, finished six months of touring late in January and have not been continued.

There is a faint possibility of Sherman's resuming the project later in the spring, since the experiment is reported to have netted profit enough to induce resumption.

CHILTON AND THOMAS opened in Spokane, Wash., February 16 as the first of several dates on their Bert Levey Circuit tour.

European Ice Revue Good Entertainment

CHICAGO, Feb. 17.—Both American and foreign talent is employed in the *All-Star European Ice Revue*, an Arthur M. Wirtz production, which winds up a six-night run at the Stadium here tomorrow. From the entertainment standpoint, it is a good show from beginning to end, dotted with strong specialties, particularly of the comedy variety. However, compared to Sonja Henie's revue, another Wirtz unit, which preceded this show at the Stadium, it, naturally, falls several notches short in lavishness and general brilliance.

The revue has a dancing line of 20 girls, routined in six brightly costumed numbers by Fred Evans, of the Chez Paree club, and about a dozen principals. Ensemble and production songs are handled by Richard Gordon, strong tenor of the Chicago Civic Opera Co.

Both the opening and finale are dedicated to America, at first in a humorous vein employing comic strip characters and in the end with a familiar patriotic parade. Outstanding performers are the Three Bruises (Jeoffery Stevens, Sid Spalding and Monty Stott) and Buster Grace, riotous comedy act, who use a prop horse and washwomen get-ups for belly laughs; Fritz Dietl, sensational stilt skater; Rona and Cliff Thaell, Armand Perren and Hanny Egli and Ruth English and Lou Pitts in a variety of team work; Fred Trenkler, comedy single in clown makeup; Leonard Stewart, agile skater, and such single, graceful feminine adornments as Pamela Prior, Audrey Peppe and Edwina Blades (who has a show-stopping slow and fast rhythm routine). Guy Owen as a Gaucho turned in a daring specialty.

Revue opened Tuesday to 8,000 people, played to 12,000 Wednesday and dropped to 6,000 Thursday. The week-end attendance was expected to boost the total to 60,000. Admission scale ranged from 75 cents to $2.75. *Sam Honigberg.*

ELLA SHIELDS
Permanent Address: Care Billboard, New York

The Broadway Beat

By GEORGE SPELVIN

LAST week's blizzard tied up the Stem tighter than any other hunk of weather has managed to do in many years. On Wednesday around 1 o'clock the number of pedestrians on any single block could have been counted on your fingers—and even the most intrepid of those few frequently had to dodge into doorways to avoid the flying particles of ice from the sky. A couple of lads were thinking seriously of beating their way up to the Westminster Kennel Club dog show at Madison Square Garden and swiping a team of huskies to get them thru. . . . Speaking of the dog show, even the terrific weather Wednesday night failed to keep the fancy at home. A huge mob was on hand to see the consistently winning cocker, Ch. My Own Brucie, go to best of show, beating even the renowned Ch. Nornay Saddler, straight-haired fox terrier. The choice of Brucie saw the top award again going to the most popular breed among the finalists, as it used to with discouraging regularity in the old days. . . . No one can accuse the Dramatists' Guild of undue impetuosity in the matter of arbitrations. One producer, who had requested an arb with an author back in August, was stalled along until last week—and when the arbitration finally came up the arbitrator appointed by the Guild found it impossible to make it on time and kept the witnesses and the other two arbitrators waiting for hours. . . . The Dennis Sisters, singing trio, were dancers until they heard of the dough the Andrews Sisters were making. The Andrews trio once danced, too. . . . Milton O. Loysen, State unemployment insurance director, warns people in all walks of life to be careful about disclosing personal information to strangers who claim they represent the department. Phonies have been getting a lot of information that way. Any bona fide State employee carries an official identification card.

* * *

MARINO and Mona, dance team, claim they introduced the conga line at the Troc Club in 1937—and quite by accident. Patrons got up and followed them around one night. Now it's a feature of almost every Latin club in town. . . . According to George McMurray, the original local Swing Club was the Swinging Gear and Social Club, down at Sixth avenue and Fourth street, 15 years ago. To save space the name on the marquee was "Swing Club." Frank DeMarco was its owner. . . . Advertising gimmicks were comparatively simple during Jan Savitt's long tenure of the band stand at Maria Kramer's Hotel Lincoln Blue Room because everybody knew how to spell Savitt's trade-mark, a top hat. But now that Charlie Barnet, who features his tenor sax, is ensconced there, a situation has arisen. Lamp shades and match books in the room announce that the music is by Charlie Barnet and his saxAphone. . . . Grison's, a top-notch steak and chop house out on the West Coast, takes the prize for its postal promotion—the gag whereby patrons are given postcards and the management mails them. The Grison cards are made of wood and list the entire menu. The patron underlines what he has ordered and the management has a distinctive and appealing promotion at a mailing cost of 3 cents apiece.

* * *

DENISE, the dancer, is one lass who can say, "Come up and see my etchings," and mean it. Under the name of Norah Anderson, she is an artist and sculptor. . . . Thelma Nevins, singer at the Lido Club, says she never works in a white spotlight because it makes it impossible for her to see patrons' faces. She prefers to see their phizzes, so that she can tell the effect she's creating with her torch songs. . . . The Zombies are spreading, with La Martinique now featuring them on table cards at $1.25 a throw and reserving the right to serve only two to a customer. The card somewhat ominously reads, "P.S.—Honestly, this is for your own good." . . . Louis Samuelson, backstage doorman at Loew's State, says he knows a mother and daughter who come in from Albany once a month to see the State show. Later on, if there are any celebs on the bill, the pair seeks his help in getting autographs. He claims they've been following this procedure for at least two years.

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Pennsy Labor Dep't Eyes Dance School Teacher-Performers

PHILADELPHIA, Feb. 17.—With the machinery already in the works to force radio stations' artist bureaus to procure $100 a year license, Anthony C. Sharkey, investigator for the State Department of Labor and Industry, is probing dance schools booking students into night clubs and hotels under the guise of instructors. Squawk raised by the Entertainment Managers' Association, local licensed agents' group, is that these student-instructors double as performers.

Charge is that the instructors demonstrate lessons as a regular floor-show routine, enabling cafes to cut down on regular talent.

If the findings substantiate the charges, dance teachers and schools engaged in such practices will be subject to the State labor laws.

Bookers Organize; Gillman at Helm

NEW YORK, Feb. 17.—Elections of the newly organized Associated Agents of America will be held Monday (26). The group currently claims a membership nucleus of 20 and is seeking to organize all night club bookers in the New York area.

According to Barnett Gillman, organizer and president pro tem, the association seeks to establish a code of ethics, to eliminate cut-throat competitive methods, to eliminate direct booking by performers and to combat the musicians' union's demanding a higher wage scale.

The group also seeks to establish a blacklist of acts who owe commissions to agents, according to Gillman. The organization claims that it is the practice of many performers to work only one night in a spot obtained by the booker, and then return the following week by direct booking in order to save commission.

The group also demands that night spot owners book the complete show thru one booker instead of several, as is the current practice. Once the association is thoroly organized, it plans to picket clubs which do not comply with its program and also to withdraw acts. The acts that are pulled will be placed on a preferred list in order to minimize their loss of time.

Cap, Roxy Change To Week-End Vaude

ATLANTA, Feb. 17.—The Capitol, oldest of the local vaude houses, which closed last summer but reopened when the Roxy did this winter, is abandoning full week for week-end vaude. Is a Lucas & Jenkins operated house.

A similar policy is being adopted by the Roxy, which resumed vaude in January. Eddy Duchin Orchestra inaugurated the new policy.

The Paramount, which this winter has housed such attractions as the A. B. Marcus Show and Phil Spitalny's girls, is switching to double features, becoming the first downtown Atlanta theater to run double features.

Gulfport Club Opens

GULFPORT, Miss., Feb. 17.—New suburban nitery, Silver Slipper, opened February 10 five miles north on U. S. Highway 49. No minimum and no cover charge. House ork.

Two Three-Day Stands Set

SCRANTON, Pa., Feb. 17.—Two theaters will be showing vaudeville here three days a week. Capitol (Comerford) Theater is booking names. Tony Martin and Happy Felton and his orchestra headed the opening bill.

ELLA SHIELDS
Permanent Address: Care Billboard, New York

Vaudeville Reviews

Paramount, New York

(Reviewed Thursday Evening, Feb. 15)

Dorothy Lamour heads the line-up at the Paramount for this fortnight and, judging from business when caught, the day after a heavy blizzard, she should attract trade. Stage show will have to do most of the business, *Sidewalks of London* being weak as film fare.

Stage show, while it presents several good acts and Barry Wood to help the box-office draw, is spotty and an in-and-outer. Part of the reason for this is that Dick Stabile and orchestra fail to inject very much showmanship and their musical production is along fairly usual lines. In its present shape, with only one production number, the band is not much as a stage unit, despite the quality of Stabile's sax work. The one production number presents nine of the men on saxes, plus the leader, on a darkened stage, saxes and gloves glowing with luminescent paint. Stabile also fails to project enough personality when it comes to introducing the acts.

The Three Wiles, boys in a dancing novelty, show that an act of their kind can be made to stand out and can be taken out of the customary precision hoofing category. Turn is a sort of combo hoofing and protean act plus imitations of Groucho Marx, Chaplin and Durante. Their French soldier bit, wherein they turn up their collars, flash medals and otherwise assume the costume of a French officer, is a corker. House liked them.

Wood is a good singer, still on a rising wave with his *Hit Parade* featured spot, but he certainly found an awful lot to talk about with Stabile when caught. Between numbers he threw asides towards the leader, a habit which always produces audience resentment. Wood sings too well and has too pleasing a personality to let flaws of this nature detract from his work. Songs do not display any too remarkable programing, opening with *Hap, Hap, Happy Days*, another song named *Joe; All the Things You Are*, a good selection, and then two Latin-type numbers, *El Rancho Grande* and *South of the Border*, with which Wood is closely identified. Singer got a good hand. He handles himself much better than the average radiolte.

Dean Murphy, mimic, is back, his third time within a short period. He was the smash of the show, a show-stop if ever there was one. His imitations are deft and material excellent. Oddly enough, two of his best, President and Mrs. Roosevelt, are a bit long. Murphy does about 15 or 20 imitations.

Miss Lamour proves that physical talents are quite often more important than vocal talents. But the customers liked her.

Stabile carries Johnny Drake, Ralph Fay and Shirley Gray as vocalists, but except for one quartet number with another player from the band they do not work. Reasons are obvious with the show's line-up. *Jerry Franken.*

Chicago, Chicago

(Reviewed Friday Afternoon, February 16)

A five-act bill that has some good ingredients of entertainment, generously sprinkled. It features Jane Withers in the closing spot. The movie starlet is a child no longer but, unfortunately, still retains a few of those cute bits that go well only in the stage of infancy. She displays a discomforting overabundance of enthusiasm and an annoying habit of brushing her hands with relish.

Her present act is opened with a popular song medley at it would be done by the Three Little Fishes, including *Good Morning, Man With the Mandolin* and *South American Way*. Then goes into a series of impersonations, topping it off with a splendid Shirley Temple, exits with a spirited George M. Cohan bit and for an encore exercises her tonsils thru a Baby Sandy take-off and winds up shagging with Gil Lamb, the comedy exponent of this week's line-up. The kid is a good performer. She only has to be taken in line and be admonished to act her age.

The Honey Family open the show solidly with fast acrobatics and mid-air tricks that lend a sock to any bill. The three men and three girls make youthful appearances. The sliding comedy touches by the youngest looking chap are not bad.

Capt. John Tiebor's seal act opens draggily but soon settles down and winds up quite impressively. His three seals are trained to entertain audiences and each trick is highly commercial. One of them has an amusing talking session with the trainer, another cops the spotlight with a good horn-blowing session, while two of them have a show-stopping fin-balancing feat.

Shayne and Armstrong did well with three routines, each heightened in value with smoothly-executed sight arm tricks that look strong and above the ordinary. After a ballroom number opening, they go into a rube jitterbug turn and finish with a boy-meets-girl novelty of the Gay '90s era.

Gil Lamb, the lanky funster (who doubles as emsee), had little trouble scooping up the customarily heavy applause that greets his offering. Still opens with his legomania exhibition and then brings on young Tommy Sanford for an harmonica solo and his subsequent trick harmonica take-off that is a splendid example of fine timing and good, clean comedy.

Business this week, judging from the strong house first show opening day, should top the preceding week's gross. Screen has Columbia's *His Girl Friday* (remake of *The Front Page*), a stronger b.-o. product than its predecessor, *Little Old New York*. *Sam Honigberg.*

Colonial, Detroit

(Reviewed Friday Evening, February 16)

Relying primarily upon straight vaudeville-type acts, this week's fare proved popular with a well-filled opening house. Each of the three chief acts proved brief show-stoppers. Presentation has been dressed up a bit, with Karl Spaeth's Orchestra working behind a plantation fence with huge draped window background. Band offers a good medley, with Spaeth getting in a muted clarinet solo after the first act. Ork appear good enough to justify something more ambitious in an overture spot.

Six Charmettes, well-costumed line, which exerts good timing in its routine, have been added to do a waltz. Gals do a waltz number and top-hatted routine, and wind up with a Southland burlesque, offering aided by the strong vocalizing of emsee Freddie Bernard.

Bernhart and Ketrow open with unique acrobatics, working largely on a light table and steps. The male member carries his partner slung across his back, descending stairs on his hands, does some fancy hand tapping and injects a few humorous bits that help hit the pace. The girl works in abbreviated costume, the man in tails.

Dick Vernon does impersonations of radio commentators and personalities, relying almost wholly on intonation and choice of words. By minimizing gesture and facial expression, he gets some extraordinarily effective results.

John Tio and his Wonder Bird, a parrot, offer a unique novelty act. Bird works on a stand, mostly in front of a mike. First appearance is in the nature of a ventriloquist technique, but Tio apparently convinces the skeptical by taking the bird down into the house and making it talk and laugh. Bird understands different instructions for all manner of sounds, imitations of well-known personalities, does a little acrobatics and whistles a tune. Audience went for it in a big way. *H. F. Reves.*

Loew's State, New York

(Reviewed Friday Evening, February 16)

With John Boles heading the stage layout and supported by good standard acts house seems headed for a fair gross this week despite weak pic, *The Farmer's Daughter*, a first run.

Three Cards, two men and one girl, opened with acro. Started with pyramid routines and went on to teeterboard work. Outstanding stunt was a full-twisting somersault with the man blindfolded and incased in a sack. He is caught in a barrel. Fair opener.

Deuce goes to Frank Conville, with Sunny Dale as foil. Conville opened with nut dancing and eccentric effects, going down into the audience to applaud himself. Gal then appears for a session of gags. Conville routine includes a version of Charlie Chaplin, a strip-tease take-off and a dime-a-dance turn with the girl. Stuff is hoke comedy, robust and very effective. Girl is a good straight. Act went off well.

John Boles, opening to a big ovation, went into his singing without much fuss or bother. Stage manner is good and despite no attempt to milk the audience or talk of Hollywood, he had to practically beg off. Did six or seven tunes in all, including *The Song Is You*, *One Alone*, *Rio Rita* and a novelty, *Waiting at the Gate for Katie*. In last-mentioned he managed to get the audience to participate. Boles has a strong melodious voice well suited to operetta numbers.

Frank Gaby, ventriloquist, was in a tough spot after Boles, but soon had his audience very attentive with a smart line of chatter. Technique, in addition to the material, is good, Gaby having no trouble in maintaining the illusion of conversation with the dummy. His best was the crying routine, the dummy squirting water into the pit. Routine included singing by the dummy and appearances by a midget. Did very well.

Ciro Rimac Band, with Charley Boy, Juanita and Conchita, is a favorite State act and still clicks with authentic Latin American music and dancing. Performance is a riot of melody, color and action. Sure-fire stuff. Girls do congas and sambas, with Charley Boy delivering comedy and acro dancing. Rimac occasionally sings and demonstrates the samba himself. Best tunes are the Brazilian ones sung by Juanita, who is also a dancer of no mean ability. Act is solid thruout and well paced. *Paul Ackerman.*

Roxy, New York

(Reviewed Friday Evening, February 16)

Panchon & Marco's stage show this week is good contrast to the Steinbeck melodrama, *Of Mice and Men*, on the screen. Whereas the film is heavy, the stage show is light in theme, featuring peppery, jazzy production routines.

The show as a whole is okeh but without being punchy. The opening has the 24 Gae Foster Girls and 12 chorus boys doing one of those jazzy tap affairs that drew a hand. Then Peg-Leg Bates is on for his unusual rhythm tapping on his one real leg and one wooden peg. Does three numbers, going off to a good hand.

The Peters Sisters, three corpulent colored girls, come on to a cute introduction and then go into harmonizing of *Stop, It's Wonderful*, followed by solo of the youngest, Virginia, of *All the Things You Are*; a mild swing version of Gilbert and Sullivan's *Three Little Girls From School* and, for the finish, their best, *Swing Is Here To Sway*. When they go prima donnaish, they are at their weakest. But when they're doing a rhythm tune with comedy effects, then they're okeh.

Three Swifts, standard club juggling turn, follow a precision tap number by the Foster Girls. Their routine starts informally and builds into a sock finish. And, altho they appeared to do a longer act than usual and have been seen around so much, they managed to hold close attention. A *Blue Danube* ensemble number, with the girls and boys waltzing in couples and forming pictorial patterns, makes a nice closer.

Paul Ash leads the big pit band for its usual competent accompaniment job. *Paul Denis.*

Music Hall, New York

(Reviewed Thursday Evening, Feb. 15)

Housing a weakie pic, *I Take This Woman*, and a stage show devoid of outstanding names, this house is not destined to crack any b.-o. records this week. Opened to fairish biz, but bad press the following morning gave the cashiers loads of time to loaf.

Stage program is tabbed *Aces High*, and sets and costumes are picturesque affairs based on card decorations. Opener is a production number by the ballet terpers in which they wear wide hooped skirts and use short mincing steps to give a mechanical doll effect. Number is well done to get them a big hand. Hilda Eckler, Carlos Peterson and Leon Fokine aid with some classy solo work, with Fokine capturing honors.

Deucers are the Glee Club lads, with Walter Cassel fronting. The boys do a specially written medley to the tune of oldies centering around the career of Diamond Jim Brady. Cassel competently solos and gets good backing from the chorus.

Cardini is an ace illusionist. Working in tails and Inverness cape, he produces innumerable decks of cards from nowhere. Winds up with the production of lighted cigarets and gags to end by bringing forth a pipe. Because of the size of the objects, much of the effect was lost in this tremendous house.

Closing set starts with a sock precision routine by the Rockettes, done with their accustomed punch, which intros the Yacopis, seven men and gal acro act. The troupe does some excellent tricks by catapulting its members via seesaws to form piles frequently four high.

Their efforts are perfectly timed and there are no slips. Big hand.

Entire company returns for a brief turn to wind up the show.

Joe Cohen.

Orpheum, Los Angeles

(Reviewed Friday Afternoon, Feb. 16)

Sally Rand is back this week, fronting a new show that is sock entertainment. Always a showman, she has built her unit strictly for the ticket buyers. And to prove her name still means box office, the theater did top bis on opening day.

Still easy to look at, Miss Rand has smoothed her routines, making her dances a better product than the last time she played in town.

The 20 line gals pack plenty of pulchritude and can dance as well. A swell terp combination, Harger and Maye, work in front of the girls, who form an eye-filling background. Three numbers were offered with *A Day at the Dog Show* easily the tops. In the bit the gals lead a pack of hounds around the stage in effective manner. Also presented were a Viennese Waltz number and a Waterfall Ballet, the latter being used as an introduction for La Rand's dances.

Dora Maugham did a few slightly off-color songs, which the crowd went for, and Alan Carney handled the emseeing effectively in addition to doing a turn of his own. Mickey King offered aerial gymnast stuff that went very well. Bert Nelson presented a dog act that was different, using trained Scotties. Ugo Martinelli, tenor, wound up the show.

Dean Owen.

State-Lake, Chicago

(Reviewed Friday Evening, February 16)

Dave Apollon, the energetic Russian with an accent that gets thicker by the season, holds in shape an entertaining revue, featuring, as usual, his Filipino band, a line of 12 girls (young and alert) and six acts. The band is not always strong musically, particularly for the accompaniment of certain acts, but it represents a novel band-stand feature and boasts of a couple of native lads who do strong comedy bits with Apollon.

The line opens with a peppy rhythm routine, and then each kid gets singular billing from Dave, who brings them to the front. Anita Jakobi, supple acrobat, scores with a tricky routine that has more than an average share of applause-getting tricks. She is fast, alert and personable.

Ben Beri, the juggler who lets his fast-moving hands do all the talking, still concentrates on three balls and three clubs for all his laugt-provoking stunts. His act proceeds smoothly and is thoroly enjoyable.

The string members of the band proceed forward for *Hawaiian Paradise*, with a vocal by one of the boys, and Apollon follows with his familiar but still impressive medley of gypsy tunes, which he produces with alacrity on his Russian guitar.

The line returns for a ballroom routine, bringing on the Albins, comedy duo, who burlesque thru a nondescript number. It is broad stuff most of tht way, the man, of comparatively giant proportions, giving out with plenty of facial mannerisms, and the woman, a bit of a thing, acting lost in the shuffle. They drew laughs.

Diane Denise, French-styled songstress, does not fit in this set-up. Her songs lacked the usual power she has been known to give them, and the musical background furnished by Apollon and a Filipino close by proved too much interference.

The girls return for a lively version of the Congo chain dance, making way for Selma Marlowe, peppery and capable tap dancer who opens with a colorful Spanish cape number and follows with a bright session of strong, rapid and clear-cut tapping. Her delivery is admirably commercial.

Sue Ryan, next to closing, ties up things with her comedy songs and take-offs of varied warblers who invade our niteries. She is a matured performer, never losing sight of the audience. Surprise factor in her act is that after her satire session she peals out a strong, clear soprano voice. For an encore she engages in a jitterbug hullabaloo and the entire line-up returns to partake in the unorthodox proceedings.

On screen, second Loop run of *Remember?* Business good last show opening night.

Sam Honigberg.

LANCASTER, Pa., Feb. 17.—Jackie Lee, dancer, suffered a neck injury after she collapsed while dancing at the Green-Shay, Wednesday (14).

Reviews Of Units

"Kit Kat Klub Revue"

(Reviewed at National Theater, Richmond, Va.)

A collection of nine specialty acts with almost no attempt at continuity comprises Paul Cholet's *Kit Kat Klub Revue*. Some of the acts are good, others just get by. It could be a thoroly satisfying show with reshuffling of some of the specialties and a little attention paid the unit aspect.

Janice Trio, girl terpers, offer a slow and unspectacular opener. Their routine is nothing unusual and needs brushing up. An unbilled woman comic continues the same feeble vein in a verbal exchange with the emsee—still no click.

Come the Wear Brothers and the show begins to pick up. Their washboard-jug band offerings were not spectacular but well received. The boys are personable—their leader would make a swell emsee—and they have a strong novelty finish, each playing half a different instrument with each hand.

Standout act is Wells and Powell. Wells has a swell voice, good material and delivers his lines effectively. Miss Powell, a cute little trick in fetching costumes, messes around decoratively and does a few acro stunts.

An unbilled girl terper in pretty costume gets no break following the fine dancing performance of the Wells-Powell mixed team. She should have another spot. Roy, Lee and Duck contribute unusual haywire comedy, tho some of their antics are so silly they don't register.

With the Wear Brothers playing Hawaiian instruments, girl dancer returns for a hula—an exciting presentation in sexy vein—and the Three O'Neills finish the show with a reckless, if a little ragged, display of tumbling into and out of barrels.

Krazy Kats of Rhythm, 14-piece stage band, furnishes the music.

Picture was *Night After Night*, good little programer, and house was nearly full at show caught.

Twyford.

Midnight in Paris

(Reviewed Thursday Evening, February 8, at the National Theater, Richmond, Va.)

Employing Frenchy costumes in the chorus numbers, a couple of spicy blackouts and a little risque dancing, this one manages to live up to its name. An opening night capacity crowd gave it a warm reception.

Nine-girl line, good dancers in the main and fair looking, open with a Parisian dance, assisted by a pleasant-voiced young tenor.

Irene Blinn warbles *Go Fly a Kite*, and offers a sax solo, assisted by the 15-piece stage band. A pair of comics deliver fresh—if somewhat strong—material acceptably.

Then follows the show's standout, Devore and Manet, a graceful and accomplished dance team. The front row boys went for their *Beguine* number, executed in a minimum of costume with a dash of daring hand work.

Miss Blinn stooges for the comic in another blackout—on the blue side, too—and the chorus is on again with a spicy performance against the melody of *Strange Enchantment*.

Cherie, featured oomph dancer, failed to register here. Her dance lacked imagination, and was not half so oomphy as the Devore-Manet presentation.

Miles and St. John follow with an interesting dance and patter thing titled *Glorifying the American Fool*. The Four Robeys offer a meritorious juggling act, and the chorus is on for the third time in a conventional close.

The picture was *Emergency Squad*, strictly routine, but adequate.

Twyford.

"South American Nights"

(Reviewed Thursday Evening, January 25, at the National Theater, Richmond, Va.)

Show breezed into Richmond on the tail of the big blizzard, and a two-thirds-full house found its tropical flavor a welcome relief from the Arctic atmosphere outside.

Emseed by veteran Fred Stritt, who picks up the show during those infrequent moments when the headline acts or the cuties are not sparking the performance. The show is permeated with Stritt's agreeable personality, his expressive pan and his general efficiency.

Against an effective background of Latin music by a 14-piece band, the show moves off with a rumba by the 10-girl line. A little short on looks, they make it up in vim and vigor. Constanza and Marta, a hotcha dance team, work fast. Girl is attractive and costuming good. They are on for a similar feature later.

The Six Brazilians, a somersault, teeterboard offering, got a good hand, and the Gasca Family, three boys, showed something a little different. Their act, lavish with equipment, is climaxed with a triple iron-jaw stunt, two lads holding a bar in their teeth while balanced on big globes, and the third doing a spin, suspended by his teeth from mid-bar.

Don Pancho, personable little Latin high-wire performer, is the third flash, giving the same fine presentation he offered in the Ringling-Barnum show. Chiquita, acrobatic control dancer, and Lupe de la Vega, singing native South American songs, are also featured. Frances Kay shows some attractive costumes, but her strident rendition of pop songs is strictly routine.

High spot of the show was the tomfoolery between Stritt and Vala Kay, cutest thing in the company. And the boys fought for the end seat on the front row left, the lucky party having Miss Kay dumped into his lap by the emsee at each performance.

Show was helped along by a good little programer, *Sued for Libel*.

Twyford.

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N. Y. Grosses Poor, But Strand, State Okeh; 39Gs, 23Gs

NEW YORK.—Business in Broadway vaudefilm'rs the past week was not so good, with the Strand and Loew's State coming thru with the best comparative grosses. Weather was uneven, and altho holiday (Lincoln's Birthday) helped some, it was evidently not enough to overweigh poor attractions in some of the houses.

The Strand, with *The Fighting 69th* and Paul Whiteman Band ending the third week Thursday (15), grossed a very good $39,000. First and second week grosses were $52,000 and $47,000. Show remains one more week.

Loew's State took a jump, grossing a nice $23,000 for the week ended Wednesday (14) with fairly strong pic, *Balalaika*, and stage layout including Chester Morris, Kay Thompson, The Debonairs, Donatella Brothers and Carmen and The Herzogs. The week before, State had dived to $17,000 with Emery Deutsch Band, Cinda Glenn, Lane Brothers, Phil Regan, Pritchard and Lord and the film, *Kiss Me Again*. New show, with John Boles, Ciro Rimac Band and Frank Gaby, plus weak first-run pic, *The Farmer's Daughter*, went in Thursday (15) and seemed set for fair business.

The Music Hall, with weak pic, *Swiss Family Robinson*, and Jan Peerce, Mary Adams, Duci Kerekjarti, De Angelo and Porter and Audrey Corley on stage, did a bad $69,000 for the week ended Wednesday (14). Two previous grosses, for the first and second weeks of *Shop Around the Corner*, were $86,000 and $70,000. New show, *I Take This Woman*, plus Cardini, Hilda Eckler and Carlos Peterson, is not expected to do much.

Paramount, with Geronimo on the screen and Van Alexander and Matty Malneck orchestras on the stage, did only a so-so $32,000 for week ended Tuesday (13). Previous week's gross was only $24,000, but this was the third week of the pic, *Remember the Night*, which took $44,000 and $31,000 in its first and second weeks. New show, with *Sidewalks of New York* and Dorothy Lamour in person, is expected to gross $50,000. It is set for two and possibly three weeks.

Roxy, with *Little Old New York* in its second week, ended Thursday (15), did a not-so-hot $29,000, as compared with $42,000 the first week. Flesh included St. Clair and Day, The Briants, Maysy and Brach and Max and his Gang. *Of Mice and Men* opened Friday (16), with Three Swifts, Peg-Leg Bates and Peters Sisters on the stage. Opening day was a little off, but pic played to good reviews and is expected to do very nicely.

3,000 See WIBW Unit for One Show

BELOIT, Kan., Feb. 17.—Three thousand persons paid admission to see the *WIBW Roundup*, a personal appearance of Topeka, Kan., radio stars, here in the Municipal Auditorium Saturday night, January 27. Seating capacity of the auditorium is only 1,600 persons, standing room being sold to 1,400 more.

Following the show 170 couples danced to the music of the Blue Melody Band.

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Vaudefilm Grosses

Savitt-"Woman" Open Big in Buff; Raye's Fine 21Gs

BUFFALO.—Vaudefilm layout at the Buffalo set the top gross in town, aside from *G. W. T. W.*, last week. Draw at the Buffalo was boosted when the competing Century did not feature a flesh bill for same week. Three-day stand of Earl Carroll's *Vanities* at the Erlanger (February 11-13) did not hurt vaudefilm business any.

At the Buffalo, opening February 16, is Jan Savitt's Band, Bon Bon, Toy and Wing, Bobby Mae and Watson Sisters, and picture, *I Take This Woman* (MGM). Show is expected to pull in at least $17,000. House average is $12,500.

For week ended February 15 Martha Raye and picture, *Remember the Night*, came thru with a fine $21,500 at the Buffalo. The take was one of the best in several months. Miss Raye's unit had Wences, the Lazanders, Jack Williams and Four Rays, who replaced the Gracella Dancers.

Gone With the Wind is still holding its own in the fourth week at Shea's Great Lakes. Third week, ended February 16, scored an approximated $35,000. The second week (ended February 9) did well with $38,500, compared to the first eight days' $49,000.

The Century with double features dived into $7,000 for six days ended February 14. *Return of Dr. X* and *Mexican Spitfire* were lemons as far as Manager Dick Kemper was concerned. For week started February 15 house has another double feature, *British Intelligence* and *Granny Get Your Gun*. Kemper is dickering for a personal appearance of Terry Kilburn, and possibly Edna Best, for the opening of *Swiss Family Robinson* February 22.

Raye Unit 14Gs Best of Season

PROVIDENCE.—Martha Raye at RKO-Albee here, first stage attraction at house in a year, chalked up a $14,000 gross on week ended February 8, biggest business of season for theater. Miss Raye heads a pleasing five-act unit including Wences, Gracella Dancers, Jack Williams and the Lazanders. Ed Drew's Ork from local station WJAR, working on stage, accompanied various acts.

George French, theater manager, says he found Miss Raye a regular trouper, willing to co-operate to fullest on various publicity stunts mapped out by him. Result, several radio appearances during week, introduction at Hotel Biltmore ballroom, interviews in local press and over radio microphones, etc. Her popularity was well attested by Ash Wednesday business, which proved to be less than $75 off from preceding day's take.

Snow Stops Lucas At Camden Towers

NEW JERSEY.—What started as a swell week was stymied by the blizzard, cutting the *Broadway to Rio* unit, headed by Nick Lucas, at Towers Theater for the week ended Thursday (15) for a fairish $7,000 for straight seven days. Cast included Eleanor Knight, Robbins Brothers and Margie, Reynolds and White, Keating and Armfield, with the 16 Lonergan gals doing line duty. Screen showed *South of the Border*. Vilma and Buddy Ebsen headline the next unit in.

Cream City Gives Apollon Neat 9Gs

MILWAUKEE.—Dave Apollon's revue was good for a $9,600 take at the Riverside Theater for the week ended February 15 at 30, 35 and 40 cents admission prices. Average biz at 25, 30 and 35 cents admission is $7,000. Show included Gil Lamb, Tommy Sanford, Bobby Belmont, Ben Berri, Malone, Malvin and Malone, Gene Baylos, Anita Jacobi and Beverly Roberts. Pic, *Framed* (Univ.).

Vaude Holds Up Well in Spokane

SPOKANE, Wash.—Vaudeville justified the faith Manager William L. Evans placed in it when the Post Street Theater went $200 over average of $1,750 last week-end (February 9 to 11). He kept it in altho going $500 and $300 under average the previous two week-ends. His vaude season began September 1 and held up well until the recent slump.

Acts were Everett and Conway, Mardo and Kaye, Flying Martins, Vince Silk and Teegania. Pix, *Titans of the Deep* and *The Escape*. Rain slowed opening day, but spring weather helped last two.

"52d St." Unit Big in Springfield

SPRINGFIELD, Mass.—The *52d Street Revue*, which played three days at the Court Square Theater here, packed the house to capacity at every performance. According to House Manager Don Barhydt, it was one of the best weeks the house ever had.

Featured was Noel, who did specialty dances, accompanied by a 12-girl line. Others were the Bishop Brothers, eccentric comedians; Fields and Georgie, comedians; Three Bryant Sisters, dancers; Ballard and Raye, knockabout comedians; Jackie Leal, harmonica and guitar soloist, and Jack Shaw, singer. Picture was *Charlie McCarthy Detective*.

Snow Melts "Spices" To 72C; Rhodes Oke 82C at Philly Fay's

PHILADELPHIA. — With a blizzard snowing out the last day of the week ended Wednesday (14), *Spices of 1940* unit, headed by Melba, slowed down at Fay's Theater to $7,200, a bit under house par. Vaude portion ran Bob Carter and Joe Holmes, Jed Dooley and Company, Joe Rardin and the La Trees, with a house line of 16 ponies augmenting. Screen supported with *Oh, Johnny*.

First three days' biz for Silks and Sirens, with Eric Rhodes initiating the new billing policy for the house, held up well, despite the fact that the city is still trying to shake off the snowstorm, and promises to put an okeh $8,200 into the cash box. Stripper Radianna is the extra-added to the bill, with vaude contingent including Joe Dorris and Primrose Bobby Henshaw and Company, with Lillian Kent, the Del Rios and the house line. Pic gives *Our Neighbors, the Carters*.

Better Weather Aids Deecee Biz

WASHINGTON, D. C.—Steady business is assured downtown theaters this week with fair weather prevailing. Warner's Earle, showing *He Married His Wife* on screen, and Eddy Duchin on stage, week ending February 21, is expected to gross $19,000 for a six-day week. Last week *His Girl Friday* pulled in $18,000, a decline from an anticipated $19,500.

Loew's Capitol, showing *I Take This Woman* on screen and headlining Estelle Taylor, supported by Lew Parker, Le Paul, La May, Moore and Martin, and Lily Sandan, expect $18,000 for the week ending February 22. Last week *Remember the Night* pulled thru with $16,000.

Atlas Theater, a neighborhood house, for the four days, February 17-20, is featuring personal appearance of the Three Stooges, expecting a gross of $3,000. Last week-end for four days the Atlas grossed $2,700 on appearance of screen star Edmund Lowe.

Davis 76C in Dayton

DAYTON, O.—Johnny (Scat) Davis came thru with $7,600 in his week's stay at the Colonial, ended February 15. Martha Raye is expected to boost business considerably this week.

Loop Holding Own; 40Gs for Chicago

CHICAGO.—Weather has settled and the draw of *Gone With the Wind* in two houses is waning, giving a chance to the couple of combo temples to hold their own ground again. The Chicago, week ended February 15, didn't have much luck with *Little Old New York*, and bill topped by Gertrude Niesen, even tho it had the help of the Louis-Godoy films. Only a so-so $28,500 registered. Much better current week (16-22), combination of Cary Grant and Rosalind Russell in *His Girl Friday* and Jane Withers and Gil Lamb on stage leading the theater to a hefty $40,000.

The across-the-street State-Lake has a healthy bill in *Remember*, with Robert Taylor, and the Dave Apollon unit, and opening gross indicated a plausible $16,500 total. Preceding show, week of February 9, wound up with a splendid $17,500 figure, thanks to the publicized Marcus-Barger unit *A Night at the Moulin Rouge*, which originally played the Loop at a $3.30 top. Screen had *Nick Carter, Detective*, a filler.

New Acts

Sergio De Karlo

Reviewed at the Versailles night club, New York. Style—Latin singing.

De Karlo is a singing guitarist who has been in this country only several weeks and is making his American cafe debut here. With a background of South American film, theater and radio work, he shapes up as a young performer who could be developed into a name here.

He is a handsome, dark, young baritone who ought to photograph well. Makes a fine appearance and sings Latin songs nicely. He offered *Bagoo*, an African drum number; *Flores Negres*, a Spanish romantic ditty; a Mexican Huapango number and *South of the Border* in Spanish. Accompanies himself on a guitar, playing without a pick and beating the body of the guitar for drum effects in the *Bagoo* number.

He would have done better if he carried out the Latin romantic baritone idea by coming out in authentic costume and singing with more expression—at least with the fervent feeling expected from a romantic Latin type. As it is, he's too stiff and formal. His delivery is too restrained and the only interesting color injected is his occasional running up falsetto high tenor tones.

A good performer; but he isn't making the best of his talents. *P. D.*

Carmen Miranda

Reviewed at the Versailles night club, New York. Style—Singing.

An overnight click in the musical show, *Streets of Paris*, this Brazilian bombshell made her American night club debut when she played the Versailles two weeks during the end of her *Paris* run in New York.

On the night club floor she displays that same glittering personality that made her a standout of the Broadway musical season. Backed by six Latin musicians (five guitars and a maraccas) and the regular band, she offered Brazilian sambas and marches, encoring with the novelty numbers, *Bamboo Bamboo*, done to drums effects, and *Cococoro*. Her *Souse American Way*, which she introduced in the show, came right before the encores.

She has a small voice, okeh for the mike, and one that lacks distinction. Her power is in her personality and her stylized delivery, which uses bejeweled hands and an expressive face so effectively.

A foreign personality, built up by terrific publicity, and definitely box office. *P. D.*

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

MILBOURNE CHRISTOPHER gave an illustrated lecture on magic before 700 members of the student body of Washington and Lee University, Lexington, Va., February 8. Jack Handy, of Lynchburg, Va., just back from a trip to the West Coast, motored over to hear the Christopher discourse, and the two had a pleasant chat afterwards. . . . DR. FREDERICK KARR, now being piloted by Eddie Morgan, with Clyde Crow handling his spook show and electrical effects, has just concluded a week in Muskegon, Mich., and now is on a five-week stand at a Grand Rapids, Mich., nitery. . . . ROSCOE KAUFFMAN, who admitted collecting funds from Bellville, O., merchants for a magic show last October and leaving town without giving the show, drew a 90-day sentence in the workhouse and a $75 fine when arraigned recently at Mansfield, O. Kauffman said his magic equipment was tied up by Marion, O., authorities for a debt he owed and, as a result, he couldn't give the Bellville performance. "You could have given their money back," Judge Huston countered. . . . HERB BRAND (Marko the Magician) pens from Bay Pines, Fla., that he still have two more weeks to go in Veterans' Hospital there, after which he will jump to Miami for a few bookings. "Bellcamp is playing St. Petersburg," writes Brand. "Caught him the other day but didn't get a chance to talk to him. He's a smooth worker and has a nice routine." . . . RUSSELL SWANN, currently holding forth with his smart magic at New York's Savoy Plaza, last week sent out reprints from the January issue of *Gotham Life*, containing a swell story on the Swann accomplishments by Ruth Sperry and five candid-camera shots of Swann in action. . . . "THINK-A-DRINK" HOFFMAN, for the last nine months a feature of *The Streets of Paris* and in recent weeks co-starred in the same vehicle at the Majestic Theater, New York, has been shooting out some nifty heralds, his latest, received last week, about the size of a one-sheet, blowing up some of recent press notices and picturing some of his three-sheet billings spotted around the Big Town.

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VIRGIL, THE MAGICIAN, after a swing thru the Deep South and a bit of a vacation in Florida, which included a try at deep-sea fishing, is heading back north, with Henry Hudson Davis still blazing the trail. Business on the Southern tour was good, Virgil says, with the exception of Georgia. He is featuring 13 illusions, including the vanishing lion, levitation, Hindu rope trick, cremation and substitution trunk. . . . JEAN FOLE has just concluded a four-week holdover at the Plaza Supper Club in his home village of Pittsburgh. He's set on a few banquet dates around the town, after which he plans to hit the road again. . . . THE BATTENS (W. H. and Jessie) have returned to the Lone Star State after a trek thru New Mexico which, they report, was good while it lasted, but the recent cold snap there was more than they could hold still for. Business in Texas has been only fair, they info. The Battens are heading east and south thru Texas on a string of high school dates. . . . JUDITH JOHNSON, mentalist, is working the Pittsburgh area. . . . GEORGE W. STOCK, dean of Cincinnati magicians, cracked Ripley's "Believe It Or Not" February 18 for his achievement of being president of the Cincinnati Magicians' Club for 34 years and never having missed a meeting. . . . MYSTERIOUS HOLLENBECK, mentalist, current this week at the Atlas Theater, Washington, appeared on a Finnish war relief program at the Westway Theater, Baltimore, last week. . . . VANTINE AND CAZAN have been held a second week at the LaSalle Theater, Kirkland Lake, Ont. "Yes, you can buy old *Billy*-boy 200 miles from the Arctic Circle," they pencil. . . . LA TEMPLE headlines the current floor show at the Blue Lantern Club, Detroit. . . . L. E. (ROBA) COLLINS postals that 2-10 Daniel is presenting his one-man magic show in the hills of Missouri and pleasing the natives. . . . GUS A. ROERIGHT Ring No. 2, IBM, Youngstown, O., recently elected the following officers: Charles A. Leedy, president; Claude Bawden, vice-president and Everett Duncan, secretary.

Love Affair—for 60c

ATLANTIC CITY, N. J., Feb. 17.—Hotel Chelsea's Bar and Terrace lists a whole flock of drinks with tricky names.

That's what the resort rounders found out when falling for an ad that teased: "Have a Love Affair at Hotel Chelsea Bar and Terrace for 60 Cents."

Buffalo Changes To Stock Policy

BUFFALO, Feb. 17.—Palace Theater, only local burly house, is switching back to stock from Midwest circuit shows, mostly due to the steep decline in business since January.

Dewey Michaels, owner of the Palace, says grosses are below those of 1939. He doesn't blame this entirely on the increasing name vaude used in movie theaters, altho many of the shows at the vaudefilm houses have more than competed with the Palace. *Folies Bergere*, *La Vie Paree* and other girl extravaganzas, which scored at the Century here, must necessarily have drawn some of the Palace patrons.

Weather conditions are partly to blame, with the absence of the Canadian border trade the main trouble.

Michaels said that Midwest units were better this year than in many seasons. His best money-makers were Ann Corio and Rose La Rose.

Stock line-up will have an average of 35 people, with a 16-girl line. Rose La Rose is first attraction opening the stock set-up. Following her is Princess Chiyo and, later, Ann Corio. Michaels plans to book additional acts from Dubick's Empire Vaudeville Exchange, Buffalo, and Harry Stone, Rochester.

Wyandotte House Tries Full Week

DETROIT, Feb. 17.—The Dead End Kids have been booked for a week at the Wyandotte Theater, Wyandotte, by Associated Theaters, marking a return of name vaude to this house.

This is the first stage show ever to go a full week at this house, Alex Schreiber, general manager, said.

Booking was made thru the William Morris office.

Lester Smith Given Big Party, Honors

BRIDGEPORT, Conn., Feb. 17.—Lester Al Smith, manager of the Loew-Poli-Lyric Theater, was presented with an honorary deputy sheriff's badge by High Sheriff Edward A. Platt Thursday (7) on the stage of the theater, when several hundred business and professional men attended.

Festivities started after midnight, with entertainment furnished by the *Laffin' Thru* company and the Baron Lee sepia unit. Arrangements were in charge of Angie Plony and Hughie Fox.

White-Black Shows Click in Bridgeport

BRIDGEPORT, Conn., Feb. 17.—Because of the great success of the black and white show at the Loew-Poli Lyric Theater several weeks ago, when the Bozo Snyder show and the Fess Williams unit shared honors, Lester Al Smith brought in another white and sepia unit last week, the Baron Lee *Cotton Club Revue* and the regular *Laffin Thru* Hirst company.

Albert Cerio, of New York, a scenic artist, was seriously injured while hanging some scenery last week when he fell six feet from a ladder.

Myrna Dale, one of the *Beef Trust Girls*, who were added to show last week, fell while doing her toe dance, necessitating medical attention.

Ann Corio Disputes Claim

CHICAGO, Feb. 17.—Ann Corio denied that *Town Scandals*, a unit featuring Lois De Fee and Billy Watson's Beef Trust, broke her record at the Loew Poli Lyric in Bridgeport, Conn., last week. Miss Corio claims the $7,500 figure by that unit was for a seven-day week, while her engagement which grossed $275 less was for six days. A previously booked benefit on the Monday night of her stint, she says, shortened her gross by $1,000.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

ANN CORIO'S extra-attraction itinerary includes Rialto, Chicago, February 16 week; Capitol, Toledo, 23; Roxy, Cleveland, March 1; Palace, Buffalo, 8; Casino, Toronto, 15; National, Detroit, 22, and a repeat at the Roxy, Cleveland, 29. . . . PHIL ROSENBERG, booker, and Lou Miller, assistant, attended the wedding ceremony of their office secretary, Rose Schendelman, who became the wife of Abraham Mansfield, nonpro, in the Bronx January 28. Newlyweds honeymooned in Lakewood, N. J. . . . NED McGURN, producer, has been engaged by Howard Deighton, operator, to put on the shows at the Urcat and Copa Cabana, swank niteries in Rio de Janeiro. Deighton is in town selecting Follies shop costumes and female talent from Follies houses. McGurn sails March 16.

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PATSY GINGER JOHNSTONE sporting a new car to the Star, Brooklyn. . . . ELTINGE extra-attractioned for February 9 week, Elena, dancer; Millie and Bubbles and Vita and Perry. Ford Mason, harmonica player, back from the Century, Brooklyn. . . . PAULA HORTON, Pat Dean, Hazel Paxton and Mrs. Phil (Ada) Brenner back from the Million-Dollar Pier, Miami Beach, Fla., where Jack Burns, of the Burns Brothers, dance team, now doubling at the Swiss Chalet nitery, married Marie Jamison, of Philadelphia, three weeks ago. . . . HERBERT K. MINSKY, with the closing of the Shubert, Philadelphia, was transferred to the management of the National, Detroit. . . . LOUISE CLAYTON celebrated a birthday February 1 backstage of the Republic.

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EVELYN TAYLOR, dancer, and Lemo, her new Eskimo pup, are playing banquet dates, while ma, Mrs. D. Keir, is busy transferring her Yonkers home into cash. . . . NANETTE, dancer, opened last week at the Brick Club. . . . EDDIE INNIS, comic, returned to the Republic February 16, relieving Red Egan. . . . ANN AND BERT ROYCE extra-attractioned at the Eltinge, February 16 week, thru Nat Mortan. . . . SAMMY CLARK, Chicago booker, in town last week, arranged for further Eastern bookings for Marlene, who, after two weeks' stay at the Gaiety, goes to the Star, Brooklyn, for another two weeks, and then to the Howard, Boston, for a repeat. . . . SALLY Keith opened February 19 at the Crawford House, Boston, for two weeks with an option, thru Jack Parr, her manager, and Ben Ford and Bert Jonas, bookers. Jeanne Rochelle is also at the Crawford. . . . NOMA, dancer, completed a week February 15 at the Gaiety. . . . ABE GORE, comic, with Rosalie Gore, specialty dancer, opened February 3 at the Miami Club, Baltimore. . . . SAM COHN, manager of the Hudson, Union City, N. J., turned in a little over $500, the proceeds of nine days' collection in behalf of infantile paralysis cause.

UNO.

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CHICAGO:

ORIGINAL CHICAGO World's Fair Nudist Colony will be the added attraction at the Grand Opera House, St. Louis, this week. . . . ARTHUR CLAMAGE plans to install a cooling system in the Grand and will also run pictures all year round. . . . ANN VALENTINE is back in Cleveland visiting the ailing Lou Isaac, after 18 week's at the 606 Club and a week at the Rialto here. . . . ROSE LA ROSE canceled her opening at the Rialto February 9 because of the death of her father. Opens on the Midwest Circuit at the Palace, Buffalo, February 16. . . . OPENING on the same circuit at the Capitol Theater, Toledo, on that date are Ned Welch and June Marshall.

GEORGE YOUNG is spending a well-earned vacation at Fort Lauderdale, Fla. . . . PRINCESS CHIYO is at the Capitol Theater, Toledo, as the added attraction. . . . HARRY CONLEY starting on the Midwest February 23. . . . MILT SCHUSTER back in town after attending the funeral of his brother in Cincinnati. . . . ART MOELLER, former manager of the Star & Garter Theater, will take over the management of *A Night at the Moulin Rouge*. . . . ANN CORIO is the big attraction at the Rialto this week. On the same bill are Joe DeRita, Garret Price, Frances White, Frank Scannell, Olive Sharron, Eddie Haywood and Florenza Renee.

Hirst Unit Review

Hindu Belles

(Unit 16-B)

(Reviewed at Troc Theater, Philadelphia, Friday Afternoon, February 16)

There's much marquee value with such stand-bys as Hinda Wassau, Hap Hyatt and George Murray to get them seated. But once inside, there's little to satisfy. Produced by Frank Bryan, with Johnny Kane fashioning the scenes, show starts at a snail's pace and then slows up to a standstill.

Show is very stringy, with the comics and strips failing to pick it up from the depths where it's left by the chorus of 16. Gals are there in the all and have the benefit of nice costumes, but when they start stepping they seem determined to keep a time of their own. Most woefully weak line seen here in many a trip. And, unfortunately, gals are on stage too often.

It's only for the *Black and White* ballet that the girls give anything resembling ensemble dancing. It's the show's best production number, with Renard and Marcia, ballroom duo, turning in smooth Latin gliding. Also do a neat waltz and rumba for the *In a Garden* ballet. Settings for all the ballet bits are big-timey.

Obviously capable comics, Hyatt and Murray fail to reach the funnybone with their tarnished material. In fact, were it not for the swell support from Jack LaMont straight, they would fall flat. Conny Ryan is the other straight, but his forte is warbling. Has a nice tenor range and high-caliber delivery. Aileen Dale is the soubret and quite a saucy siren at that. Stripper Joan Mavis gives further aid to the skits.

Strippers are the only real reasons for keeping them seated. Miss Mavis, blond looker, gives the first epidermis display. Aloha is a dusky maid who makes a sensuous entry in a black gown that falls apart on the fourth drumbeat.

Hinda Wassau, giving the unit its *Belle* billing, sheds a revealing red gown to the conventional getaway.

Merrick Valinote's men in the pit sound tired of it. And they're hardly to blame. Good downstairs crowd when caught at the second matinee show.

Diana Logan with Billy Hagan next in.

M. H. Orodenker.

Midwest Unit Review

(Reviewed Saturday Evening, February 10, at the Grand Theater, Canton, O.)

Bolstered by a half dozen new principals, current Midwest unit is much better than last week's show. With Embassy, Rochester, N. Y., out, this city became the mecca of burlesque folk this week. The incoming unit from Cleveland and several which appeared here last week were merged for a week-end showing.

Bill this week was strong on comedy, three outstanding comics matching wits, namely, Harry Clexx, featured comic with last week's unit, and incoming comedians Billy Foster and Meggs Lexing. They appeared in seven bits, garnering plenty of laughs despite the fact that much of the stuff had been dished out here previously. Foster injected some new gags, which helped a lot. Parker Gee, straight, sings pleasingly, again his best being *South of the Border* and *Crazy Moon*. Paul West and Danny Jacobs also prove acceptable.

Dolly Dawson, brunet, proved the best undraper, her style being a bit different than many who have appeared here. Vickie Davis, Marie Voe and Connie Matthews, holdovers, repeated their specialties with a few variations and new wardrobe. Miss Matthews repeated her success of last week with a couple of original dance routines, working in front of the eight girl chorus. Valentine number was outstanding production scene, with the chorus continuing to improve. Wardrobe, best in some time, added much to the production. Posing numbers proved popular again and Jack Davis' pit band continues to make a hit. Drummer Bill Geib's solo work was pleasant, his *In My Solitude* being tops.

Rex McConnell.

Boyes May Give Oklahoma a Try

LINCOLN, Neb., Feb. 19.—Before opening here, as usual, in May with his No. 1 show, Chick Boyes, currently vacationing in California, plans on taking a flyer in rep in Oklahoma. After studying the territory, Boyes said he might be able to run a couple of months in the Sooner State before following the warmth of spring north.

Boyes, because of bad roads, heavy snows and poor business, brought an end to both his Nebraska circles late in January and took off for California and a rest. He also wanted to establish a clean slate to keep under the 20-week limit of operation, by which payment of employment and Social Security tax digs can be dodged. In 1939 these nicks cleaned off the profit on one show for him.

Mrs. Boyes (Florence Gallant) is accompanying him on the vacation trip and they're lining up some of their rep talent for the summer while on the Coast.

Ed Myhre Ends Winter Trek

GRAND MEADOW, Minn., Feb. 17.—Edward E. Myhre's Novelty Entertainers concluded their winter's tour in Southern Iowa last Saturday, with Manager Myhre bringing his equipment to the show's quarters here to await the opening of the tent season. Remainder of the winter will be put in rebuilding the tent equipment that was destroyed by fire last fall. Myhre has put thru an order for a new top. Coming season will mark his 34th under canvas.

Bishops Plan Own Tenter

COLUMBIA, S. C., Feb. 17.—Johnny and Vernie Bishop, who recently closed with the Odell White Show in North Carolina, plan to have out their own talking picture and vaude show under canvas the coming season. Show, which is slated to get under way March 9, will travel on two trucks and trailers and will be routed thru Georgia and Alabama, it is reported. The Bishops, now preparing for their new venture here, say that a new top is coming on from the Dixe Tent Co. Johnny and Vernie had out their own tent opry in 1929.

Bisbee Show Is Readying

MEMPHIS, Feb. 17.—Work at the Bisbee Comedians headquarters here is shaping up nicely, according to Howard Johnson, director, who says that the show's stage settings the coming season will be second to none for a tent opry. A new tent has been ordered from the O. Henry Tent & Awning Co., and, according to Johson, Charles Driver, of the canvas firm, is making every effort to make it the most unusual tent theater in the territory.

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Rep Ripples

CHARLES BUTLER, with the Rosalie Nash Players a few years back, is recuperating from a recent illness at his home, 601 E. Jackson street, Shelbyville, Ind. . . . A. J. (SKEETS) CLARK, former repster, is now engaged in commercial lines in Atlanta. . . . L. A. GIFFORD has talking picture show and Indian exhibit playing schools out of Roanoke, Va. . . . COL. JERRY KETCHUM, presently laying off in Sabetha, Kan., postals that he expects to be out ahead of the Christy Obrecht show in Minnesota again the coming season. . . . HY HEATH, veteran comdian of rep and tab fame, who in recent years has devoted most of his time to radio work and songwriting, typewrites from Hollywood under date of February 7: "Have been out here a year and am at least getting an even break with the wolf. It took me some 25 years to discover that I wasn't funny (the audience was always way ahead of me), so I took the bovine by the antlers and decided to give Irving Berlin some competition. I haven't succeeded in making Irving quit as yet but things have been breaking not so bad up to now. Since landing here I have had seven songs published. Also landed songs in pictures for Monogram, Paramount and RKO. I have a song—with my collaborators—in the Kay Kyser RKO film, *That's Right—You're Wrong*, titled *The Little Red Fox*, and it's going great right now." . . . FORREST BROUN, rep agent, is booking a few spots in Ohio for the portable picture show operated by W. S. and Maurice Myers, of Dupont, O. Outfit is working seven nights a week, mostly in schools, with a merchants' tie-up in the various towns played. Frank Kuba is checking the front door.

GLENN AND DONNA McCORD are vacationing in Florida after closing with the Gifford circle in Illinois. . . . WALTER PRICE and Helen Gentry left Kansas City, Mo., recently to join Abe Lowder's circle in Illinois. . . . JAY COGGSHALL will again be with Jack and Maude Brooks' Stock Co. this summer for his third season. . . . SWANSON'S No. 2 unit of *Big Ole* is now operating out of Hibbing, Minn. The change was made recently from Grand Forks, N. D. . . . LOIS AND BUDDY LEAVELL, after a long season with the Merry Madcaps in Dallas, have severed their connections with the troupe. . . . WALTER AMBLER, former repertoire manager and comedian, is now a member of Al Pearce and his Gang in radio. . . . BILLY (TOBY) YOUNG'S Comedians are playing three-night stands in the Lone Star State. . . . HARVEY HAVERSTOCK is now in North Texas making preparations for his 29th season under canvas. . . . VAL BALFOUR is making preparations to launch a circle in Wisconsin, with Fond du Lac as the base-town.

HAL BARBER, character man with Jack Colier's Comedians the past three years, vacationed in Kansas City, Mo., last week. He returned to the troupe, now circling in Kansas, this week. . . . GLEN BRUNK'S Comedians will open the new season the middle of March in the Lone Star State. . . . BRADLEY AND VICTORIA ALEXANDER have joined Abe Lowder's circle in Illinois. . . . JIMMY AND MILDRED TUBBS jumped into Kansas City, Mo., last week after closing their Northern Missouri circle on account of bad weather. . . . KELLY MASTERS, after a four weeks' vacation in California, is preparing to reopen his Louisiana circle. . . . CHET THOMAS, former rep musician, is playing a Kansas City night spot with his swingsters. . . . RALPH BLACKWELL has joined the La Petite Players in Houston. . . . MR. AND MRS. HAL STONE are vacationing in Florida. They will play Iowa with their tent opry the coming season. . . . L. D. BRUNK and Leonard P. Davis, of Davis-Brunk Comedians, were in Kansas City, Mo., last week to purchase a new tent and to engage people for the coming season. . . . DICK LAUDERBACH, after closing with the Gifford circle, is sojourning at his home in Arkansas. . . . RED AND DONNA DAVENPORT, after closing with Watson's *Uncle Ezra* unit, jumped into Kansas City, Mo., last week. . . . ADRIAN D. SHARPE will launch a rep show under canvas early in May to play Iowa territory. . . . AL W. CLARKE, former director with the Dixie Queen Showboat and recently with Jimmy Tubbs' circle, moved into Kansas City, Mo., last week following the closing of the latter troupe. . . . FLOYD (SLIM) ARNOLD has signed with the Kennedy Sisters Stock Co., in the Lone Star State.

Lewis Unit Set for Three More Weeks in N. O. Area

NEW ORLEANS, Feb. 17.—H. Kay Lewis' *Hollywood Varieties*, which opened its 1940 season January 1 at the Strand Theater here for Southern Amusement Co., has three more weeks to go in the firm's houses in this territory. Business has been good for the show, except during the recent record cold spell, which slowed business to a walk in the Deep South, Manager Lewis reports.

Featured with the unit are Alberta, ventriloquist; Thayer Lewis, musical act; Della Lewis, song and dance turn; H. Kay Lewis, magical emsee, and Harry and Berdie Lewis. Harlan Talbert is handling the advance and publicity for his sixth consecutive season.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

WINNERS OF Hal J. Ross' Phoenix, Ariz., contest were: Harry Hamby and Helen Tynn, first; Johnny Bowman and Opal Ferdig, second; Bill Steele and Maxine Lang, third, and Joe and Margie Van Raam, fourth. According to Ross, $1,550 was awarded the winners.

* * *

"I GET *THE BILLBOARD* every week just to read about the kids in the walkathons," cards Mrs. Grace Clark from St. Louis. She would like to read notes here on Mickey Reeder, Gladys Emmons, Billy Ryan, Jo Jo Kelly, Smitty Inman and Velma Lane.

* * *

JOHN (PEACHES) McLAUGHLIN pencils from Washington that he is recuperating from a serious auto accident, which occurred before Christmas, while he was returning from the Marion, Ill., show. John says he will not walk any more, as he has his job back with the government and figures to stay with it. He wonders what's happened to Billie Steele, Jack Murray, Harry Smythe, Moon Mullins and other kids who knew him.

* * *

LITTLE BOB NELSON inks from New Orleans: "Altho I am only a youngster in the endurance field I have met a lot of the kids and recently met a real old-timer, Piny Riley, who wonders if any of those 'way back when' kiddies still remember him. I recently finished a successful date at the Vieux Carre Barn, New Orleans, which is owned by Col. Sollo Black, formerly manager and still owner of the Holliday Hotel, Cairo, Ill. Col. Black will be remembered as a benefactor to the kids in the Cape Giradeaux, Mo., contest. I hope to hear of a good show soon, but it seems as tho that's just a dream and a wild one at that. From the looks of things we'll soon be saying 'them days are gone forever,' but I certainly hope not."

* * *

FRANKLIN P. METZ writes from Dayton, O., that altho his wife was never a contestant, she gets as much enjoyment out of *The Billboard* as he does. They wonder what's become of Pudgy and Ike Englehart, Tony Lewis, Curley Sherrer, Johnny Morgan, Larry Bloom, Little Jack Falls, Little Skampo and Bailey and Jean Martin.

* * *

KENNY GRUWELL infos that he is working in Alhambra, Calif., and if everything goes okeh he will be back with the shows this spring. Kenny would like to read news here on Dorothy Williams, Mickey Martin, Jimmy Shouson and other kids who have been in shows with him.

* * *

LOU JARVIS is reported to be knocking around Chicago.

* * *

EARL HARRINGTON writes that he is in New York working at his brother's uptown haberdashery. Violet Kaye, his former partner, is also in the Big City, employed by an insurance company, he says. Earl opines that they will be out of the field for some time.

Always Amateurs

By E. F. HANNAN

PROFESSIONALS may come and go, but amateurs go right on staying with us. The old whiz, "there will always be amateurs," is mostly correct. Never in the history of amusements have so many amateur minstrel shows been presented as will be this season.

Publishers have been having increased calls for minstrel material and the season promises to be one of great burnt-cork activity. Many of these are coached by former professionals, but the majority are made ready for the stage by local directors, mostly semi-professional.

There are at least 15 so-called amateur producing companies in the country, companies which send out promoters to contract, stage, coach and produce amateur shows. Four of these are good-sized concerns, one operating with over 20 representatives in the field. Everything is furnished except hall and cast.

While most of these are weak on material and shaky in direction, they put it over. There never yet has been an amateur flop. It's a good sign to see such activity in amateur circles. Where there is life, there lays hope—and sooner or later this is bound to help professional show business, particularly small road show business.

It is keeping the breath of life in the industry. It's good to see busy amateurs.

Caldwells Acquire Slout's Interests

VERMONTVILLE, Mich., Feb. 17.—Dick and Evelyn Caldwell, presently operating their own Michigan circle and last summer partnered with L. Verne Slout in the operation of the Caldwell & Slout Players, tent show, have purchased Slout's half interest in the rag opry and will operate the coming season on their own under the name of Caldwell Comedians. The show will open its tented season here, as in past years. Slout will retain ownership of the show's storage quarters here, but will not be associated with the outfit in any way.

At present Slout is touring with his Theater Workshop company under management of the University of Wisconsin.

H. H. Whittier Is Dubious Of Reviving Old "Tom" Idea

Chicago.

Editors *The Billboard*:

When *Uncle Tom's Cabin* was first produced in Troy, N. Y., in 1852 by George L. Aiken, the promoters hadn't any idea of the success that would follow its premiere. But many "crimes" have since been committed in the name of *Uncle Tom*.

The writer remembers when Peter Jackson, the prize fighter, headed a Tom show. Later John L. Sullivan was featured in Downing's *Uncle Tom's Cabin*, managed by Joseph Goodrich. Milton Barlow was also featured by the Al W. Martin Co. One of the most pretentious efforts was William A. Brady's all-star cast, with Wilton Lackaye as Tom, Theodore Roberts as Legree, Annie Yeamans as Ophelia and Artie Hall as Topsy. Wonderful as this production was as regards cast and scenery, it did not have the Tom atmosphere. When it was at the Academy of Music, New York, for a run the Martin show was at the Star Theater on Broadway, and Alan Dale said in *The Mirror*: "If Brady wants to see a real Tom show he should see Martin's at the Star."

I can hardly believe that Tom played two weeks in South Bend, Ind., with a turnaway at every performance, as South Bend was not considered a very good Tom town. Neither can I agree with Mr. Ellis that the show would do well on the Chicago lots. There are very few good lots in Chicago now suitable for Tom and, besides, the hoodlum element would pull the show apart. If you don't believe it just ask my old boss, Eddie Martin. He had a Tom experience on the Chicago lots.

A Tom show under canvas might get by if properly managed and had a street parade, but I doubt if consecutive bookings could be arranged even in school halls. Perhaps some astute manager with a good big bank roll will show up and revive the good old play. How would Orson Welles do as a feature Legree? Wouldn't that be sumpin'? Only drawback is he doesn't double brass, but he would soon overcome that difficulty.

H. H. WHITTIER.

Conducted by THE ROADSHOWMAN—Communications to 1564 Broadway, New York City

Summer Theaters Are Profitable Roadshow Locations, Is Report

PHILADELPHIA, Feb. 17.—Barns and summer theaters in which heating facilities are available are excellent locations for 16mm. film exhibition, according to a roadshowman who visited local exchanges this week.

A summer theater, he advised, has many distinct advantages over the average hall or store, since it is generally a recognized showplace of the community. As the theater is an established spot, promotion for the film show can be carried on in surrounding communities. Additional tie-ups are easily made with local groups that usually sponsor or support the summer showings. A further advantage is the fact that the summer theaters are usually situated in fairly well-to-do communities and with the right type of show it's no trouble getting a higher admission price than usual.

The most important thing, according to this roadshowman, is the film program. Showmanship must be employed in getting up the program or the folks will pass it up as just another movie. On one trip he puts on a mystery night, showing nothing but thrillers. The next time may be a comedy night. Getting a single subject for the program's theme makes for the most desirable presentation for the greatest returns.

For instance, the roadshowman offered an all-comedy night this week at the Bucks County Playhouse at near-by New Hope, Pa., where a colony of writers, musicians and artists have their homes. The program featured slap-stick stars of the early silent days and cheering and booing on part of the audience was encouraged. Films included Charlie Chaplin, Ben Turpin, Fatty Arbuckle, Mabel Normand, Laurel and Hardy, the Keystone Cops, excerpts from films with Francis X. Bushman, Kathlyn Williams and Broncho Bill, and *Day Dreams*, a fantastic comedy by H. G. Wells, starring Charles Laughton.

Such a program, he says, can't miss with even the most critical of moviegoers.

To Handle Negro Films In Ohio Valley Territory

PHILADELPHIA, Feb. 17.—Lee A. Matthews, who conducts a New Artists' Service in Pittsburgh, has been named international release executive for a Hollywood motion picture producing combination of five companies making feature Negro pictures. The companies in the combination are George Randel, Argus Pictures, Aetna Films, Goldberg & Port Films and Benny Ray. These companies, according to Matthews, have scheduled 25 feature films with all-colored casts for 1940, all to be available for 16mm. exhibition.

Matthews' territory will include Pennsylvania, Ohio and West Virginia. All colored motion pictures for exhibition in the prescribed area will be routed thru Matthews.

Stagehand Now Roadshowma

LINCOLN, Neb., Feb. 17.—With organization of his Talking Picture Circuit, Pat H. O'Shea, former stagehand and operator at local theaters for many years, has gone into the 16mm. field and in business for himself for the first time.

So far, O'Shea told *The Billboard*, he has been averaging four jobs per week and is just getting under way. Income since the inception of his circuit, he claims, is nearly up to the regular theater job and the ball is just beginning to roll.

Milcowitz Lines Up Films

NEW YORK, Feb. 17.—Milton Milcowitz, of Berkshire Film Co., Canaan, Conn., was in the city last week arranging for films to be shown thruout a school circuit.

16MM SOUND PROJECTORS
BARGAIN CHEAPER THAN RENTING
BRAND NEW WELL KNOWN MAKE
Complete Cash Price $159.00 Liberal Terms
AUDITORIUM SIZE—GUARANTEED
Write BOX D-24, The Billboard, Cincinnati, O.

RELIGIOUS FEATURES
16MM. SOUND 35MM.
This Is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ).
OTTO MARSAGH, 630 Ninth Ave., N. Y. City.

Nu-Art Films
The Inimitable HAROLD LLOYD in A Comedy Sensation
MOVIE CRAZY
16mm. S. O. F.
Contact Your Local Library or Write to
145 WEST 45TH ST., NEW YORK CITY

Educational Films In Canadian Schools

REGINA, Sask., Feb. 17.—Films play a definite part in the educational program in Moose Jaw, Sask., schools, particularly public schools.

Public schools are divided into three zones, each equipped with a 16mm. projector. Regular weekly showings of pictures are carried out. Most of the films are rented after careful selection by the teachers' visual aid committee. About $100 worth of film has been bought, and a central film library has been organized.

Films With Lecture

CAMDEN, N. J., Feb. 17.—In a tie-up made between the Camden Steamship Ticket Agency and the American Railway Express, 16mm. film exhibition is being used to stimulate travel excursions among the local business and civic organizations. First of the shows will be given this week before the Camden Lions' Club by Charles Adamson, showing a motion picture entitled *Mexico*. In connection with the showing of the film, an address will be delivered by a representative of the express company.

Club Sponsors Old Movies

ALBUQUERQUE, N. M., Feb. 17.—Popularity of old-time movies and foreign films is shown by a club recently formed in this State. Known as the Film Society of New Mexico and headed by Al Jarrett, Soil Conservation Service photographer, the club will show *The Birth of a Nation* as the first of five films.

Bitzer With Museum

NEW YORK, Feb. 17.—William Bitzer, who photographed *The Birth of a Nation* and now a 16mm. cameraman, is with the Museum of Modern Arts, where he identifies characters in old-time films.

ICE SHOWS PILE UP

(Continued from page 3)

clowning trio, and a chorus of 24 girls.

Whereas the Sonja Henie troupe filled the Garden at a $4.40 top, there will be a $2.75 maximum tariff for the *European Revue*. Minimum, $1.10.

* * *

The Ice Follies of 1940, the Shipstad-Johnson production, is being returned to San Francisco's Dreamland for the duration of the Golden Gate Exposition by Music Corp. of America.

* * *

Bucking the rumors that Billy Rose has plans for an ice-skating attraction to supplement his Aquacade at the New York World's Fair (backed by reports that Eleanor Holm and Eleanor La Manna, her understudy, have been putting in ice skating practice at the Gay Blades rink thrice weekly), is talk that R. J. Sipchen, who owned and operated the Sun Valley concession, which was the only ice skating attraction at the fair last year, has a contract which gives him exclusive right to ice shows at the Flushing spectacle for the 1940 edition.

Change of production policy for the Valley is also considered likely. In place of the two units which, via an alternating system, last year managed to give almost continuous performances day and night, the new arrangement calls for an elaborate production type of floor show on ice to be scheduled twice daily.

PUSH VAUDE IDEA

(Continued from page 3)

next week. Admission for that show will be increased to 55 cents.

* * *

TROY, N. Y., Feb. 17.—A committee working to bring back vaudeville to this city was formed here at a meeting at the Hendrick Hudson Hotel. Fred A. Beck was named permanent chairman, with Mayor Frank J. Hogan as honorary chairman.

Other officers named include Ralph W. Eyclesheimer, campaign manager; Albert C. Lottridge, secretary, and Arthur H. Ellis, treasurer. A later meeting will be held to select an executive committee. Arrangements will also be made to sound out public opinion on the vaude question.

The Committee for the Return of Vaudeville inserted ads in local papers urging that live entertainment be returned to give local people more employment opportunities, as well as provide recreation.

Petitions will be circulated.

AGVA SIGNS CLUBS

(Continued from page 3)

Hilliard have been nominated by petition for the board of directors. Billy Glason was nominated by petition for the presidency but declined. Voting may also be done by mail.

Another broadside was aimed at AGVA by the Variety Actors' Betterment Campaign Committee. The committee doubted an agreement had been reached with 350 California theaters, cafes and night clubs and said that word received by it from San Francisco indicated that no such agreement was signed. The New York AGVA office said it has not as yet received details on this pact from the Coast.

* * *

The pro-Whitehead group also deplored the hiring of Haddock at a salary reputed to be $6,000 yearly, despite the fact that he has no show business background. They also resented his being retained by the AAAA without the vote of the membership.

CHICAGO, Feb. 17.—Leo Curley, local AGVA rep, returned from New York to announce that because improper methods were employed in electing nominating and constitutional committees at the recent general AGVA meeting, those committees are now null and void.

He indicated that he will start anew, planning to call another meeting to elect committees. Reportedly, less than 10 per cent of paid-up members showed up at the last meeting and at least 10 per cent have to be on hand when any voting is under way.

Meanwhile, due to the muddled state of the AGVA picture, local agents are holding off plans to organize a branch of the Artists' Representatives' Association. The boys are marking time, and it is probable that no action will be taken unless AGVA turns a new leaf and gains controlling power in these environs.

PHILADELPHIA, Feb. 17.—Tom Kelly, exec secretary of the United Entertainers' Association, initiated a drive this week to effect a closed-shop agreement with local niteries and cafes. UEA is an indie performers' union, formerly affiliated with the AFA but on its own again when AGVA came into the picture.

AFA closed-shop agreements expired February 2 and Kelly anticipates little trouble in renewing the binders on UEA blanks. UEA has the active support of the local musicians' union, despite the fact that it is not affiliated with AFL, winning the good graces when it pulled out performers at spots where the AFM local was trying to get a closed-shop musicians' agreement.

PITTSBURGH, Feb. 17.—Almost 300 performers here are wondering, after having paid union dues during the past six months, whether they are unionized. Former AFA agent George LaRay informs that he wrote AGVA several times advising that he would be ready to convert the one-time AFA members to AGVA ranks if commissioned under suitable arrangements. No reply was sent, after a letter from New York advising that the Chicago office would handle the Pittsburgh proposition, he states.

When AFA was disbanded 291 entertainers were on LaRay's active list. Since the Entertainers' Federation dissolution last year, after a brief trial period as CIO affiliate following unsuccessful attempts to sign up with AFA thru dickering with Ralph Whitehead, Western Pennsylvania has no formal organization for talent. More than 400 around Pittsburgh work in clubs and safes, some of them also in theaters.

46th YEAR
The Billboard
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
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Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, Main 5300. Cable Address, "Billyboy," Cincinnati, O.
BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, Mitchell 2-1616, 2-1617, 2-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8430. ST. LOUIS—350 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA — B. H. Patrick, 7222 Lamport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Gretton, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.
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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.
Vol. 52 FEBRUARY 24, 1940 No. 8

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

16mm.
TARZAN HEADQUARTERS
EDGAR RICE BURROUGHS' TARZAN AND THE GREEN GODDESS
8-REEL FEATURE — $3.00 ONE DAY, $15.00 ONE WEEK. Over 1,000 subjects are listed in our big 144-page Roadshow Catalog. Write for your copy today.
EASTIN 16mm. PICTURES CO.
Dept. B-2. DAVENPORT, IOWA

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

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN.
198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

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.

MAIL ON HAND AT

CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

Bronson, Mrs. Mary, 3c
Calhoun, Will Bill, 9c
Crone, Mrs. E. C., 9c
Dixon, L., 6c
Fitzpatrick, G. T., 16c
Freeman, Mrs. John, 19c
Garner, E. R., 14c
Hurd, Arthur E., 10c
Morris, Helena, 9c
Larson, Lenore, 10c
O'Brien, Geo. F., 17c
O'Connor, Frances, 10c
Robertson, John S., 6c
Rossi, A. N., 6c
Shots, Kyle N., 6c
Thompson, Phil R., 10c
Vale, Chas., 9c
Warren, Joe, 6c
Washburn, Jack, 3c

Women

Aaron, Marjorie
Aaron, Shirley
Aaron Sisters
Abbott, Phyllis
Adams, Peggy
Addis, Allie Mae
Alfonso, Marie
Allen, Florence
Allen, Jean
Allen, Mrs. Lillian
Allen, Mabel
Allen, Vickie
Anderson, Mrs. Hester
Anderson, Margie
Anderson, Victoria
Andrews, Mrs. Dollie
Andrews, Mrs. Gladie
Andrews, Margaret
Arlen, Gladys
Ashley, Elizabeth
Avery, Mrs. Ruby
Aymes, Crystal
Baker, Mrs. Daisy
Ballou, Mellie
Barrick, Mrs. Ford
Bass, Mrs. Jessie
Bee, Bettie
Belanger, Eva N.
Bell, Anna
Bellshaw, Gladys
Bennell, Mrs. Louise
Bently, Maggie
Bentley, Rose Brown
Bernhardt, Juanita
Bestland, Mrs. Harry
Bistany, Mrs. Viola
Black, Peggy
Blaine, Dorothy
Blanchard, Mrs. Polly
Bowen, Mrs. Mary M.
Bowers, Jean
Brabham, Blanche I.
Brack, Mrs. F. J.
Brett, Mae
Britton, Mickey
Brown, Mrs. Rosalia
Brown, Mrs. Frances
Brown, Mabel
Brown, Peggy
Brown, Mrs. Ruby
Bunn, Ann
Burns, Mrs. Alta
Burns, Mrs. Jack
Burton, Mildred
Butler, Mrs. Roy
Calone, Mabel
Calhoun, Mrs. Erma
Carroll, Miss Dee
Carroll, Mrs. Leo
Carson, Mrs. Viola
Carver, Nora
Cassandra, Lady
Chapman, Patsy
Chaney, Fern
Chester, Mrs. Irene
Clemens, Mrs. Bettie
Cleo, Princess
Cole, Mrs. King
Coleman, Mrs. Leslie
Connell, Kay
Cooper, Tanya
Courtney, Mrs. Myrtle
Crane, Mrs. Hazel (Blege)
Craven, Mrs. Viola
Cross, Arlene
Crow, Elsie Phillida
Cunningham, Mrs. Faith
Cunningham, Kay
Curtis, Mrs. Edna
Davies, Mary Jane
Davis, Mrs. Ruth
Day, Mrs. Agnes
Day, Donna
Dare, Betty
DeCamp, Clarice
Delmar, Lorne
Delmart, Jayne
Deming, Hellen
Dellinnighnob, Mrs. Lois
Desben, Doral Dina
Draper, Polly
Dull, Mrs. Charlie
Dunst, Peaches
Dunlap, Mrs. Ted
Durtener, Mrs. Jean
Dyer, Lady (Pete)
Eaton, Bubble
Ebert, Jane
Edgar, Mrs. Horace
English, Barbara
Epochs, Mrs. Ray J.
Erb, Emma
Ernst, Mrs. Ora
Evans, Betty "Martha"
Evans, Hazel
Fadia, Peggy
Fears, Mamie
Fields, Sally
Fisher, Agnes
Fleming, Mrs. Pearl
Ford, Mrs. E. L.
Foster, Mabel
Frank, Sylvia
Franks, Mrs. Edna
Frear, Mrs. Betty (Don)
Froedricks, Betty
Freeman, Mrs. Al
Gall, Mrs. Herbert
Gardner, Mae Avon
Gart, Mrs. James
Gilmore, Mayme
Gebrts, Mrs. Maria J. M.
Goff, Mrs. Audrey
Gordon, Miss Pat
Gordon, Pauline
Graves, Jammie
Gregory, Gloria
Griener, Mrs. Babette
Grosmith, Mrs. C. C.
Gehm, Mrs. Ruby
Hamilton, Joy
Hamilton, Mrs. Marion
Hancock, Mrs. Mary
Harley, Agnes J.
Harnett, Beverly
Harper, Opal
Harrison, Mrs. Rosalie
Hatton, Rose
Hawley, Wanda
Harwood, Josephine
Healey, Elizabeth
Henderson, Mrs. Donna
Henderson, Mrs. T. M.
Herbert, Dorothy
Hill, Elizabeth
Hill, Patsy
Hilton, Daisy & Violet
Holden, Georgia
Holderness, Mrs. Anna
Holmes, Lillie
Holt, Mrs. Jean
Hood, Mrs. Mildred
Hughes, Ramona
Hull, Mrs. Bert
Hunter, Mrs. May
Hutter, Mrs. Virginia
Ione, Beulah
Ives, Mrs. Daddy Hildreth
James, Jacquelyn
Jackson, Mrs. Delores
Jamison, Mrs. Ruth
Jayne, Marjorie
Jenkins, Susie
Johnson, Cathleen
Johnson, Helen K.
Johnson, Judith Zelda
Johnson, Mrs. Willis
Johnston, Mrs. Frances
Jones, Joyce
Jones, Madge
Jones, Mrs. May D.
Joyce, Vivian
Julien, Mrs. Catherine
Kaplan, Mrs. S.
Kaw, Mrs. Katheren
Keller, Millie
Kelly, Dorothy
Kelly, Grace
Kelson, Mrs. Juanita
Kennedy, Mrs. Estrella
Kennedy, Ileen
Kentfield, Florence
Kimble, Mrs. D.
Kimble, Ethel
King, Mickey
Kirkendale, Helen
Klein, Mrs. Mary
Knowlton, Marian
Kruger, Mrs. Charlotte
Kriswell, Mrs. May
Kyllo, Dorothy
Labelle, Clara
Ladd, Norma
Lafayette, Mrs. A. E.
LaMarr, Eleanor
Larsen, Mary
Larry, Mrs. Grace
Larson, Mrs. Evelyn
Lassandra, Madam
Lessman, Mrs. Marian
Lee, Miss Chang
Lee, Coy
Lee, Mrs. Lily
Leith, Mrs. Bel
Lindy, Dorothy
Little, Mrs. C. T.
Little, Mrs. Lillian
Litzenberg, Mrs. Bobbie
Lombard, Frances
Long, Mickey
Love, Mrs. Thomas
Lowry, Mrs. Ed
Lundgren, Mrs. Edith
MacGregor, Mrs. Lillian
McArdle, Virginia
McArnm, Jean
McCarroll, Theresa
McClendon, Ruby
McClung, Mrs. Pearl
McCrary, Mrs. Hazel
McDonald, Mrs. Kay
McGee, Betty
McGregor, Mrs. Ella
McGuire, Opal
McLachlan, Mrs. J.
Mack, Mrs. Mabel (Mabs)
Madden, Alma
Mallory, Mrs. Grace
Malott, Mrs. Gladys D.
Maren, Lillian
Marie, Madam & Pals
Marks, Elayne
Marshal, Mrs. Penny
Martin, Mrs. Frank B. T.
Marvello, Ann
Marx, Elsa
May, Mrs. Elsie
May, Jean
Merrett, Stella
Meyers, Pauline
Myers, Mrs. Roy
Meyers, Tressie
Miller, Connie
Miles, Sarah
Miller, Betty
Miller, Mrs. Cash
Miller, Lila
Miller, Opal
Mitchell, Ruby
Moore, Beatrice
Moore, Mrs. Vernon
Moore, Mrs. W. J.
Morales, Mrs. Teresa
Mordecai, Mrs. May
Morell, Mrs. Marie
Morgan, Boots
Morris, Mary
Moulton, Mrs. V. L.
Murray, Dorothy
Muse, Mary & Sweet
Myers, Mrs. Chas.
Myers, Mrs. Opal
Mylie, Pearl
Nathanson, Mrs. Sidney
Nix, Mabel
Norris, Mrs. John J.
O'Boyle, Mrs. Thomas
O'Day, Kitty
O'Dell, Tessie
Oliver, Amelia
Oliver, Mrs. O.
O'Lynne, Gloria
O'Neil, Georgia
Osborn, Mrs. Nora Louise
O'Shee, Sydna
Oxford, Flo
Parker, Miss Billie
Patton, Joyce
Payson, Mrs. Violet
Peasley, Mrs. Frances
Perkins, Mrs. Ann
Piacentini, Frances
Piazza, Barbara
Pickering, Valure E.
Pierce, Emma
Pierce, Leona
Pierce, Ruth
Pitts, Zara (Double)
Placek, Betty
Price, Pearl
Ralston, Mrs. Josephine
Rasputin, Mme. Maria
Reed, Almarine
Reed, Mrs. Dolly
Reed, Maxine
Reed, Mrs. M. E.
Reed, Mrs. Milt
Reeves, Dixie, R. B.
Regan, Madeline
Reigel, Jennie
Reynolds, Mrs. Peggy
Rice, Mrs. Ivy
Riggs, Mrs. Lillian (Circus)
Riley, Roberta Brown
Roberts, Fannie Ley
Roberts, Olga
Robinson, Mrs. Alma
Robles, Kay
Rosen, Mrs. Hazel
Rogers, Donna
Rodgers, Smiles
Rosick, Mrs. Alva
Sage, Irma
Sanborn, Shirley
Schadler, Mrs. R. J.
Schwabke, Mildred M.
Seifert, Sara
Sevord, Mrs. Albert
Sesone, Princess Signa
Shanley, Mrs. Lillian
Shaw, Ruth
Shecks, Mrs. Tennie
Shepherd, Peggy
Sherman, Mrs. G. B.
Shirley, Mrs. Arlene
Simpson, Mrs. Clarabell
Simpson, Mrs. Oscar
Smallwood, Mrs. Ray
Smith, Mary
Snow, Dorinda
Snow, Mrs. Janette
Scott, Mrs. Mollie
Soars, Betty Jo
Sparks, Miss Bobbie
Spencer, Mrs. Phillis
Sperling, Mrs. Lois
Stafford, Cleo
Stanley, Frances (Frenchy)
Stanley, Mrs. Millie
Starkey, Louise
Steedahl, Hazel
Stephens, Mrs. J. R.
Stevens, May & Johnnie
Storey, Mrs. Edith
Street, Mrs. E. R.
Sturchio, Mrs. Carolyn
Summers, Mrs. Bessie
Surber, Marcella
Sutherland, Clara
Swift, Edith
Tarkington, Mrs. J. C.
Taylor, Iris Stewart
Teele, Rose
Thomas, Rose
Thompson, Jerry
Tillison, Mrs. Hortense
Toot, Mabel
Trennell, Mrs. Virginia
Tully, Melba
Tundis, Mrs. Marge
Tyrrell, Helen
Walters, Ester
Wardlaw, Mrs. James
Warren, Dixie
Waters, Esther
Waters, Mrs. Lela
Wayland, Mrs. Goldie
Webb, Mrs. Grace
Webb, Marie
Weber, Mrs. Mildred R.
Wells, Mrs. Babe
Wesley, Helen
West, Mrs. Joe
Weston, Ethel A. Lewis
White, Mrs. Virginia
White, Vivian M.
Whiteside, Marran
Wilber, Grace
Williams, Jean Woodard
Williams, June
Williams, Mabel
Wilson, Mrs. Anna L.
Wilson, Mrs. Joe Water
Wilson, Marian
Wimmer, Barbara
Winston, Sherry
Wippel, Rosina
Womack, Mrs. Dottella
Woods, Mrs. Evelyn
Woolsey, Mrs. Marie
Worman, Mrs. N. C.
Wright, Josephine
Wyckoff, Mrs. Lillian
Yager, Mrs. Glen
Yarl, Mrs. Mable
Young, Grace
Young, Mrs. Leona

Men

Abbott, C. L.
Abbott, Noel Lee
Aber, Tommy
Abila, Leo
Abney, Thomas Louis
Adair, John
Adams, A. N.
Adams, Dr. C. D.
Adams, Frank J.
Adams, Gordon
Adams, John
Adams, Ned
Adams, Roy E.
Adams, Tom
Adolph, Clarence
Agee, John R.
Aiken, W. E. (Tex, Bill)
Albert, Al G.
Albert, Geo. R.
Alberts, Nathan
Alcide, Nick
Alexandria, Chas. (Poets)
Alexander, Jack
Allen, Becky
Allman, W. J.
Alpert, Morris
Alred, Russell Slim
American Model Show
Anders, F. L.
Anderson, Andy (Arcilla)
Andersen, C. H.
Anderson, Chas. (Colored)
Anderson, Harley
Anderson, Jack
Anderson, Paul
Anderson, Richard
Anderson, Wm. H.
Anderson, Willis
Andrews, Chas. R.
Angus, Al
Andrson & Milan
Anslin, H. J.
Anstett, Frank A.
Anthony, Milo
Antrup, Ralph
Apley, H. H.
Ardohm, Dave
Appel, Richard
Applegate, Roy S.
Arden, A.
Arnheim, Gus
Arnold, Jack
Arthur, Theodore
Astrelopow, James
Atgeles, Mr.
Atkins, Amos
Auger Bros.' Show
Aune, Fredrick Jos.
Austin, Dick
Austin, Gene
Avalon, Robt.
Axley, R. H.
Ayres, Johnny
Baal, Jimmie
Backer, Earl D.
Backman, Teddy
Bain, C. A.
Baird, Doc
Baird, Walter
Baker, Earl
Baker, R. E.
Baker, Robt.
Baker, Walter
Ball, Lucky
Banks, Wally
Banta, Harry
Barber & Patterson
Barlow, Al
Barlow, Carl
Barnes, Roger
Barnett, Chester By Bo
Baron, Leo
Barrell, Bobbie
Barrett, E. C.
Barry, Arthur
Barry, Geo.
Barry, Jimmy
Barton, Geo. (Animal Acts)
Bauer, Burt
Bays, Dick
Beaudam, G.
Beck, Lester W.
Belmo, J. J.
Belk, Paul
Bell, Milburn
Bella, King
Belmont, Stanley
Benard, Glynn
Benbeth, Frank
Bennie, W. C.
Benson, J. C.
Benson, Dr. O. N.
Benton, Henry L.
Bentley, Jeff
Benziger Bros.
Bergman, Leo
Bernas, John
Bernd Viel, Count
Berry, Harry
Berry, Jack
Berry, Leroy
Bertie, Leon
Bethune, Gus
Biehl Stock Co.
Biggers, Larry
Bimbo, Bob
Black, Lewis
Blackburns Super Comedy Co
Blackford, James
Blanchard, Dennis
Bland, Richard
Blenders, Four (Cowboy Quartet)
Bloomberg, Bill
Bolt, J. P.
Bond, Jimmie
Booker, J. T.
Boone, C. R.
Boothe, R. M.
Boswell, Fred C.
Botteroff, Arthur
Bowie, Lawrence (Gigs)
Boykin, Jessie F.
Boyles, Pat
Bozzell, Billy
Bozzell, William E.
Brabham, Garnell
Bradley, A. C.
Bradley, Everett
Brady, Buff
Brady, Joe
Branahan, Albert
Branson, Johnnie
Bray, Billy
Bray, R. P.
Bree, Chet
Breese, Del
Brenn, Harry B.
Brennan, Mickey
Brenner, Eddie
Bridges, H. E.
Brockway, Joe
Bromley, Walt
Brook, C. L.
Brooks, Albert
Broussard, F. R.
Brown, A. C.
Brown, Chas. (Duke)
Brown, Elwood
Brown, Harry F.
Brown, Otis
Brown, Robt.
Brown, W. B.
Brown, Wm.
Bruce, Clarence Chas.
Bruce, Don
Bruce, Edgar R.
Bruce, Kit
Brunk, Henry L.
Brunk, Wallace (Red)
Buchanan, Pat
Buchanan, Thomas
Buckler, Harold C.
Bullocks, R. T. (Bob)
Bunny, John
Burke, Bob
Burke, Geo.
Burke, Lee & Dandanella
Burns, Geo.
Burris, E. H.
Burston, Bob
Burte, Leon
Barton, Geo.
Barton Twins
Bush, W. A.
Busky, Andy
Butterfield, Fred C.
Byers & Beach Show
Calbert, Johnnie
Calkins, H. J.
Call, Hubert
Callaway, J. T.
Calvert, Magician
Calvert, Thomas
Campbell, Al (Deady)
Campbell, Francis V.
Campbell, H. W.
Campbell, Skipper
Canaga, H. L. (Doc)
Cannon, Frank
Carcoran, Edw.
Carey, Tommy
Carl, Frank (Mitt)
Carley, Carl
Carney, Bob
Carr, Geo.
Carrow, Bill
Carroll, John
Carsey, Doc
Carson, Frank L.
Carson, Tommy
Carter, Blackey
Cartwright, Karl
Carver, Doc
Casey, Joe "Tangle Eye"
Cash, Morris
Cassell, H. W.
Castle, W. J.
Cavanaugh, Jack
Caskey, Syd
Caudel, J.
Carwell, J. E.
Chandler, Walter H.
Chaplin, Clifford
Chapman, James
Chervo, Michael V.
Chidester, Wm.
Childs, B. A.
Chisholm, Jack
Chisholm, Va.
Christman, Tex
Christopher, Geo. (Cookhouse)
Churchill, Geo.
Clark, Bose
Clark, Geo.
Clark, J. J.
Clark, Joe Jewel
Claud, Lee
Clausen, Ralph
Clayton, Clarence
Clear, Clifford
Clearwater, Chief
Clifton, Chas. Shorty
Clingman, Boots
Coakley, Walter
Cobb, Billy & Bob, Rodeo
Cobb, Otis Tye
Coen, Al G.
Cohen, Milton
Cohn, Robt. (Bobbie)
Cole, Sam H.
Colin, Jean
Colleano, Con
Collin, Jack T.
Comer Jr., Walter
Compton, Jack
Conarroe, Lee S.
Conaway, Dewy
Conger & Santo Players
Conaway, Jack
Conner, Theodore H.
Conrad, Bobby
Conti, Mike
Converse, Arthur LeRoy
Cooke, Ray
Cookney, S. J.
Cook, Walter Teddy
Cook, Wm.
Cooley, Al
Cooper, Greenville
Copeland, Jimmy (Tex)
Corless, Eddie
Cornell, Orval
Costello, Robt.
Cotherman, Frank M.
Cottrell, Howard
Coudon, Dug & Lola
Courtney, Arthur
Courtney, Fate
Couture, L. J.
Cox, Lee J.
Craig, Capt. Geo.
Crandell, Leroy C.
Crater, Wm.
Craven, Charlie
Crawford, B. F.
Crawford, E. M.
Creason, Lee, Owner
Cross, Linwood L.
Crosby, W. W.
Cross, Hugh
Crowson, W. P.
Crumby, E. C.
Current, Jack R.
Cruye, Walter (Ed)
Curtis, Dale
Curtis Jr., Geo. H.
Cutler, Louis
Dale, Geo.
Dale, Harry Tex
Dalroy, Harry
Daly, A. E. (Boston)
Damm, Eugene
Darnell, Lee Mack
Darlington, C. W.
Darlington, Cyrus
Davenports Society Circus
Davidson, Dave
Davies, Wop
Davis, Buddie
Davis, Carter A.
Davis, Earl
Dawkins, Geo. Speedy
Dawson, Brownie
Dawson, Jack
Day, J. W.
Day, Tiny
DeArmo, Billy
DeBeaux, Paul
DeFranco, Angelo
DeShon, Mortimer
Dean, Bert
Debarrie, W. E.
Debonnie, Side Show
Decard, Claude
Decker, Al
Dellabate, Ernest
Demetrio, Tom
Denthams Minstrels
Devere, Chas.
Devoski, Frank
Dexter, Robert, Dr.
Dickens, Raleigh
Dickson, Tom E.
Dina Bros. (Col. Minstrels)
Dixon, Dave
Dix, Billie
Dixie Queen Showboat
Dixon, Harry
Dodd, Dwane
Dodd, W. H.
Doebber, H. M.
Dolan, Edwin Murray
Donofrio, Frank
Doolin, Rich
Dorrell, J. V.
Douglas, Jack R.
Dowdy, J. R.
Draper, Richard
Drew, Geo.
Drew, Harvey
Drill, Chas.
DuBarrie (Side Show Mgr.)
Dudley, H. G.
Dudney, Lynn
Duffey, J. H.
Dugan, Edw.
Dugan, Juggilin' Joe
Duke, D. D.
Duncan, Al
Duncan, Jack
Duncan, J. M.
Dunlap, Slim
Dunlap, Dr. Ted
Durnal, Gene
Dyer, Amos
Dyer, Geo. L.
Earle, Alfred B.
Earles, Ray
Eddy, Doc & Mrs.
Edgar, Horace O.
Edwards, Frankie
Eller, E. C.
Eller, R. E.
Elliott, Harry (Deafy)
Ellis, Frank & Gladys
Ellis, R. E.
Elmberg, Swede
Elslan, E. R.
Ely, John R.
Emers, Evert
Emmerson, Mr. Jane
Embree Jr., Geo.
Empire State Shows
England, Al Mgr.
English, Ted (Ranger)
Enos, Harold
Ensley, Jean
Epperson, Emry
Erdman, Lee
Erickson, Wm. J.
Erwin, Bob
Ethridge, H.
Etnoir, LeRoy
Eule, Irving
Eule, Monroe
Eureka Shows
Evans, Geo. L.
Evans, H.
Evans, James E.
Everett, Lloyd
Exler, Walter
Fassler, Vincent J.
Farmer, Joe
Farrell, James A.
Farrington, H. W.
Fate, G. E.
Faust, Ike
Fells, Nabor
Fendrick, Boyd
Ferro, Chas., Mgr.
Ferris, Al
Fette, Louis
Fiddler, Sam
Fields, Benny F.
Finger, L. V.
Fink, Albert J.
Finkle, Wm. H.
Finley, M.
Finn, Woody
Fish, James E.
Fisher, Albert
Fisher, Burt
Fisher, Dr. John
Fitzgerald, Kenneth
Fitzpatrick, G. T.
Flaig, Gus
Fleischman, Geo. C.
Flynn, Frank
Foley, C. O.
Ford, Richard
Foreman, James M.
Forkum, Cowboy Bill
Forrest, James
Foster, James
Foster, Thomas L. "Fostaire"
Foust, F. L.
Foust, Jake
Fowler, Lloyd
Fox, E. J.
Fox, Fred
Fox, Major John Elmore
Frazier, Oseb
Frampton, Fred
Francois, F.
Frank, J.
Frank, Joe
Franklin, Dan
Frannelon, Fearless
Freels, Dave
Frisco, Sig
Fritts, Wallace
Fuller, Red
Fulmer, Harry Hobert
Galasso, Joe
Galena, Morris
Gallagher, Chuck
Gallagher, Orville L.
Galluppe, Jack
Gamble, Edw.
Gantert, Geo.
Gardner, Edd
Gardner, Ray
Garner, R. B.
Garner, Bryant R.
Gasha, Rajah
Gavin, Joe
Gee, Parker
Gentry Bros.' Circus
Gentry, John H.
Gentry, Willis
George, Sammie
Gerber, Joe (Red)
Gibson, Benny
Gibson, Harry Guy
Gibson, Roy
Gifford, R. G.
Gilbert, Art
Gilbert, Archie
Gilbert, Dr. Walter
Gilliland, John
Gilliland, R. W.
Givot, Sidney
Gloden, Chas.
Goings, Robt.
Goldberg, Murray
Goldfeneralth, Pat
Golden, Billy
Gonzales, Jerry
Gordon & Oliver (Knife Throwers)
Gordon, Al
Gordon, Art
Gordon, Buster
Gordon, Dr. Jack
Gordon, Ray
Gordon, Robt. A.
Gordon, Sam
Goster, Eddie
Gourley, Archie
Graham, Adrian
Graham, Del
Graham, Fielding
Graham, Jack E.
Graham, Mark
Graham, Stanley
Gray, Bee Ho
Gray, G. P.
Gray, Norman D.
Great Eastern Circus
Greater American Shows
Greater New England Shows
Green, Maurice
Green, Col. W. C.
Greene, Eddie
Greenwald, Spud
Greer, Joe
Gregory, Jack
Greggs, Capt.
Grice, Baby
Griffin, Jimmy
Grimes, Jack C.
Groscurth, C. C. E.
Gross, William E.
Geegan, Shorty
Guice, Walter
Guido, Delro
Gullfoyle, J. Chubby
Gusted, John
Gwin, Jack (Cowboy)
Haggerty, Paul
Haggy, Homer
Haike, R. S.
Hall, Dale L.
Hall, Ellis
Hall, Harold (Clown)
Hale, Eugene J.
Hamlett, J. C.
Hammel, Clifford G.
Hammeroff, Allen
Hampton, Earnest
Hanagan, Skinny
Hanley, John
Harpe & Marie (Knife Throwers)
Harley, Amos J.
Harlowe, Ray
Harper, Austin E.
Harper, J. E.
Harper, Leslie
Harrell, Ralph
Harris, Andy
Harris, Fred
Harris, Herbert J. (Drummer)
Harris, Melvin
Harris, Roxie
Harris, Russell W.
Harris, W. R.
Harris, W. C.
Harrison, Frank
Harrison, Harry
Harrison, Saylor
Hart, Capt. John
Hart, John R.
Hartzog, Harry & Lee
Hascal, M.
Hatcher, (Pony Ride)
Haverstick, Geo.
Hawkins, Ray
Hefferan, Jos. Mandell, Dr.
Hellum, R. (Dutch)
Helman, Maurice
Henderson, Frank
Henderson, J. C. Whitey
Henderson, T. M.
Henderson, Warren
Hendricks, Paul
Hernandez, Dr. J. A.
Herndon, Glen
Heron, James
Herrington, Harold
Herron, Johnny
Hewitt, Joe
Herzog, Max Whitey
Heyer, W.
Hickman, Capt. Rex
Higgins, Woodrow
Hilderbrand, Ray
Hildebrand, Frank B.
Hill, Floyd C.
Hill, Geo. (Human Phenomenon)
Hill, Melvin C.
Hilliard, Jack
Hinkle, Milt
Hoff, Henry
Hoffman, Harry (Scale Man)
Hoffman, J. C.
Hoffman, Penny
Hoffman, W.
Hoge, Mack
Hohn, Walter
Holder, Elmer
Holderness, R. R.
Holland, K. M.
Holbridge, W.
Holliday, Cy
Holland, Jean, Impersonator
Hollenbeck, the Great
Holman, H. S.
Hooker, Wade
Horton, Robt. (Bob)
Houston, Ted
Houston, W. K.
Howard, Harry Earl
Howard, Johnnie
Howell, Doc
Howells Variety Show
Howie, Clyde
Hubbell, Art
Huber, Fritz (Four Amer. Eagles)
Huber, J. B.
Huerts, Carendinos
Huff, Rudy
Hughes, Harry (Curly)
Hughes, Jack Rodeo
Hull, Garland (Curley)
Hull, James H.
Hull, Jimmie
Humphreys, Mickey
Hunter, Jimmie
Husted, W. S.
Huston, Charlie E.
Hustvel, Alvars
Hutchens, J. T. Museum
Hutton, M. C.
Ingram, G. Howard
Irwin, Bob
Irwin, Jack (Bandmaster)
Irvin, K. O. (Curly)
Ishikawa, Johnnie
Ivy, Doc W. L.
Jackson, Percy
Jackson, Shelby
James, A. F.
James, Harry
Jason, Fred F.
Jayne, C. P.
Jenkins, Bob
Jenkins, Sidney
Jenkins, Wm. C.
Jenkinson, Johnny
Jennings, Ted
Jett, Blackie
Johns, J. S.
Johnson, Arthur
Johnson, Ben
Johnson, Custer
Johnson, Harry
Johnson, Jack
Johnson, Prof. Jesse
Johnson, Smackover Whitey
Johnson, Ted
Johnstone, Dr. B. B.
Jolley, A. C.
Jones, Claude
Jones, Curly
Jones, Ernest
Jones, Oscar (Slim)
Jones, Slim Trumpet
Jones, W. B. (Jonesy)
Jordan, Johnny
Jordan, Red
Joseph, Tom
Jourden, Von R.
Joy, Billy & Juanita
Jule, Fred
Kachel, Jack
Kamilt, Ernest
Kaplin, Louis
Kaplan, Sam
Karkner, George
Karl, Milt
Karr, Joe
Kashler, C. V.
Kassell, Toney
Kaufman, O. R.
Kaw, Irving
Kay, Prof. Rudy
Keason, Jackie
Keenan, Hank
Keene, Hank
Keith, George
Keller, Henry T.
Keller, Andy
Kelley, Bob
Kelly, C. K.
Kelly, F. W. Slim
Kelly, Jerome
Kelly, Louis
Kelly, Ted R.
Kelly, T. W. Slim
Kelly, W. T.
Kemp Banner Man
Kemp, Claude
Kennedy, Clarence Al
Kenny, H. P. R.
Kenny, James Red
Kent, C. C.
Kenyon, Jack
Kesler, Norman
Ketring, Dan M.
Kettle, Charles R.
Kimmerer, Max
Kindt, Wm. H.
King, Billy
King, Doc W. L.
King, Howard H.
King, Howard L.
King, Dale
King, Lyle E.
King, Tony or Ray (Cowboy)
Kingsberry, Jesse Shorty
Kirk, Frank
Kirkland, R. R.
Kirkland, Capt. Whitey
Kirschner, Albert
Kirkendall, R. F.
Kirkman, O.
Kitzman, Francis
Kline, Rube
Klohr, Geo.
Knapp, Bob
Knight, H. B.
Knoch, Conrad
Knowles, Jimmie
Knox, Happy
Kobacker, Robert
Kobum, Kaleta
Kohler, Dick
Kohler, Richard Blackie
Kohn, Harry
Kolborn, Frankie
Korhn, Vernon F.
Krele, Jack
Koschland, C. F.
Kyazats, Sam
Kremer, John
Kreis, F.
Krosson, Ralph
Kuhnert, Otto
LaBird, Chas.
Lacey, Ralph & Lillian
LaBelle, Billie
LaDelle, Wm.
Lafayette, A. E.
LaFreniere, Nelson
Lamb, Ray
Lambree, Bill
Lamb, Tenny
Lance, Doc J. D.
Lane, A. A., Mgr.
Lane, C. E.
Lanning, Geo. W.
LaParr, Henry
LaPearl, Harry
Laraway, Milo
Later, Happy
Laurence, Larry
LaVeque, Mickey
Lawson, Willie
Lay, Walter
Layman, Forrest
Lazellas, Aerial
Lee, Carl
Lee, Cappo-Dancing Elephants
Lee, Francis M.
Lenhart, Ray
Lennon, R. J.
LePage, Paul
LeRoy, Frank
Lester, Noel
Levine, Joe
Lewis & Co., Dick
Lewis, Herman
Lewis, J. C.
Lewis, Jack H.
Lewis, Paul (Drummer)
Lichliter, Russell
Lichliter, Bailey
Lieberwitz, Sam
Little, Dave
Llewellyn Jr., W. R.
Lloyd, Wm.
Lock, Axley
Locke, Don E.
Lockett, Charles
Lockhart, C. A.
Loftiss, Fred
Logan, Harry
Logsdon, Marcus Shorty
Lomoule, Frank
Lone Wolf Med. Co.
Longsdorf, Harold
Loose, R. N.
Lorraine, Robt. F.
Lotto, Al
Lowe, Glen
Lowe, Edgard
Lua, Dennis K.
Lucas, Jimmy
Lucas, H. A.
Luce, Harold Eugene
Luck, Buddy
Lueder, Henry
Lyman, The
MacKittrick, Red
McAllan, Homer
McAnally, Henry
McArthur, Hugh
McCarter, E. G.
McCarter, H. C.
McCarthy, Ambrose
McCarthy, C. P.
McClanahan, W. H. Buck
McClung, C. C.
McConnell & Moore
McCoy, Clyde
McCoy, Red & Tex
McCreery, Johnnie
McCulley, T. C.
McCullum, Paddie Mack
McDaniel, Elmer
McDermond, Mack
McDermott, James
McDonald, Blackie (Cook)
McDonald, W. Bud
McDonald, Wm. Dunbar
McGee, Harold Irish
McGee, James Severn
McGhee, Mack
McIntyre, Fred & Inez

(See LETTER LIST on page 63)

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The Final Curtain

BLACKSTEN—Mrs. Rose, 74, known years ago as one of the Celeste Sisters, ballet dancers, at her home in Battle Creek, Mich., February 4. Survived by her husband, Emanuel K. Blacksten, and son, Eugene H. Services in Battle Creek, February 6, with burial in DuBois Cemetery, Battle Creek Township.

BLAKE—Col. C. B., 67, for many years operator of the Savoy Theater, Louisville, of an organic ailment at the U. S. Veterans' Hospital, Hines, Ill., February 13. He was a member of Jefferson Post, American Legion, the Forty and Eight and the Reserve Officers' Association. He was a native of Crown City, O.

BURNS—John J., 64, Philadelphia boxing and amusement promoter and operator of the Cambria, site of his promotions, February 11 in Frankford Hospital, Philadelphia, of a fractured skull sustained in a fall.

CALLAWAY—Mrs. Gladys Rutherford, wife of R. Fuller Callaway and well-known Detroit theater figure, February 13 at her home in that city after an illness of three years. She was president of Cercle Dramatique, theater editor of *The Detroit Clubwoman* and an officer of Theater Arts and the Detroit Symphony Women's Association. Her husband and two sons survive.

CAMERON—C. E., 83, president of Iowa State Fair board for 25 years until his retirement in 1931, at his home in Alta, Ia., February 12 after a 10-month illness. Born in Richmond, O., he moved to Storm Lake, Ia., in 1881, and to Alta the following year, where he was elected secretary of Buena Vista County Fair. Named director of the State Fair board in 1895, he served as vice-president several terms and was elected president in 1905. Cameron was president of the International Association of Fairs for three years, director of the American Trotting Association 25 years, president for last 15 years, and was named honorary vice-president last year. Deceased operated a farm west of Alta for the past 45 years and was well known for raising thorobred horses. Survived by his widow and daughter. Services and burial in Alta, February 14.

CARROLL—George, 53, burlesque comedian, February 8 in Bellevue Hospital, New York, of coronary thrombosis. He had played the Columbia and Mutual wheels years ago. He leaves his wife, an infant son and a daughter. Burial by Actors' Fund in Calvary Cemetery, New York, in Catholic Actors' Guild plot.

COMBS—Robert A., 71, former trouper and billposter, February 9 at his home in Zanesville, O., of a heart ailment. He recently had been employed at the Zanesville Advertising Co. His widow, a daughter and a son survive. Services in Zanesville, with burial in Memorial Park there.

CRUCIGER—Richard Paul., 29, former manager of the Ohio Theater, Canton, O., and for the past two years manager of the Columbia Theater, Portsmouth, O., February 14 in a Portsmouth hospital after an appendectomy. About five years ago he was manager of a Sandusky, O., theater for Warner Bros.' His mother survives. Services and burial in Canton.

DE JEN—Marie G., 42, former booking agent and more recently manager and operator of department store restaurants, February 5 in St. Joseph's Hospital, Elmira, N. Y., after an operation. Born in The Hague, Netherlands, Miss De Jen went to Cleveland as representative for the Redpath Bureau, acting as agent for William Jennings Bryan. Branching out, she booked the first major engagement for Gladys Swarthout, operatic star, and was personal manager for Lowell Thomas. She also did promotion work for John Golden, theatrical producer. Later, she turned to restaurant work, being connected with Schrafft's in New York and Lindner's in Cleveland. She was opening a restaurant for the Gorton Co. at the time of her death. Survived by her parents and three brothers, one of whom, Jean De Jen, is a professional magician and mentalist, recently retired, who appeared with his wife, Lucille Tustin. Burial in Cleveland February 8.

DEMME—George, night watchman for many years at the Gayety, Baltimore burlesque house, in that city February 1 after a brief illness.

DONAHUE—John, former ticket collector at the old Poli Theater, Scranton, Pa., February 4 in that city. Survived by a daughter, Mary, Scranton, and a sister, Mary, Wilkes-Barre, Pa. Funeral February 7 in Scranton.

DOUGLASS—Albert, 78, for over 30 years managing director of the Winter Gardens, New Brighton, London, at his home in Wallasey, Cheshire, England, January 20 of a heart ailment. At 17, he became prompter at the old Standard Theater, London. He was named stage manager at 23, and later became general manager. At one time, his family, besides owning the Standard, were lessees of 10 London theaters. In 1907, Douglass began his association with New Brighton's Winter Gardens, building it up from a small position to that of one of the most important provincial houses. When the place changed hands in 1936, he remained as managing director for a time. He published several books on the stage, his best known works being *Memories of Mummers* and *Footlight Reflections*.

ESTES—O. W., 82, carnival trouper and for years operator of a snake farm at Rochester, Minn., in General Hospital, Minneapolis, February 14. Survived by four daughters, one of whom, Lucy Arenz, is in show business. Interment in Rochester.

FELL—Arthur, 65, for many years seating manager at the circus held in Royal Agricultural Hall, Islington, London, in Midmay Memorial Hospital there, January 23 of bronchial pneumonia. Fell was also part organizer and emsee of the annual reunion of circus folk in London. Interment in Abney Park Cemetery, Stoke Newington, London, January 26.

FINNEGAN—Joseph J., 55, for many years business agent of the Detroit Stagehands' Local 38, in that city February 14. Finnegan went to Detroit 26 years ago and had been with various theaters there, most recently the Michigan. His widow and daughter survive. Services in Detroit February 17.

FLICK—C. Roland, 64, violinist and instructor, of Nashville, Tenn., in that city February 2. Flick studied music at the Cincinnati Conservatory of Music and in Berlin. He was the author of *Shadows Across My Heart*. Services in Atlanta February 5.

FLOOD—Mike, pitchman, in New York January 11 of pneumonia, which set in shortly after the removal of an eye which had been injured during a holdup.

FROOME—Ivan, 37, concessioner with West Coast shows, allegedly fatally wounded by a private policeman in Los Angeles February 8. Interment in Inglewood Cemetery, Inglewood, Calif.

GLYNN — Joe, 78, former pitchman and concessioner, at his home in Tacoma, Wash., January 22. Survived by his widow.

GOEHRIG—John S., 78, Williamsport, Pa., stage carpenter for many years, in that city February 14 of gangrene. Goehrig had been employed at W. G. Eliot's Academy of Music, the Lycoming Opera House and the old Family Theater, Williamsport, under the management of the late George H. Bubb, and traveled two seasons with Harry Kelly in *His Honor the Mayor* company. Deceased was a member of the stagehands' union. Survived by three sisters and a brother. Burial in Wildwood Cemetery, Williamsport.

HAMAKE—Frank, 44, member of the *Repa Island Hawaiian Follies*, recently in Akron, O., of pneumonia. With his wife, Evelyn, and the troupe he was en route to Florida for a theatrical engagement. He was stricken as the troupe was passing thru Akron and taken to the County Hospital there. He leaves his wife, Mona Loah. Services in the Church of the Annunciation, Akron, with burial in Holy Cross Cemetery there.

HARPER—Mrs. Louise Stellwagen, 53, for many years treasurer of the Detroit Concert Society, suddenly in that city February 11. One son survives. Burial in Wayne, Mich.

HETCHLER—Mrs. Jennie, 65, Detroit musician for 40 years and widely known for her specialization in early American songs and dances, February 11 in Harper Hospital, Detroit. Her husband survives. Burial in Milford, Mich.

HIGGINS—George T., 56, president of the Royal Ark Association, organization of tavern operators, and operator of a riding concession at Belle Isle Park, Detroit, for the past 11 years, February 13 at his home in that city. His widow and three children survive. Interment in Forest Lawn Cemetery, Detroit.

HOBAN—John Edward, 72, retired theater manager, in Claremont (N. H.) General Hospital February 5. He operated a theater in Barre, Vt., for many years, but retired from active work in 1923. Survived by his widow, Marcella (Sweeney) Hoban; one daughter, Mrs. Ray D. Watkins, Rutland, Vt.; one brother, James Hoban, Cornish, and a sister, Elizabeth Hoban, of Holyoke, Mass.

HOGG — William, songwriter and vaudeville performer, known professionally as Billy Bell, February 3, at the home of his granddaughter, Mrs. James Quinlan, in Pawtucket, R. I. He was a Pawtucket city employee for 25 years before retiring 10 years ago. Two sisters also survive. Services and burial in Pawtucket February 7.

HUSH—Louis (Butch), 62, scale man for over 30 years, in Jackson Memorial Hospital, Miami, Fla., February 4, of a heart ailment. He was a member of the Elks. Burial in Jewish Cemetery, Woodlawn Park, Miami.

KNIGHT—Robert Earl, 47, who with James H. Brownfield operated a night club at Fairmont, W. Va., the last few months, suddenly, in that city, February 16, of double pneumonia after a few days' illness. He was a brother of "Fuzzy" Knight, of pictures, and was formerly manager of the two Warner theaters at Fairmont. Deceased was also prominent in amateur minstrels in Northern West Virginia for many years, and was with one of the army shows during the World War.

KRAMER — Craig, 38, clarinetist with McMillian's Orchestra at Cedar Lane Country Club, Opelousas, La., in that city February 13 of acute indigestion. Craig had been with a number of orchestras. Burial in Topeka, Kan., his home town.

LOOMAN—Myrtle Ramola, 56, member of the Ladies' Auxiliary of Heart of America Showmen's Club, Kansas City, Mo., in that city February 2. A daughter, Mrs. Roberta A. Freeman, also a member of the auxiliary, and a brother, Alvin Adams, survive. Funeral in charge of Actors' Fund with burial in Floral Hills Cemetery, Kansas City, February 5.

McCONNELL—J. Park, 61, charter member and for 33 years secretary of the Burnt Cork Association, minstrel group in Burlington, N. J., February 9 at Hahnemann Hospital, Philadelphia. He had been ill for several months. He leaves no immediate survivors.

MILLIKEN—William B., father of Edwin W., Wilburn W., Jesse A. and Otto J. Milliken, the two last named manager and musical director, respectively, of the Mighty Alvin Shows, in Rustburg, Va., February 3. Services in Rustburg February 6, with interment in Cedar Hill Cemetery there.

MONAHAN — Mrs. Margaret W., 80, mother of William W. Monahan, general manager of the Golden Gate International Exposition, San Francisco, at her home in Berkeley, Calif., February 13. Survived by her husband, Lewis C.; one other son, Thomas, and two daughters, Mrs. W. W. Henry, of Berkeley, and Mrs. Perry Lowden, Sacramento. Interment in Oakland, Calif.

MORELL—Mrs. Mare Hood, 45, Davenport, Wash., former equestrian with Cole Bros., Ringling Bros. and other shows, at her home in that city, January 25, of dropsy and an enlarged heart. She had trouped since she was 16. Survived by her second husband, Roscoe H. Morell, Athens, Ala., circus and carnival billposter; two brothers, Will, Birmingham, Ala.; Alex, Connellsville, Pa., a sister in Ohio and a stepdaughter, Mrs. Ruth Morell Ierardi, of Spokane, Wash., formerly a ball game operator with Tillie Amusements and the Blue Ribbon Shows. Body was shipped to Connellsville for burial in the family plot.

MORGAN—Jeanne Evelyn, 16, daughter of Frank Morgan, newsreel cameraman for the Eastern Pennsylvania district, February 7 in Pottstown (Pa.) Hospital, from injuries sustained in an auto accident. She also leaves four sisters.

NELSON—Alfred (Nelse), for several years burlesque editor of *The Billboard*, working in the New York office, at Asbury Park, N. J., February 17.

PITTS—W. A., 80, pioneer in the motion picture industry, in Conneaut, O., February 5. More than 30 years ago Pitts and two friends laid the foundation for one of the first film exchanges operating out of Pittsburgh, dealing personally with Adolph Zukor and other movie executives. He opened the first movie house in Conneaut in 1906 and later bought theaters in Cleveland and Buffalo. Services and burial in Conneaut.

POWERS—Leo, formerly of Leo's Dime Circus and connected with carnivals for the past 20 years, at his hotel room in Peck, Mich., February 4.

PRICE—Mrs. Ada P. Friend, 25, wife of Raymond H. Price, operator of Old Mill Inn near Schwenkville, Pa., January 31 at Chestnut Hill Hospital, Philadelphia, after a short illness. Besides her husband she is survived by her father, a brother and a sister.

PRIVATO—Elettra Brunini, 90, Italian actress who won international fame for her interpretations of Shakespearean roles, in Bari, Italy, February 10.

RICHARDS—L. L., 58, piano and harpsichord concert artist, February 15 at his home in East Lansing, Mich., of a heart ailment. He received international recognition on his tours and was a Chevalier of the Order of the Crown of Belgium. Deceased had been head of the Michigan State College Department of Music for several years. His widow and two children survive.

SCHLICHTING—Mrs. Rose D., daughter of the late George Stark, who built the original Ferris Wheel at the Chicago World's Fair of 1893, in Royal Oak Park, Mich., a suburb of Detroit, February 6. One daughter survives. Burial in Woodmere Cemetery, Detroit.

SHANK—Burt O., noted trainer of trotting horses and promoter of Randall Race Track, North Randall, O., at his home in that city February 4 of a heart ailment. He was the only mayor of North Randall, serving 31 years. Inhabitants numbered only six taxpayers and Shank owned practically all of the village, excepting Randall and Thistledown tracks. Born in Medina, O., Shank was the son of Homer Shank, well-known harness racer. Among champions he developed were Hamburg Belle and Evelyn W., a pacer, still holding records. Survived by his widow, daughter and mother-in-law, Mrs. Frank Caton. Services in Cleveland February 7 followed by cremation.

SHARKEY—Mrs. Agnes, wife of James F. Sharkey, Detroit branch manager for RKO Distributing Corp., in that city February 4 after a long illness. Three daughters and one son also survive. Services in Detroit with interment in New York.

SHELTON—Valerie, 29, wife of Thornton P. Shelton, "human projectile," killed in an auto accident with her son, Charles, 2, seven miles west of Pittsburgh. She was the daughter of W. T. Stone, owner of the former W. T. Stone Carnival. Survived by her husband. Burial at Richmond, Va.

SMITH—H. W., 40, auditor with the Greater Exposition Shows for the past 20 years, suddenly at LaSalle Hotel, St. Louis, February 15. His wife, Peggy, survives.

STELLING—Edward, 73, known professionally as Jolly Johnnie Jones, which name was adopted while playing in America in 1915, in Lambeth Hospital, London, January 9. He and his wife were also known in their wire-walking act as Granto and Maud. Born of circus performers, Stelling began as a rider but soon turned to wire-walking. The team had played 50 years in vaude and circus thruout the world. Interment in Tooting Cemetery, South London, January 25.

STEWART—George W., 89, prominent organizer of bands and orchestras and music commissioner for two world's fairs, recently in Brighton, Mass. Born in Granville, N. Y., Stewart became affiliated with circuses and minstrel shows in his youth and later became a member of the Germania Band. He joined the Boston Symphony when it was founded and later organized his own touring Boston Festival Orchestra. He participated in nearly every music festival in the Eastern United States and Canada from 1889 to 1913. Stewart was music commissioner for the St. Louis World's Fair in 1904 and the San Francisco World's Fair in 1915. He traveled in Europe and arranged American appearances for such artists as Paderewski, Saint-Saens, Canzak and Guilmant. He founded the Stewart Library of Music. Survived by a sister, Rose, of Brighton. Burial in Cambridge, N. Y.

STOKES—Elizabeth, 92, mother-in-law of Carl Faerber, retired veteran of the old Walter Main Circus and a brother of the circus veteran, Fred Faerber, recently at her home near Denver. Survived by two daughters, Mrs. Ida Campbell, Elyria, O., and Mrs. Carl Faerber, Denver. Services and burial in Cleveland.

SUTTER—Clarence A., carnival trouper for many years and recently cook with Eddie Madigan on the Johnny J. Jones Exposition, of pneumonia in Miami, Fla., January 31. Survived by a son, Willis Clark. Interment in City Cemetery, Miami.

TAFT—Mrs. Maude, widow of Harry Taft, January 23 at Park Royal Hospital, Willesden, London, of a cerebral hemorrhage as a result of a fall. Burial January 28 in Finchley Cemetery, North London.

TATE — Harry, 67, British stage and screen comedian, in London February 14 of injuries sustained in an air raid. Tate appeared as an entertainer for some years in the Bohemian concert world before making his first appearance on the variety stage as a mimic at the Oxford Music Hall, London, April, 1895. Altho his mimicry was an instantaneous success, he

(See FINAL CURTAIN on page 61)

Conducted by CHARLES WIRTH — Communications to 25 Opera Place, Cincinnati, O.

Polack Gets Real Welcome On First Visit to Cincinnati

Seven-night-six-matinee engagement played under Shrine to good attendance, despite heavy snowfall — Queen City's first indoor circus in several years

CINCINNATI, Feb. 19.—The Queen City, without an indoor circus for several years, had one last week when Polack Bros.' Circus (Irv. J. Polack and Louis Stern, owners), personally directed by Polack, appeared under auspices of Syrian Temple Shrine. It was the show's first appearance in this city and was well liked. George F. DeSilver was general chairman of the Shrine committee. The show was given at Music Hall (north arena), opening Monday night and closing last night, including six matinee performances. Altho there were a few light houses, attendance on the whole was considered good. A heavy snowfall on Tuesday made itself felt. There was a downpour of rain shortly before the matinee yesterday. General admission price was 40 cents, and 35 and 60 cents for reserves.

Underprivileged children and orphans were guests at afternoon performances thru the generosity of several firms and many individuals, who purchased blocks of seats.

Show ran two hours and a half, giving the folks plenty of performance. Eddie Woeckener directed the band and Nate Lewis did the announcing. Show was presented in two rings and on one stage. Steel arena (to the side) was used for the presentation of Noble Hamiter's lion act. Among the bigger features were the Moraleses in various acts; Bell Troupe (acrobats), Flying LeClares, Billetti Troupe and Snyder's Bears.

The Program

Display No. 1—Overture by Eddie Woeckener and his band.

No. 2—Trained dogs, presented on stage by Ruby Haag and in Rings 1 and 3 by Betty Hilton and Jimmy Hamiter.

No. 3—Morales' trampoline on stage, featuring 50 somersaults by Felix Morales. In Rings 1 and 3, chair and table balancing by Pete McMahon and Art Earle.

No. 4—Single-trapeze turns by Teresa Morales, who featured heel and toe catches to a big hand; Vivian and Elaine (Tiny) Nelson, Peggy Michel, Ruby Haag and Margaret Pettis.

No. 5—Capt. Noble Hamiter's mixed group of performing lions (six) was liked.

No. 6—Eugene Randow's troupe of clowns, featuring "Aunt Jemima and her Pancakes," a fast and hilarious comedy acrobatic act, also a burlesque boxing match. Both received good response.

No. 7—Loop-the-loop by Iva Morales; girls on swinging ladders, Alma Jukes, Teresa Morales, Dorothy Pape, Margaret Pettis and Ruby Haag.

No. 8—Pony drill in Ring 1, presented by Frank (Pop) Asher (animals working exceedingly well); comedy bicycle act on stage by Cloyd Harrison; comedy juggling in Ring 3 by Al Bernard, and Charles Sells and his clever trick dog.

No. 9—Clown number.

No. 10—Tetu Marimoto, Conchita Pape and Ruby Haag in a beautiful iron-jaw display.

No. 11—Ruby Haag with "Judy," and Betty Hilton with "Mona," baby elephants, one in each ring, offered several good numbers. "Mona's" work on the plank was noteworthy.

No. 12—One of the highlights, Bell troupe of teeterboard acrobats, featuring somersault to chair atop a pole by Wanda Bell, and a two and one-half somersault to chair by Georgie Carl. Others in act, Howard Bell, Bill Mosley and Willis Epps.

No. 13—Clowns.

No. 14—Another exceedingly good number was the Flying LeClares, featured flyer being Pierre LeFramboise, who really does something in the flying-return line. Girl flyer is Alma Jukes and catcher is Clarence Croucher. Robert (Bones) Brown joined act in Cincinnati, doing good comedy.

(See Polack Gets Welcome on page 59)

"Liability of Owners or Lessors for Injuries to Amusement Patrons"

See Carnival Department of This Issue

Adolfi Celebrates 30th Anniversary Of Circus Career

STOCKHOLM, Feb. 10.—Adolfi, circus owner, equestrian director and booking agent, is celebrating the 30th anniversary of his circus career. Thirty years ago he presented his circus at Gothenberg and to commemorate the event he gave a Jubilee circus program in the Lorenberg Circus building at Gothenberg.

During the 30 years Adolfi, with his circus or with his Liberty horses, has toured the Scandinavian countries, Russia, Holland, Germany, Austria and Italy. Since 1929 he has operated a booking office in Stockholm, but occasionally reverts to his old roles of equestrian director and circus operator.

Due to war conditions in Europe, the Adolfi Jubilee program was made up largely of Scandinavian acts, including the Spurgats, former Ringling circus number. Others on the bill were Adolfi, with Orlando's Liberty horses; Three Carlthoffs, trapeze; Three Manleys, clowns; Two Jogers, trampoline; Five Rafnistas, acrobats; Giovanni, illusionist; Signorita Gerdi, mentalist; Black and Black, tap dancers; Baby Twins, contortionists; Helge Malmstens Troupe, bike act, and Three Agos, clowns.

Holder Gets Wish as Body Is Buried in Showmen's Rest

LINCOLN, Neb., Feb. 17.—Last wish of Ed Holder, one-time circus horse trainer and free act at fairs in recent years, that he be buried in Showmen's Rest, Chicago, was made possible by M. H. Barnes, Barnes-Carruthers. Altho Holder was not a member of the Showmen's League, Barnes arranged for his burial and footed the bill for $108.18.

JACK JOYCE opened his circus attractions at Calexico, Calif., February 13 with Crafts' 20 Big Shows.

French Government To Assist 25,000 Showfolk

PARIS, Feb. 10.—Serious efforts are being made by the French Government to assist 25,000 concessioners, circus employees, artists and others dependent on outdoors who have been idle since the first days of the war. Situation is difficult to solve, with half of France situated in war zones and out of bounds for circuses and fairs and rest of country in blackout. Night travel is hazardous, treks from town to town being virtually impossible to make. Outdoorists have been assured a remedy will be found. Officials have warned that no menagerie will be permitted over the roads owing to danger of accidents and escaping animals. Ruling has caused destruction of cage animals, owners being unable to place them in municipal zoos and without finances to board them privately.

John Ringling North Is Home From Abroad

NEW YORK, Feb. 17.—John Ringling North, president of Ringling-Barnum corp., arrived in from Italy Thursday on the Italian liner Rex and told reporters he had engaged several foreign troupes and artists. While in Paris he attended to details of special wardrobe for the inaugural pageant-spec and also the purchase of about 50 saddles.

Season's opening date still indefinite. Friday, April 5, looks promising, however, for the Garden bow.

FRANK B. JOERLING, of The Billboard, presenting Bee Kyle, premier high diver, with the trophy which she won in The Billboard's Favorite Outdoor Performer Contest. Presentation was made on the stage of the Grand Ballroom of the DeSoto Hotel, St. Louis, Saturday night, February 10, on the occasion of the annual ball of the International Association of Showmen. Seen at the mike is Sonny (Funny) Bernet, who was emcee, while in the background is one of the performers of the evening.

Lulu and Albertino Will Return to R-B

LONDON, Feb. 10.—Lulu and Albertino arrived in England from New York January 18, transfer from liner to shore being made by a British naval vessel. They spoke highly of the wonderful time experienced in the States and of the kindness and consideration shown them. With them they brought John Ringling North's contract to reopen with the R-B show at Madison Square Garden in April.

New Maysville, Ky., Lot

MAYSVILLE, Ky., Feb. 17.—A group of prominent Maysvillians, headed by Elwood Dillin, head of the public relations department of the Maysville tobacco market, has leased the Limestone Park, three minutes from downtown Maysville, and plan to have it used as a lot for circuses and carnivals, altho it is primarily intended for fairs and horse shows. When not in use, it is to be a recreation field.

J. E. CREAMER, well-known Ashtabula, O., circus fan, who for years has co-operated with circus and carnival agents in his territory, has been elected president and treasurer of the Ashtabula County Agricultural Society.

165,000 at Detroit Shrine's Circus For First 10 Days

DETROIT, Feb. 17.—Detroit's annual Shrine Circus, which opened February 5 under direction of Orrin Davenport, played to about 165,000 up to Wednesday of this week, officials of the circus told *The Billboard's* local representative.

The week-end matinees on last Saturday and Sunday were the largest matinee shows in many years, with seats placed down to the arena to accommodate around 14,000 people. Evening shows were considered slightly in excess of this figure for Friday, Saturday and Sunday.

Monday matinee dropped to around 4,000, with following matinees drawing around this figure, which was the average for the first week as well, while evening shows this week have been drawing around 10,000 nightly, with indications of a sellout again for all week-end shows.

Good Turnout for Ruby Wood Benefit

VENICE, Calif., Feb. 17.—There was a very good turnout here last Saturday for the Ruby Wood benefit circus, sponsored by the Woman's Club of Venice, Chamber of Commerce, Parent-Teacher Association and other civic organizations. Two performances were given and a substantial sum was raised. Everyone, from workingman to performer, donated his services. A special platform was erected near the band stand, on which Ruby's hospital cot was placed.

There was a showfolks' committee of Frank Whitbeck, chief advertising manager of MGM studios; Hugh McGill, circus fan and cameraman; Will J. Hoffman, Fred Bingham and Arthur Reutinger. Charley Post's band played the performances. Others of the personnel were George Peretini, Dale Flynn, Carey Chandler and Bill Hoffman, on ticket boxes at the front door; Tom Payne, side show; George Connelly, front attractions; Athena, illusions; Professor Guilford, the Yankee Whittler, magic; Moyam, fire eater; Bayamas Hawaiians; George Emerson, in charge of menagerie; Robert Thornton, equestrian director; Jimmie Wood, announcer; Floyd Sheeler, electrician; Bud Chandler, boss props; John Kernan, advertising banners.

The program: Tournament; the Velardes, swinging ladders, in both rings; Bill Diedrick's dogs, ponies, goats and monks; clown number by Fay Avalon, George Perkins, Bud Wallace, Everett Landt, Joe Payne; Carl Landt, traps and breakaway; Bud Wallace's dogs and goats; Elinore Velarde, traps with heel-catch finish; Winston's riding seals; Cal Owens, upside-down traps; Doc Cunninghams' two dog acts; Paul Brachard Trio, acrobats; Vera North and Ralph McCutcheon, menage; Cummins' riding dogs; Frank Whitbeck's elephants, worked by Bernice Brown and George Emerson, Louis Velarde, bounding rope; Curley Twiford's birds; Bud Wallace's high jumping dogs; Fay Avalon and Bud Wallace, revolving ladders; Ralph McCutcheons and moving picture horse, Sahib; Rene Renfro and movie dog, Siki.

Parkin Gets Gift; Performers Injured

LONDON, Feb. 10.—When Empress Hall Circus here closed Saturday night, January 20, a gold-inscribed lighter was presented to Promoter Stanley V. Parkin on behalf of the artists by Edward Graves, London representative of *The Billboard* and *World's Fair*.

The last show was marred by an accident to Dorothy Gray, who toward the end of her horizontal teeth spin lost her grip and fell to the floor. Medical attention was promptly forthcoming and revealed her to be suffering from bruises and shock.

Mishaps here were numerous and included a bad arm bite for Albert Kean by a Himalayan bear, injury to knee for one of Ayres Trio during skating turn, dislocation of toes by clown Rabbit during practice and an elephant having tail bitten by another in the course of a scrap between the beasts.

WILLARD J. OAKLEY will leave Miami March 8 for Sarasota, where he will spend the remainder of his vacation.

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BACK AGAIN — 2ND SEASON

Britain's Abbreviated Winter Season, on Whole, Is Fair

London's only show, Stanley Parkin, promoter, is sole loser—Mills Brothers will tent the coming summer—Blackpool Tower also will operate

LONDON, Feb. 10.—Britain's abbreviated winter circus season has on the whole justified the enterprise of those concerned. London's only circus, Stanley V. Parkin's All-British show, at Empress Hall, Earls Court, finished January 20 after four weeks, leaving the promoter on the wrong side of the ledger. The program fell short of the ideal in construction, largely due to the short time the promoter had to complete it. Raw business may be attributed in the main to bad weather and the hall, usually an ice rink, not being too easy of access in blackout. The three shows on December 26 were well attended but thereafter until the second Saturday numbers slumped. Night shows relied largely upon invited troops. The third week, with an improvement in weather, saw an upward swing, the two houses on the third Saturday grossing $4,000. With the return of snow and excessive cold business the last week dropped again.

Special feature of the last week was the death jump of Robert Fossett Jr., Britain's champion circus jockey rider. Taught the trick by his father, champion before him, young Fossett, blindfolded with head and torso in sack and baskets on feet, runs across the ring at a cue given by the equestrian director and jumps onto a horse's bareback.

Belle Vue, Manchester, with all-British program, largely sustained by acts from Chipperfield's Family Circus and John Swallow's elephants, Salt and Sauce, formerly of Lockhart's famous group, did so well that the scheduled three weeks' season was extended to four. All acts were booked by Stanley Wathon.

Better-Than-Even Break

Despite local opposition Greatrex Newman's Anglo-French Circus did more than break even at White Rock Pavilion, Hastings, home of local municipal ork, highbrow music and classy concert party. Show played for one week on stage and went on to Winter Gardens, Eastbourne, for the first week of the new year. Program was mainly British with a smattering of continental talent.

Frank Ginnet's two weeks' promotion at the Southampton Ice Rink opened very raw as result of bad weather, but finished strong enough to show balance on right side. Program also chiefly British, but included a German rider from a traveling circus, which closed at outbreak of war. Most of the few German performers left in England have received permits from enemy-alien tribunals, a fact which has aroused ire of Variety Artistes Federation, trade organization of vaude and circus artists.

Waverley Market Circus, Edinburgh, Scotland, under new promoter Leonard Denver, with modest program, has pulled fairly well.

Final Week Big at Glasgow

Bertram Mills' stage circus spent a four weeks' Christmas-New Year season at Empire Theater, Glasgow. Opening days proved quiet, but with advent of the new year business went up with a rush, final week being a packer.

The Lord John Sanger Circus continues to tour the music halls and theaters, and Ada Chapman has a circus doing likewise. Judge's Chimpanzee Club tops former's bill, which still relies largely upon the versatility of Jimmy Freeman (Pimpo), cousin of Poodles Hanneford.

No Restrictions on Animals

No restrictions have been placed on the traveling of wild animals. Mills and Ada Chapman have cage acts in their programs. Tommy Kayes continues to travel his bouncing lions with Henshall's *All the Best* revue.

Owners of Empress Hall, Earls Court, would not permit Stanley Parkin to have cage acts, preferring to avoid risk of any trouble should an air raid occur. Presumably they had no such fears with elephants and small bears.

Mills Circus to Tent

While other proprietors have yet to make up their minds as to whether or not they will tent this summer, Cyril and Bernard Mills are definitely going to take out Bertram Mills Circus under canvas. Tour is likely to start in May and finish in September. Early performances and the prospect of light nights would do much to counteract blackout difficulties. The railway vehicles having been commandeered, it looks like the show will be traveling by road, special showmen's licenses being issued for supplies of gasoline.

Blackpool Tower will be running a circus season this summer and Wathon is already looking around for suitable acts.

From Brussels comes news that John Ringling North visited Cirque Royal and booked for next season with Ringling-Barnum circus Five Akimotos, Japanese equilibrists, and Maximilian Truzzi, big-name juggler.

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Beloit College, Beloit, Wis.

Editors *The Billboard*:

There has been a great deal of discussion in *The Billboard* concerning the future of the circus. There have been many pros and cons on modernization of the various shows. As a former circus trouper and a member of the younger generation of circus lovers I would like to speak my bit from within these rustic walls of higher learning.

It appears to me that circus business is not a thing of the past unless those engaged in it make it such. To begin *(See CITES CIRCUS NEEDS on page 59)*

ED HILER, who has been re-engaged as agent with Barnett Bros.' Circus. At one time he was a flyer in the acts of Four Lukens, De Lesso Troupe, Four Danubes, Flying Dordeens and Four Casters.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, Feb. 17.—If you want to read a good circus story that has the atmosphere of an old-time circus be sure to get on the trail of *Red Wheels Rolling*, by Walter D. Edmonds. This story started in *The Saturday Evening Post* of February 10. Edmonds calls the bandsmen "skinners." That's a new one on us. We always referred to them as "windjammers." Had a nice letter from Remmie Arnold. He is former CSSCA national president and a great worker for the Will Rogers Tent.

Treasurer John J. Mulcahy, of the Dexter Fellows Tent, is feeling like himself again.

The Adrian Rollini Trio is making a big hit at the Piccadilly Circus Bar. Adrian keeps his music in harmony with the circusy atmosphere of the room and when he plays on his vibraharp (or is it a vibrachord?) everybody sits up and takes notice. There's something about it that gets you. Tune in some day on Rollini's Rhythms.

* * *

The Hugh B. Sproul Tent, of Staunton, Va., is planning to hold a meeting February 22, calling this night Charter Night. Charter will be presented and quite a number of members from the W. W. Workman and Will Rogers tents will participate in the event.

Charley Somma comes in again with: "Due to weather conditions, such as snow and ice and bad roads, and the inability of the farmers to gather in the stock and whatnot for our barn dance, the committee decided not to hold the old-fashioned barn dance February 6. It was postponed until March 26 and will be held at the same place, Old English Tavern, Henrico County.

We just learned that the annual convention of the CSSCA will not be held in New York during the spring but in the fall. Such elaborate plans are being laid out for this gathering that all of the committees require sufficient time in which to do their respective work.

Dexter Fellows Tent item: A telegram received from Hubert Castle read: "It is impossible to adequately express my appreciation for the beautiful plaque."

W. W. Workman Tent item; President Eddie Rose has returned from Florida.

The Will Rogers Tent, of Petersburg, Va., held its regular monthly meeting February 12 in the banquet hall of the Elks' Lodge. This was the initial meeting under the leadership of the following newly elected officers: W. J. Barton, president; J. H. Simmons, secretary, and Moe Levitt, treasurer.

A pass admitting one to the Ham and Eggs Circus was received from J. V. Chloupek and it felt nice to hear from Jim again, for he is one dyed-in-the-wool lover of the circus. Also received a small photo of a midget exhibited at Colonel Wood's Museum and Gallery of Fine Art, Chicago. Thought we knew all the midgets of that period, but this little fellow is a stranger to us.

George McManus, creator of Bringing Up Father, was the fall guy at the February luncheon of the Dexter Fellows Tent. This luncheon falling on Valentine's Day gave the tent plenty of opportunity to build up a good two hours. Jiggs, portrayed by Eddie Mulcahy, and Mrs. Jiggs, by Jack Sherry, were wows. The hotel served cornbeef and cabbage and everyone had a growler of beer on his table to give it atmosphere. A great number of comic artists were present to pay respect to George, and Jolly Bill Steinke, who knew them all, did a splendid job in introducing them. They each did a turn going up and drawing a valentine for the edification of the crowd. In other words, they put Confucius' sayings in pictures.

With the Circus Fans

By THE RINGMASTER
CFA

President WILLIAM H. JUDD, 25 Morey St., New Britain, Conn.
Secretary W. M. BUCKINGHAM, Thames Park, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 17.—President and Mrs. Judd headed a group of Circus Fans who were the special guests of the Woman's Club of Willimantic, Conn., evening of February 6. The occasion was a lecture, *Thru the Back Door of the Circus*, by George Brinton Beal, author of the book by the same name. As an introduction Beal spoke about the circus in general and also paid a glowing tribute to the CFA and its members, something included in all his circus lectures. He then showed some movies, mostly colored, taken on various circuses and gave many interesting facts as they were shown. Records furnished incidental music. The lecture was given circus atmosphere by wall decorations with the circus motif and balloons. Six of the club members were dressed as clowns and mingled with the crowd before and after the lecture. A trick dog, with a clown collar, created a great deal of amusement. Following the lecture refreshments were served by the club members. On account of the CFA being unique the privilege of attending this lecture was graciously extended by the program committee of the club, headed by Mrs. E. S. Wolston, chairman. Previous to the lecture a cordial welcome was extended to all those present by the club president, Mrs. Jones. In addition to the Judds, the fans included Bill Day, Mr. and Mrs. Carlos Holcomb, Mr. and Mrs. Jeffery O. Phelps, Manuel Enos Jr., Fred Clarner, Charley Davitt, Joe Beach, Wally Beach and Bill Montague.

* * *

Friday evening, February 9, Clyde Powell, magician, entertained members of the Pat Valdo Tent and patrons of the Binghamton (N. Y.) Recreation at the Recreation Hippodrome. Stage was set for inside side show, with Powell utilizing the entire stage for his tricks, illusions and disappearing numbers as well as demonstrations in hypnotism.

Frank Friedmann writes that for the first time Minneapolis and St. Paul will not feature the same show as heretofore. Orrin Davenport will put on the show for Osman Temple in the St. Paul Auditorium. Edna Curtis will have the indoor circus for Zurah Temple in Minneapolis Auditorium. Novel Van Tilburg will have charge of the Zurah Temple Circus.

John R. Shepard, of Chicago, is completing wagons for his miniature Hale Bros.' Circus. A sketch of the menagerie layout shows that it will contain 51 cages. Shepard states that he expects to have the show completed within the next three or four months.

* * *

Card received from Mr. and Mrs. Frank H. Hartless from Palm Springs, Calif., stated they were on their way to Hollywood. They stopped at Tucson, Ariz., and visited with J. A. Wagner.

On February 7 Burt L. Wilson, of Chicago, visited with Mr. and Mrs. Ira Watts at their winter quarters in South Ft. Smith, Ark. Work has already started in the canvas department and about 25 people are now at quarters. Hazel King is working Liberty horses. Wilson reports that Watts has several new ideas that will improve the performance this year and which will be announced soon. All equipment is now at quarters, but the weather has been so bad that outdoor work has been out of the question.

Walter M. Buckingham, national secretary, who recently celebrated his birthday anniversary, was honored with a card shower prompted by Bill Montague, of West Hartford, Conn. Walter received over 70 cards and messages and thanks his friends for them.

Under the Marquee

By CIRCUS SOLLY

OTTO GRIEBLING has signed contracts to again play the St. Louis Police Circus.

* * *

P. G. LOWERY will return to the side show of Cole Bros.' Circus with his band and minstrels, under management of Lou Delmore.

* * *

SAM POLACK has been doing a fine job as general agent of Polack Bros.' Circus. His Uncle Irv. will vouch for that.

* * *

MAL BATES, clown, has signed with Cole Bros.' Circus. He has worked under Jess Adkins and Zack Terrell at various times for 14 years. He will play the St. Louis Police Circus.

* * *

GEORGE McMANUS was the fall guy of the Dexter Fellows Tent of the Circus Saints and Sinners' Club Valentine's Day at Hotel Astor, New York.

* * *

A lackadaisical committee is an indoor circus' greatest liability.

* * *

HARRY GORDON, press agent for Hag Bros.' Circus, cards that General Manager Roy Haag is in the Edge Hospital, Troy, Ala., with pneumonia.

* * *

POLACK BROS.' CIRCUS will be the first circus to appear in the new auditoriums in Little Rock, Ark., and Topeka, Kan. Dates will be in the spring.

* * *

JACK EARLE, giant, last season with Ringling-Barnum circus, rambled into Los Angeles recently en route to the antipodes, where he will join Austin King.

* * *

JOE BROWN left Los Angeles for Sarasota, Fla., where he will again be banner puller on the Ringling-Barnum circus.

* * *

CHARLES (Kid) KOSTER, formerly with circuses and now ahead of *Hot Mikado*, was in Cincinnati last week billing the town for appearance of the show at the Taft Theater February 25-28.

* * *

THE SALLY RAND show, Mel Smith, manager, opened February 14 at the Orpheum Theater, Los Angeles, for a limited engagement. Friday night, February 16, was set aside as Pacific Coast Showmen's Association night.

* * *

"SKIPPY" BOLAND and Joe Krebs (Joan and Joe), of the Unicus Troupe, are playing night clubs and theaters with their hand-balancing act. They recently appeared at the Silver Slipper, Auburn, Me.

* * *

H. BARROWS visited quarters of Russell Bros.' Circus at Donna, Tex., and reports that 25 men are painting and overhauling trucks and equipment. Three of the trucks are finished. Concession truck has pictures of horses and tigers and scroll trimming.

* * *

A circus band, to be topnotch, must have circus-trained musicians.

* * *

ROSSI FAMILY, last season with Haag Bros.' and Russell Bros.' circuses, are playing theaters. Rex Rossi, a member of troupe, left the show at Natchez, Miss., February 10 to join Ruth Mix, and will do trick roping and riding at the Kissimmee, Fla., Rodeo.

* * *

AERIAL ORTONS card that they have been contracted for the Zuhrah Temple Shrine Circus, Minneapolis, adding: "Things are shaping up nicely for coming season and we anticipate one of the best years since leaving the family circus with an act of our own."

* * *

THE WORLD'S FAIR, British amusement weekly, devoted more than a column in its January 20 issue to the results of *The Billboard's* Performer Contest. It appeared in Albert Anthony's popular *Circusdom* section, and comment is made on winners well known in the British Isles.

* * *

HARRY AND LORETTA LaPEARL and their toy dogs will play the Cleveland Grotto Circus. Many old-time friends visited them at the Detroit Shrine show. Toy Wallace, former clown, and wife jumped over from Cleveland. Much in evidence around the back door was the Nelson Family. "Pa" Nelson seemed to be as spry as ever.

* * *

GLADYS WIKOFF has been contracted by John T. Benson to train and work horses, ponies and dogs at his animal farm in Nashua, N. H. She has been with Cole Bros. and Robbins Bros.' circuses. Last season Miss Wikoff showed gaited saddle horses; her jumping mare, Virginia Girl, as well as an eight-horse Liberty act at horse shows in Indiana.

* * *

Asking for sympathy when the ghost does not walk is all right if the one seeking is "doesn't forget" when the going is good.

* * *

LILA AVALON, manager of the Avalon Troupe, has contracted to play the Tadmore Shrine Circus, Akron, O., and the Shrine circus at Minneapolis under Mrs. Edna Curtis. She has also signed for 12 weeks of fairs for her revue, *Swing High, Swing Low*, featuring Dave Frederickson and orchestra and Pat Patterson, acrobatic dancer.

* * *

LaBELLE RAY TROUPE, last season with Raum Circus free acts, is wintering in Reading, Pa., its home town, where Yvonne is going to school. Troupe will again have a four-people aerial turn. It has been working in and around Reading at night spots and was at the Wonder Bar, Lebanon, two weeks for the Joe Nuncmaker Agency, of which Mervyn Ray is a representative.

* * *

ALLIE JOHNSON, known professionally as "Timbu the Human Ape," many years with major carnivals and circuses, is now with the J. R. Malloy Circus unit, currently appearing with the Akron, O., Shrine Circus. Johnson is in charge of the commissary at the winter quarters of the unit in Canton, O., when it is not working. His novelty act is being presented by Nancy Darnell.

* * *

P. B. PURCELL, of Purcell's Stage Circus, pens that he visited Haag Bros.' Circus at Reiner, Ala., and saw a nice performance. Weather at no time in January was above 15 or 20 degrees, but the show lost only one night on account of the light plant freezing. Altho Manager Roy Haag is ill with pneumonia in Edge Hospital, Troy, Ala., show is still carrying on, working north. Purcell troupe and Harry Villeponteaux are playing schools and theaters in vicinity of Troy, Ala.

* * *

F. BEVERLY KELLEY, Ringling-Barnum radio publicity man, assisted Frank Collins, fellow Delaware, O., townsman, in preparing an interesting story of his adventures in the interior of Panama, running serially in *The Sunday Columbus Star* under the caption of "My Escape From Drums of Hell." Collins was a sergeant in the 11th Engineers U. S. Army when he was selected as one of the soldiers to accompany an expedition into the forbidden valley of the country's hostile interior in search of white Indians.

* * *

If you can't use some of the applicants when you advertise for talent or help, be considerate—tell them so. A penny postcard will suffice. If you don't know what this means, just put yourself in an applicant's shoes.

* * *

ROY BARRETT, clown, played the Rodeo and Thrill Circus at St. Louis, February 17-19, for the same party who promoted and staged the Lum 'n' Abner show there early in December. He will be at the Minneapolis Shrine Circus for Mrs. Edna Curtis and from there will go east, playing dates at Hartford, Conn.; Washington, D. C., and New Haven, Conn. In June and July he has fair dates in Minnesota and North Dakota. Barrett said that he passed up the Davenport Shrine dates this winter for the reason he had another deal in the making, but which did not come to a head. He also said he was offered a contract to return to the Ringling-Barnum show, but was unable to come to terms. He had been with R-B nine years.

* * *

CIRCUS TROUPER who visited the Ohio Masonic Home, Springfield, recently was Col. George Hiser, who did general contracting for the Ringling Bros. when they first started. He ended his circus days with Sells-Floto Circus in the same capacity when Tammen and Bonfils owned that circus beautiful. He visited his old friend Doc Waddell in the home and presented him with a gold diamond-set Masonic pendant, the background of which is an etched big show layout. Waddell said: "I had heard friend Hiser was dead and buried. He is 82 years young and the picture of health even after a two-month siege in a Dayton hospital following a major operation. He operates a large collection agency in Dayton." Others among the 20-odd showfolk who visited Doc Waddell recently were the veteran Willard Backenstoe, his son, Frank, and Frank's wife and little daughter, Gloria Ann. They brought gifts and manuscripts for Waddell's circus books which he is writing. Willard is doing the advance for the Stephens Museum, of which Ray Marsh Brydon is director-general. Frank Backenstoe is on the road representing a stained shingle company and resides at suburban Bexley, adjoining Columbus.

Polack Gets Repeat Date at Montgomery

MONTGOMERY, Ala., Feb. 17.—Judge Eugene Carter, potentate of Alcazar Shrine Temple, announces that Montgomery's second annual Shrine circus will be held in the City Auditorium February 28-March 5 and that a contract has again been signed with Polack Bros.' Circus for entertainment. Earl P. Andrews is general chairman; Frank P. Stephens, assistant general chairman; Claude Hendrix, finance; B. B. Marsh, publicity, and Fred J. Dreher Jr., advertising.

The Corral

By ROWDY WADDY

MOLALLA BUCKEROO ASSOCIATION has awarded a contract to Moomaw & Bernard, of Tonasket, Wash., to furnish stock for its 1940 show.

* * *

ROY VINCENT (Deaf Adams) signed to do trick roping for Bibel Bros.' Wild Animal Circus. He was with the show last year from August until November.

* * *

MALVERN SLIM, Arkansas cowboy, is in Roosevelt Hospital, New York, where he recently underwent an appendectomy.

* * *

WHAT'S DOIN' Buffalo Vernon and Leonard McCoy? Haven't heard from either of you in some time. Get out that old writin' stick and send in a squib.

* * *

C. B. PAUL, producer, Cleveland Hockey Club Rodeo, is in New York, where he is reported to be readying plans for a rodeo to be staged in New Jersey sometime this year.

* * *

JERRY LEE, business manager of the Bar M Ranch Rodeo, formerly known as the WLS Rodeo, is in Chicago preparing for the 1940 tour. Jerry says management plans to carry about 50 head of stock and 25 people.

* * *

EDITH TUTTLE, cowgirl calf roper, who is wintering in Rock River, Wyo., recently purchased a new calf roping pony. Edith appeared in several Wyoming rodeos last season and is said to be one of the State's best woman ropers.

* * *

MONTANA COWBOYS ASSOCIATION'S annual banquet and pow wow at Rainbow Hotel, Great Falls, Mont., honoring the memory of the late Charles M. Russell, cowboy artist, will be held on February 24.

* * *

AMONG COWHANDS wintering in New York, are Bob Carden, who is recovering from a broken leg; Hoot Gibson, Buck Jones, Tom Linker, Bill Hammons, Cecil and Peggy Tatem, Jess Rogers, Prairie Lill Allen, Johnny Aldgee, Bill Leland and Joe Daly.

* * *

TOM KING played the University of Kentucky, Lexington, second week of February with Ralph Godfrey's Panhandle Donkeys to one of the latter's largest crowds of the winter. Godfrey has three units in Kentucky, Missouri and Oklahoma.

* * *

CANDIAN GOVERNMENT'S recent decision to kill off its several-thousand head of buffalo at Wainwright Park, Alberta, has brought buffalo coats back into style, especially among cowboys and stockmen, who are now having choice hides tanned and made into coats and robes.

* * *

AWARDS TOTALING $2,700 plus entry fees were announced by President Arthur L. Gayle of the recently-organized Southwest Louisiana Fat Stock Show & Co. for the first annual to be held in Lake Charles, La. Five events, bareback bronk riding, saddle bronk riding, Brahma bull riding, calf roping and bulldogging, are scheduled.

* * *

ST. VALENTINE'S DAY this year saw Major Gordon W. Lillie (Pawnee Bill), celebrate his 80th birthday anniversary, still going strong and raising buffalo at Pawnee, Okla. Short and stocky, and still wearing long hair and his 10-gallon hat Bill recalled on his natal day how his folks held little hope for him as a sickly kid. He joined Buffalo Bill's show in 1883.

* * *

NATIONAL RODEO, INC., Washington, D. C., at an executive committee meeting recently let contracts for special paper, sidewalls and tents, electrical equipment and a sound system. The 14th Annual Washington Fair, sponsored by fraternal, civic and patriotic organizations, will sponsor the National Rodeo this season, instead of Washington Fair, President Edward A. Oliver states.

* * *

TWO former champion rodeo performers, Homer Ward and Jake McClure, will be judges at the 16th annual Fiesta de los Vaqueros, Tucson's (Ariz.) Mid-winter rodeo. Earl Thode will be arena director. Rodeo boss is J. C. (Jack) Kinney, while Jimmy Nesbitt will clown. One of the show's highlights will be a sheriff's steer-tying contest, with contestants including sheriffs from several Arizona counties as well as few from other States participating.

* * *

VERNE ELLIOTT, manager of the rodeo to be held at Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., recently returned there from the Gulf Coast country, where he selected some stock for the calf roping event. Another ranch girl, Lillian Lea Armstrong, been added to the list of seven debutantes of the cattle country, who will be honor guests. Fort Worth business men last week began the first of five good-will trips thru Texas. They are traveling in chartered busses and sponsored by Fort Worth Chamber of Commerce.

* * *

SPANISH TRAILS FIESTA, an annual show consisting of a rodeo, horse racing and Indian parades and presented annually by San Juan Basin Rodeo Association, Inc., Durango, Colo., will be held for the sixth time this year. Sponsoring association is a member of the Rodeo Association of America, and Dr. O. C. McCormick, president, says a $160,000 rodeo and racing plant is being built for the event. Grand stand seats 8,000. Event is a non-profit show under Durango business men's auspices. Lloyd Case, publicity director, and Judge Thomas Higgins, legal adviser, recently resigned, with Byron Bradford succeeding the latter. Officials now include O. C. McCormick, president; Byron Bradford, legal adviser; F. E. Browning, treasurer; E. S. Linderholm, parade and concessions; Pat Thomas, race track and arena; T. E. Childress, solicitations and bands.

* * *

HAPPENINGS in the rodeo and Wild West fields 10 years ago. Adams Rodeo Co. was signed to present its attractions at the Tri-State Fair, Superior, Wis. . . . Byron N. (Doc) Hulburd booked his Wild West Show with Jack Oliver, manager, Alabama Amusement Co. . . . Prairie Lillie Allen, formerly of California, was wintering in Fort Worth, Tex. . . . Sam Garrett, Bonnie Gray, Rufus Slaughter and Ed Wright were among the rodeo folk who went to the Phoenix and Tucson, Ariz., rodeos from Los Angeles. . . . Girl riders entered in the annual girls' handicap race at the Tijuana, Mexico, track, included Mabel Strickland, Vera McGinnis, Donna Cowen, Reba Perry, Paris Williams and Winnie Brown. . . . Tex Sherman left Weyoka, Okla., for Phoenix, Ariz., to attend the annual rodeo there. . . . Mr. and Mrs. Orville Brown were wintering in Kansas near the Pottawatomie Indian reservation, where Orville was arranging a group of Indian dances. . . . Mike Hastings added 24 bucking horses to W. T. Johnson's string. . . . Indian Chief Keys and wife and daughter were on their ranch preparing for the 1930 tour. . . . Hugh Strickland, Burbank, Calif., was one of the judges at the Phoenix, Ariz., rodeo. . . . Fog Hog Clancy arrived in Oklahoma City to handle the office and publicity for Henry (Jack) Gladden's Rodeo. . . . Floyd Randolph, Ardmore, Okla., signed as arena director.

Nude Ranch and Water Show Set For GGIE in '40

SAN FRANCISCO, Feb. 17.—Despite her reported lack of interest in returning here, Sally Rand is being discussed as feature attraction for the Nude Ranch when Golden Gate International Exposition reopens here on May 25. Ken Bailey, of the Bert Levey Agency, who is said to be set for the Nude Ranch, said Miss Rand is negotiating for a spot at the New York World's Fair, but declared that whether or not she can be induced to come here, there will be a Nude Ranch.

Also negotiating with expo officials this week was Jules Stein, president of the Music Corp. of America, whose office said that MCA is practically set to produce a water show with the fair's backing since the idea of a Billy Rose Aquacade has been abandoned. It is probable that the show will be combined with a Follies.

The Senate finance committee has held up consideration of the $515,000 State appropriation for the fair. The committee voted to delay the bill until other legislation has cleared the floor of the upper house. Fair supporters are conferring with senators.

Attorney-General Earl Warren has ruled that the $500,000 left over from last year's fair may be used for maintenance of expo buildings pending the opening.

French Pavilion will not reopen, it was announced, Consul General M. Roger Gaucher ascribing the cancellation to war expenditures.

Ohio-Michigan Loop Set; Prospects Bright for 1940

WAUSEON, O., Feb. 17.—New organization, Ohio-Michigan Bi-State Fair Circuit, was formed at a recent meeting of 125 fair men here, who expressed optimism over prospects for 1940, reports Secretary Charles Glenn, Toledo. Circuit will take in county fairs in Northwestern Ohio and Southern Michigan. Each county group selected a member to represent them as director, elect officers and meet in November to set dates for the 1941 conclave.

Officers elected are George McQuillen, president, Swanton, O.; Ralph Tew, vice-president, Hudson, Mich., and A. G. T. Monthhaven, treasurer, Deshler, O. Directors include Ross Switzer, Hicksville, O.; Irwin Shaw, Paulding, O.; Russell B. Walters, Van Wert, O.; Howard Williams, Prattsville, Mich.; Harry Collar, Columbus Grove, O., and Harry Dickinson, Montpelier, O.

Aid Plans Nil in Michigan

DETROIT, Feb. 17.—No plans have been made for any State aid to county fairs, according to a warning sent out by A. C. Carton, deputy State commissioner of agriculture, who is in direct charge of fairs for the State. "I understand there is a movement looking toward the securing of State money to pay premiums in 1940, but I advise that you do not plan on any State money until it actually has been made available," he said. "I feel it is up to all of us to adjust financial programs so that moneys made available outside the State money will operate fairs without putting them in the red."

Badgers To Meet in Wausau

WAUSAU, Wis., Feb. 17. — Regional meeting of Wisconsin Association of Fairs, held each spring for Northeastern Wisconsin, will be in Wausau on April 25, said Harry A. Kiefer, secretary of Marathon County Agricultural Society here. Delegates from between 30 and 35 fairs will attend.

"Liability of Owners or Lessors for Injuries to Amusement Patrons"

See Carnival Department of This Issue

C. E. CAMERON, whose death in Alta, Ia., on February 12, removed a notable fair figure. He was elected president emeritus of Iowa State Fair board in 1931, asking to be retired after 25 years as head of the board and 37 years as a director. He was a past president of the International Association of Fairs and Expositions and a director 25 years of the American Trotting Association and its president 15 years, having been named honorary vice-president last year. Details in the Final Curtain in this issue.

Lewis Made G. M. Of New "Skyland"

ASHEVILLE, N. C., Feb. 17.—G. R. Lewis, former manager of Ohio State Fair, Columbus, was elected general manager of the newly organized Western North Carolina Agricultural and Industrial Skyland Fair by the fair corporation's executive committee on February 12.

Manager Lewis has had wide experience as a fair official, having managed regional fairs in Northern Ohio and served seven years as State grange lecturer. He was national grange organizer three years, organizing units in 33 States, and laid out fairgrounds in New Orleans and Mexico City.

Simultaneously with announcement of Lewis' election, President Gene Ochsenreiter announced appointment of a seven-man committee to select a site and plan grounds layout and a six-man ways and means committee to plan financing of the fair.

ZANESVILLE, O.—Muskingum County Agricultural Society has decided to repair small buildings on its grounds for housing exhibits and eliminate use of tents, which has proved costly. Directors have appointed a committee to co-operate with business men in sponsorship of civic projects.

On the Flushing Front

"American Jubilee" Spec With Expo Financing

By LEONARD TRAUBE

NEW YORK, Feb. 17.—Board Chairman Harvey D. Gibson, of the World's Fair, called in newspaper men on Wednesday to make official announcement of the launching by the expo of "a spectacular musical extravaganza," *American Jubilee*. *The Billboard* first disclosed this in the February 3 issue, the title then having been *Americana*. Spec, a 40-center, will capitalize on increasing nationalism by depicting characters and scenes drawn from American life. Among characters to be portrayed are George Washington, Jenny Lind, P. T. Barnum, Tom Thumb, Abraham Lincoln, Lillian Russell and Theodore Roosevelt.

Jubilee recruits the services of some of the finest craftsmen in the theater, including Oscar Hammerstein II, book and lyrics; Arthur Schwartz, score; Leon Leonidoff, director; Lucinda Ballard, costumes, and Katherine Littlefield, dances and ballet. Production and settings are by Albert Johnson, Broadway designer, of the fair's staff.

Spec will occupy the site of the dismantled NTG and Crystal Lassies shows, or opposite Sun Valley. It will have a canvas top on a steel frame and a capacity of 7,000. Framework will support 200 5,000-watt projectors. Proscenium opening will be 300 feet wide, the circular stage 270 feet in diameter and on rollers, the largest revolving stage ever built. In the cast, with principals unannounced, will be 300 actors, musicians and dancers, plus a troupe of 40 trained horses for an elaborate equine ballet.

Show is geared to run 70 minutes and there will be three or four performances daily at a 99-cent top. Mr. Gibson said the attraction is being financed by the

(See FLUSHING FRONT on page 56)

Better Attractions Seen As Result of New Wis. Loop

PLATTEVILLE, Wis., Feb. 17.—This year's Big Badger Fair here will open earliest in 26 years and will mark beginning of the Wisconsin Circuit of Fairs, officials report. Circuit will consume 13 weeks and embrace 16 fairs. It was formed so as to obtain better attraction bookings, officials finding that many attractionists went to near-by States where the fair season was longer. Heretofore the majority of Wisconsin fairs were held within a period of six weeks.

Other fairs in the loop are in Darlington, Monroe, Chippewa Falls, La Crosse, Fond du Lac, Seymour, Manitowoc, Green Bay, Depere, West Allis, Oshkosh, Elkhorn, Gays Mills, Beaver Dam, Richland Center and Viroqua.

Kinnan Would Nickel 'Em Sans Gate, To Revolutionize Ohio State

COLUMBUS, O., Feb. 17.—"Streamlining" Ohio State Fair here, setting up a five-cent fare plan, bringing in name bands and undertaking other features to attract the younger generation, are among ideas advanced for increasing attendance and keeping it on a paying basis by Fair Manager Win H. Kinnan. He believes adoption of the "five-and-ten" store policy to the fair would result in increase in volume sufficient to more than offset proposed elimination of the 25 and 50-cent gate admission charges.

He feels that such a move would prove popular with the fair board, concessioners and the public, whose interest would be considerably enhanced. Plan would eliminate present gate admissions and provide for installation of turnstiles at most of the exhibit buildings, with visitors being assessed a fee of 5 cents for admission to buildings.

"As it is now," he said, "a man with a family of four pays $2 before he sees a thing. Under the new idea the housewife who wishes to view displays in the women's building may do so for only a nickel, while her husband, interested in sheep, can attend that exhibit, each paying only a nickel, while other members of the family can visit some other department. People are willing to pay for what they see and the price would be so low that they could not kick. And those assessed the small fees for various exhibits would not feel that they had been held up. I don't see why it wouldn't work." He pointed out that he would have certain buildings free to the public at all times and would provide free band concerts.

"As it is now, the State Fair is set up wrong," he added. "What we should do is provide some attractions which will bring the young people to the fair. Perhaps a name band would appeal to the young folks, whose patronage has been lacking at the fair in recent years."

Inauguration of such a plan, however, would require approval of the State Fair board, and, according to Manager Kinnan, who brands the idea "far off as yet," efforts are now being concentrated on plans for incorporating the State Fair and an elaborate long-term building program, all of which would require specific legislation bythe General Assembly.

Br-r-r-r-r!!

NASHVILLE, Tenn., Feb. 17.—Weather notes from Tennessee State Fairgrounds as reported by Manager Phil C. Travis: Mrs. Frost is in charge of the women's building. Mrs. Snow is in charge of the horticulture department. Mr. Winters is in another department. Mr. Freeze is a WPA division chief with headquarters on grounds. And (he must feel very much out of place in this company) in the live-stock department is Mr. Summers.

"Cover" Idea for English Fairs Gets Around Blackouts

LONDON, Feb. 10.—Hardest hit of all here thru the war, outdoor showmen now regard prospects for 1940 more hopefully than a few weeks ago, when many, despairing of being able to follow their normal mode of living, sought occupations in different lines. It is expected that daylight-saving time will start earlier then usual, meaning that lighter evenings will enable them to operate reasonably late without lights. More hope was stirred by official announcement at the annual public meeting of the Showmen's Guild that the Central Council is taking steps to insure opening of at least 75 per cent of the recognized fairs.

That the guild was able to hold out this hope is largely due to success of Bolton (Lancashire) New Year Fair, first corporation-controlled fair to be held under wartime conditions. Representatives of local government bodies who attended were impressed by the arrangements. Amusements were fewer than usual but this was largely due to part of the grounds having been taken for other purposes. Layout of devices afforded wide avenues to avoid any congestion in event of air-attack warning. Power for illuminating everything except rides was produced from two Diesel generators, and in case of a warning the whole ground could have been blacked out in a few moments.

To comply with general lighting restrictions, rides were sheeted all round with entrances so low that no light from the few bulbs in use was thrown outside. Concessioners used small bulbs and let down curtains and awnings as low as possible. Despite lack of light in the avenues, big crowds nightly experienced no difficulty in getting around. It is probable that the Bolton

(See "COVER" IN ENGLAND on page 37)

Ratcliffe Heads Va. State

RICHMOND, Va., Feb. 17.—Clyde H. Ratcliffe, Richmond, was elected president of Virginia State Fair Association when Col. T. Gilbert Wood, Roanoke, who served since 1932, declined re-election. Directors also elected Dr. H. W. McLaughlin, Richmond, to succeed Ratcliffe as vice-president, named Colonel Wood as president-emeritus and re-elected Charles A. Somma secretary-general manager and Clarence T. Riddick treasurer and assistant general manager. The stockholders re-elected all directors, including Berkley D. Adams, W. J. Carter, Emmett D. Cottrell, J. R. Horsley, J. Marshall Lewis, John L. Livers, Carl H. Nolting, John F. O'Grady, George C. Perry, J. H. Quisenberry, Charles C. Reed and R. G. Vance.

Definition

NASHVILLE, Tenn., Feb. 17.—In constitution and by-laws adopted by the Association of Tennessee Fairs here on February 6 and 7, which has operated 18 years without such a code, a fair is defined as follows: "An annual gathering for the duration of three or more days, accompanied by entertainments and merry-making, which takes place in fixed periods and in fixed places authorized and determined by statute, for display of cattle, sheep, swine, horses, poultry and other live stock, agricultural produce, canned goods from farm or home, needle work, arts and crafts and other articles . . . generally specially brought together for the purpose by farmers, schools, women, club women and traders from different parts."

Ind. Race Meets Scheduled

FRANKLIN, Ind., Feb. 17.—Southeastern (Ind.) Fair Circuit here on February 15 decided to repeat two and three-year-old stakes at fairs in Columbus, Franklin, Lawrenceburg, Shelbyville, Anderson, Muncie and Connersville, reported Fielding W. Scholler, harness race starter. Races will not be held during the fair in Washington. Meeting was attended by 65 representatives, including Francis Overstreet, Columbus; Curtis Russell, North Vernon; Leonard Haag, Lawrenceburg; Seward B. Price, Muncie; L. Hauk, Shelbyville; E. Warnock, Converse; F. McGee and Robert Graham, Washington; Dr. L. B. Wolfe and H. Strahmire, Corydon; Jack Amos, Edinburg; Fred Terry, W. Arbuckle and Leo McNamara, Indianapolis.

$45,000 La. Outlay Planned

BOGALUSA, La., Feb. 17.—New 50 by 100-foot armory-exhibit building, remodeling of other buildings, construction of paved walks and new parking grounds are improvements planned in time for 1940 Washington Parish Fair here, said President Delos R. Johnson after a recent board meeting. Work will entail expenditure of $45,000 and a WPA project. Washington Parish's $14,000 part in the outlay will be raised by levy on real estate. Levy must be voted on by the parish police jury.

Fair Elections

THIBODAUX, La. — Terrebonne-Lafourche Agricultural and Live-Stock Fair Association re-elected President R. L. Waller and named Charles Delas, secretary-manager; Dr. F. G. Wirt, treasurer.

* * *

SHREVEPORT, La.—M. T. Walker was elected president of Louisiana State Fair Association. Others elected were E. Bernard Weiss, George M. Hearne Jr., vice-presidents; Justin R. Querbes, treasurer. Secretary-Manager W. R. Hirsch was re-elected.

* * *

YAZOO CITY, Miss.—Yazoo Negro Fair Association elected T. J. Huddleston Jr., president; . W. Lindsey, vice-president; R. J. Pierce, secretary-treasurer.

* * *

MANSFIELD, Mo.—Ozark Summit Exposition elected Mark Shipp, president; Arthur Gilley, vice-president; W. C. Coday, secretary-treasurer.

* * *

ALGONA, Ia.—Kossuth County Agricultural Association re-elected Clark Scuffham, president; George Haggo, vice-president; H. J. Bode, treasurer; E. L. Vincent, secretary.

* * *

COVINGTON, Tenn.—Tipton County Fair Association elected John Walker, president; Hays Owen, Will Roper, J. J. Whitley, vice-presidents; John Franklin, secretary.

* * *

JASPER, Tex.—Jasper County Fair Association elected Harold N. West, president; Tom Hart, A. L. Black, R. I. Morrison, vice-presidents, and re-elected Secretary-Treasurer R. W. Curtis.

* * *

JEFFERSON, Wis.—Jefferson County Fair Association re-elected William Trieloff, president; Robert Simdon, vice-president; Ernst Nass, secretary; Clarence Prohmader, treasurer.

Fair Meeting

Association of Utah Fairs, March 8, Newhouse Hotel, Salt Lake City. Martha E. Gibbs, secretary, 319 State Capitol, Salt Lake City.

Fair Grounds

FREDERICTON, N. B.—For the fourth time within three months fire struck Fredericton Fair plant. It was believed to have been started by a discarded cigaret. Nearly a row of horse stalls, valued at $1,000, was destroyed.

* * *

LIBERTY, Tex.—Arrangements have been completed for erection of several additional buildings on Liberty County Fair grounds in time for 1940 use, said President R. H. Watson. He also said the fair has joined a circuit in order to get better attractions.

* * *

ALEXANDRIA, La.—Louisiana Mid-State Fair is the name of a new annual scheduled to be staged here this year after an interval of six years, reports S. E. Bowers, manager of several old fairs here and secretary-manager of the new one. Location of grounds is on U. S. Highway No. 71. Advance ticket sale is to start soon and pushed until near opening day. Hunter Jarreau is president and Louis Wellan is vice-president.

* * *

SPARTANBURG, S. C.—Mayor T. W. Woodworth, president of Spartanburg County Fair Association, was elected president of South Carolina Municipal Association at the annual convention in Columbia February 9.

* * *

PARSONS, Kan.—Tri-State Fair Association kept its record intact by recently paying the remaining 40 per cent due on 1939 premiums, reported Treasurer Max Martin.

* * *

HUDSON FALLS, N. Y.—Washington County board of supervisors failed to take favorable action on a request of Cambridge Fair Association for $2,000 to make possible continuation of the fair for 1940. Harry M. Booth, Easton supervisor, said he believed interest was not sufficient to warrant the appropriation.

* * *

MINERAL WELLS, Tex.—At the second annual Palo Pinto County Live-Stock Show and Rodeo here four rodeo performances will be given in addition to other events, sponsored by stockmen. A $6,000 building is being constructed.

* * *

ALBANY, N. Y.—In an effort to present a record exhibition as the 100th annual Columbia County Fair here in 1940, a committee of at least 20 will be selected to co-operate with the management, said President Chester A. Braman. Horse show, omitted last year, will again be a feature.

* * *

DES MOINES, Ia.—Iowa State Fair board will meet here on March 5 and 6, said Secretary A. R. Corey, to take up its fiscal budget and plan for the 1940 fair. It also will decide whether to again bring in name bands. Board is still seeking sufficient funds to construct a 4-H Club combination dining room, auditorium and dormitory in 1940. Fair was allocated $50,000 for the project by the Legislature, but under federal regulations could obtain only $32,000 in a federal grant for the proposed $135,000 building.

Grand-Stand Shows

EDWIN R. ZEIGER, secretary of Mahoning (O.) County Agricultural Society, announced the Gatewood Rodeo has been contracted for the 1940 Canfield Fair.

* * *

ADVANCE bookings indicate 1940 will be a satisfactory year, reports Mervyn P. Ray, representative of the Joe Nunemaker Agency, which furnished Great Marvin, balancer; Rodney Keffer, acrobatic tap dancer; Jane Sisters and La-Belle Ray Troupe for the floor show at the annual meeting of Pennsylvania State Association of County Fairs in Berkshire Hotel, Reading, on January 24-28.

* * *

BARNES-CARRUTHERS Fair Booking Association has been awarded the contract for the grand-stand attractions at the 1940 Michigan State Fair, Detroit.

* * *

J. B. PHIPPS, president of Tri-State Fair Association, Parsons, Kan., said the board has contracted Tip-Top Jamboree, produced by Truex-Allen Enterprises, for the grand stand. In the show will be a chorus; Helen McFarland, xylophonist; Tom, Jerry and Butte, knockabout comedy; Four Kressels, trapeze; Lowell and Bernice, roller skaters; Two Clever Canines and Aerial Chappels as a finale.

350,000 WOMEN

Want to enter their crochet work in Fair Needlework Departments

FAIR SECRETARIES

ARE YOU GETTING YOUR SHARE?

1. The Fourth National Crochet Contest brings you the most widely publicized needlework promotion in Fair history.

2. It is a powerful drawing card for exhibitors and attendance.

3. Contestants must first enter a Fair to become eligible. The finals are open only to first-prize winners from 1940 Fairs.

4. Women everywhere are planning to enter this year. See to it that they select your Fair.

PRIZES:
143 Cash Prizes. For Grand National Champion, a free trip to New York. Plus 10 special $50 prizes to each Fair represented by the 10 final winners in the National Crochet Contest.

Collaborate with this nation-wide attraction!
Capitalize on the National publicity!
It costs your Fair nothing!
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FAIRS—PARKS—CELEBRATIONS
Outstanding aerial attraction—125 feet in mid-air. Unique and different illumination. Adds zest to any grand-stand program.
EDDIE VIERA Care of The Billboard, Cincinnati, O.
Write or Wire
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THRILLS and CHILLS!
A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS.
World's Highest Aerial Act. No Net—No Safety Devices! Finishing with a 500-foot "Slide for Life."
Sellon THE STRATOSPHERE MAN
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UP-SIDE-DOWN, WRONG-SIDE OUT, HIGH IN THE AIR BOYS
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THE GUS SUN BOOKING AGENCY
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FAIRS! RODEOS COMPLETE REVUES SCENERY LIGHTS CIRCUSES Sensational ACTS
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FAIR Always Opens Labor Day
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Prosperity Is With Us And We Are Ready For It

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Aerial Flying Trapeze Attraction
Two Men and a Girl. Now Booking Season 1940. Address: SHRINE CIRCUS, CLEVELAND, O., Until March 2.

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Concessions, Rides or Complete Carnival
Week of August 5, 1940
NEW CASTLE FAIR
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Big Week-End Influx Hits AC; Prep for Easter

ATLANTIC CITY, Feb. 17.—Crowds of holiday proportions came here over Lincoln's Birthday week-end. Railroad officials said seven special sections were required to return visitors to New York and Philadelphia. Heavy shoreward travel started as early as Thursday and produced a gratifying period for all.

Boardwalk as well as avenue hotels had fair to excellent business with some larger hotels, augmented by conventions, reporting every room taken on Sunday. Altho there was no official observance of Lincoln's Birthday, hotels, night clubs and cafes were prepared to entertain the visitors, and all, including restaurants, reported business "better than expected," thanks to a good weather break.

As a result hotels and amusement places are planning special programs for visitors over the Washington's Birthday period when another heavy influx is anticipated. City is already preparing for Palm Sunday and Easter invasions. On March 16, Palm Sunday, annual show of Atlantic City Kennel Club will be staged in the ballroom of Hamid's Million-Dollar Pier. Usual ceremonies also will be staged on the Boardwalk when the "50 best dressed women" are selected and presented with corsages.

Bay Shore Demolishing Stands, Erecting Coaster

BAY SHORE, Md., Feb. 17.—Bay Shore Park is in process of dismantling some 20 small buildings to make room for new and modern structures, Manager Arch Clair announced.

He said a modern Roller Coaster is being installed and other new rides added, with lighting effects furnished by engineers of the New York World's Fair.

Dickey Sees WF as AC Aid

ATLANTIC CITY, Feb. 17.—Lincoln G. Dickey, former general manager of Atlantic City Convention Hall, visiting here over Lincoln's Birthday week-end, said the New York World's Fair will be "bigger and better" in 1940. The war scare has subsided and people are not jittery about travel, altho he doubts they ever were. And altho fair moguls are "holding their fire" at this date, it is expected much more Middle Western business will come this year. "And that should help Atlantic City a lot," he said. He is general manager of Billy Rose's Aquacade and adviser on the World's Fair amusement area.

Ohio Resorters Plan Fair

BELLEFONTAINE, O., Feb. 17.—Lakeview Business Men's Club and Indian Lake Community Club are co-operating to sponsor a Miniature World's Fair next summer at the State-owned artificial reservoir northwest of here. Goal is to double the usual number of visitors at lake resorts to a total of 4,000,000. C. A. Trimpe, president of the Indian Lake Club; Kryle Ruhl, president of the Lakeview Club; French Wilgus and Fred Hurley, resort owners, and E. Benjamin Yale, Waynesfield publisher, are active.

ALBUQUERQUE, N. M.—A need for higher fences at the zoo here was realized when three white fallow deer and two pairs of antelopes were added to the collection. The deer bounded over the seven-foot fence into the ostrich pen, making extensions to barriers necessary. The deer, with a pair each of Nilgai and Sasin antelope, were traded by Mayor Clyde Tingley from San Diego (Calif.) Zoo for a camel.

"Liability of Owners or Lessors for Injuries to Amusement Patrons"

See Carnival Department of This Issue

New England Contribution to Powwows

By CY BOND

Chairman Program Committee, New England Section, National Association of Amusement Parks, Pools and Beaches

On March 12 in the Manger Hotel, Boston, New England park men and showmen will hold their annual meeting. For a great many years these New England meetings have been unique in that those who attend go away with at least one new thought that is profitable to their individual operation.

This year a new type of program will be presented, and I believe that nowhere in the history of business conventions has this plan been tried. More than 15 of the outstanding men and women in the outdoor amusement business have written short articles on important subjects pertaining to successful operations. These articles have been printed and bound together and will be distributed to those attending the meeting.

Previous to this it has been the custom to have papers read and then discussed from the floor. This year there will be no reading of papers. All the time will be devoted to discussion of the subject, notes can be made and complete outlines taken home for further study. By this method we aim to give each one something concrete to study and think about and at the same time cover a much larger field of subjects in a one-day meeting than has been the case heretofore.

Streamlining Is Theme

Streamlining seems to be the keynote of the present day, so why not get to streamlining the outdoor show business? With this thought in mind we are making the theme of the meeting "Streamlining the Outdoor Show Industry."

In *The Detroit Times* of February 13 appeared an article by Charles Edison, secretary of the navy, in which he proposes a streamlined navy. He had this to say: "We are fast losing our character *(See N. E. POWWOWS on opposite page)*

Stork Busy at Cincy Zoo

CINCINNATI, Feb. 17.—Much early-season interest in specimens at the zoo here is expected as a result of the highest winter birth rate in history of the institution being established this year, said Animal Director Joseph A. Stephan. During the past 12 weeks there have been births of a Russian brown bear, Chapman zebra, black yak, axis deer and rhesus monkey. Many other births are expected by spring.

ATLANTIC CITY, Feb. 17.—George Martin, several years chief custodian of Municipal Pier at the Ventnor end but who was assistant last year, was reappointed piermaster this week. Clarence Partridge, chief custodian last year, devoting most of his attention to the fishing pier, was made assistant custodian. Salary of chief is $1,500 and that of assistant $1,250. Change was made to centralize responsibility. Councilman E. Lynas Wood, chairman of the pier committee, said the city will provide new rocking chairs on the pier.

AC Aud Seen $80,000 in Red

First public budget hearing held under new law—$10,000 for beauty pageant

ATLANTIC CITY, Feb. 17.—An estimated deficit of $80,000 in operation and maintenance of the Municipal Auditorium was shown at this week's meeting of the city commission when Mayor C. D. White presented its budget resolution for first reading. Convention Hall's deficit, which is made up by a city appropriation, was accepted on final reading. Budget resolution was up for public hearing, but only Phil Thompson, auditorium manager, was present. It was the first public hearing on the budget under a law passed last year by the Legislature taking auditorium finances out of the regular city budget.

Estimated income for the year from rental of the auditorium, admission fees, stores, etc., is placed at $233,000. Expenditures for personal services, including salaries of hall employees, are $155,000. Estimated cost of maintenance, operation, heating, lighting, advertising and attractions is placed at $158,000. As such, total costs will be $313,000, or $80,000 above estimated receipts.

Commission also executed a contract with Atlantic City Showmen's Variety Jubilee whereby the city will appropriate $10,000 for the Miss America beauty pageant, figuring it is worth that much for publicizing the resort. Mayor White pointed out that it was necessary to provide larger accommodations this year so that the event will be shifted from Steel Pier to the Convention Hall Auditorium.

New Section of Boardwalk Is Under Way at Wildwood

WILDWOOD, N. J., Feb. 17.—Crews have started placing 2,305 feet of boardwalk between Shellenger and Montgomery avenues, part of $243,000 improvements planned here by Commissioner Benjamin C. Ingersoll. This section of the boardwalk will be new, including understructure, and will be completed in time for arrival of Easter visitors. Boardwalk work alone will cost $116,000.

At North Wildwood State and federal officials were requested this week to provide special legislation to check further beach erosion after an apartment house had fallen into the ocean. Acting Mayor Hewitt sent wires to Trenton and Washington urging immediate action to safeguard other beach-front properties.

Greater Wildwood Chamber of Commerce this week urged continuation of the campaign to rid the Five-Mile Beach of the mosquito pest. City commission has allowed only $1,000 for work in eradication of mosquitoes.

OCEAN CITY, N. J.—A proposed ordinance carrying penalties for owners of dogs doing damage to lawns has been killed by city commissioners because of continued protests. Dogs are already prohibited on beach and Boardwalk. Many summer residents owning pets threatened to spend their vacations elsewhere if the measure was adopted.

Miami Pools Drawing With Stellar Shows

By FRED J. COBELLE

MIAMI, Fla., Feb. 17.—Floyd Zimmerman, who was director of the Aquacade at the 1939 New York World's Fair, is turning in a creditable job with his first turn at the Miami Biltmore Water Shows. Out of the eight shows per week, the reviewer caught the Saturday night (10) show, just at the break of the cold weather, and the crowd was good.

Show featured the comedy act of Larry Griswold, trapeze diver, and Pete Desjardins, Olympic champion diver. While Desjardins performed perfect dives, act was neatly balanced by Griswold's comedy drunken lurchings on lower board. Metropolitan-production standards of special lighting, costumes, stage arrangements and original music by Fabian Storey and Walter DeVivo were well appreciated.

Featured spots in the show went to Kay Mattern and Jerry Walsh with tandem swimming, and the British diving champion, Alf Phillips, who performed flying back one-and-a-half somersaults from the high ladder. Also featured were Sam Howard, acrobatic diver; Jim Patterson, intercollegiate diving champion; Tommy McKee, Pacific Coast diving champion; Jack Sullivan, New York State diving champion, and Charlie Diehl, world's champion heavyweight diver. Comedy relief was taken care of by Clayton Mains, Frank Snary and Speedy Pyke. Harold Douglas was okeh as emsee and vocalist.

Wide Range for Follies

Recently moved from his 11-year stand at the Miami Biltmore, Alexander Ott's Water Follies can follow even wider ranges in Miami's largest pool at the Macfadden-Deauville. Show caught on Sunday, February 11, featured Walter Bura in his original catapult dive. Bura has constructed a sling-shot catapult, using airplane shock cord as the motive power. He was thrown high into the air and soared forward over the grand stand, landing in the pool. At the peak of his soaring Bura was over the grand stand and in falling used a glide, plus plenty of arm flapping, to bring him into the pool on an angle.

New act was Bruce Parker, champion water skier, who presented for the first time an exhibition of water skiing in a pool. Parker was towed by a racing boat, piloted by Stunt Driver Larry Mills, at a speed of about 50 miles per hour, and performed a routine of Slaloms, Christianns and wake jumping. The crowd loved it. Ethel D'Arcy was featured with an act on top of her 90-foot rigging, climaxed with a slide for life, 200 feet across the grand stand into the pool.

Jamison Is Featured

A surprise feature of Sunday's show was the open-air wedding at the pool of Joe Peterson, Central American and West Coast diving champion, and Gertrude Burdon, with Dr. Everett Smith, First Christian Church, officiating. Weather was beautiful and Ott had one of the best crowds of the season.

Presented more for entertainment of hotel guests than for the public, Mort Mencher, manager of the Hotel Floridian, evidently did not stint on talent or production for his shows. Show caught on Sunday, February 11, featured Capt. Jimmy Jamison, high diver, who did back flip into fire, and Ella Carver, who was in flames to start her swan dive. There was a well executed water ballet, led and trained by Alice Novak, and for a novelty Jamison, who directs the show, has introduced water polo. Program also included vaude acts and water clowns. Crowd was good, mostly hotel guests.

AVALON, N. J.—This resort will make a stronger bid for patronage, as the budget approved increases advertising appropriation from $840 to $2,100 this year. Increased building is reported.

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

"Animals Hard To Find," Is Jab Of Detroit Mayor at Zoo Board

DETROIT, Feb. 17.—Criticism of Detroit Zoo as a "gentleman's garden where the animals are hard to find" was made this week by Detroit's new mayor, E. J. Jeffries. He was scanning the zoo budget, which requested $205,000 and which was cut to $175,000 by him.

Mayor said in a statement to the Zoo Commission, "You would do better if you spent more money on animals and less on horticulture. Suitable landscaping is all right, but there is so much at the zoo it is hard to find the animals."

Commissioner James S. Holden pointed out that horticulture accounted for only $29,932 in the budget, almost the exact amount eliminated by the mayor. Detroit Zoo's landscape treatment allows most animals to appear as tho in their natural habitat without bars.

Belle Isle Zoo here has just received a hippopotamus weighing three tons, gift of a food company and first ever received at this 40-year-old zoo, said Superintendent John W. Ireland. A pair of yak, lions and waterbuck are being added in a policy of specializing more in hoofed animals rather than cats. A chimpanzee theater, to be erected as gift of a drug company with admission free to the public, will be ready for spring opening.

Zoo visitors are not counted, as there are no gates, but attendance in the aquarium department alone totaled 1,500,000 last year, Ireland said. During January, usually a dull month, check at the aquarium showed 33,033 visitors.

American Recreational Equipment Association

By R. S. UZZELL

New England park men's meeting is less than one month away. March 12 is the date and the Manger Hotel, Boston, is the place. All are invited, whether members or not. Cy Bond says the papers requested are coming in and will soon be in print. Each member will get a copy to take home with him. The meeting will be instructive and afford fine entertainment and a dance.

Rex D. Billings writes from the land of the palm and the crocodile. He is still sold on Florida for a winter sojourn. He may have made a mistake this time in not going to Winnipeg where it is not uncommon to have 50 below in winter. This, however, has been the mildest winter up there ever known, while Florida has had an unusually cold winter. Perhaps it is only preparing Billings for his return to Montreal in late February.

Baker Is Recuperating

The insurance problem of concessioners is an unsettled one. Our national association will go to bat for all who take out memberships. John Campbell and George Lauerman have co-operated with the insurance committee of our national body since its inception. New York is one of the hard States of the Union for public liability insurance. These men and our chairman, Norman Alexander, will crack the nut for you if it can be done.

His many friends will be glad to know that George Baker is making the grade and will be on the job at Playland, Rye, N. Y., this year. We are hoping that 1940 will deal him a better hand.

Our Southern California friends have had some cold weather and some big blows. It would never do for them to get off scot free when Florida has hard going. Nevertheless, when our friends get Florida or Southern California sand in their shoes in winter they never want to face northern winters again. Just now Miami could have no small convention of park and carnival men. Ain't it awful when we have to stay north and work?

European export of amusement devices is practically nil because of war conditions but South America is active. All export requirements are now more exacting than they were during the last war. Chamber of Commerce advices are good but often not up to date. Marine insurance keeps on the up-grade because of stray ships along American shores.

Status of Luna Park

At this season of the year Luna Park, Coney Island, N. Y., comes in for publicity as to who is to take it over and how. When Collier failed it went into New York State bankruptcy. The people who foreclosed the mortgage are in bankruptcy under 77B, which puts it in Federal Court. Here are plenty of complications for lawyers to unwind. Who gets it is, at this juncture, a matter of speculation. It will be determined soon but until a contract for it is made there is no certainty of who will operate it this year. There should be some definite action by March 1.

Harry Illions is coming back to his home town for operation of amusements. He had two Ferris Wheels at the 1939 San Francisco Exposition and had his Bozo in Belmont Park, Montreal, for two seasons, and took it to Toronto last fall. For 1940 he will have the two wheels and Bozo at the New York World's Fair. He followed carnival life for more than 20 years and knows it from the dark and light side of the picture. He still feels the tingle on his toes each spring when the knights of the road leave winter quarters. He knows the feel of Coney Island sand in his shoes and the odor of hot dogs and roasting ears.

A NEW group game, Lite-a-Line, is proving popular in Ocean Park, Calif., said Douglas R. Wiser, a partner in Pacific Electro Products Co., which developed the game. The firm reports orders for a number of games to be installed in Canada and on the East Coast. Bill Beasley, Toronto, a recent visitor in Los Angeles and who left for a Florida sojourn, ordered a Derby and Lite-a-Line, said Wiser, to go to the Canadian National Exhibition, where Beasley is a leading concessioner.

With the Zoos

NORRISTOWN, Pa.—As a gift of Warren E. Buck, Camden, N. J., two monkeys have been added to Elmwood Park Zoo here, said Superintendent Cameron Corson.

* * *

PHILADELPHIA.—Third Annual Poster Contest, sponsored by Philadelphia Zoo, is under way and winning poster will be used to advertise the 1940 May Day at the Zoo Celebration on May 5. Zoo officials are mourning death of Jan, aard-wolf from South Africa, said to be the only one of its kind in captivity, having been found dead in the lion house where he had lived 11 years. He was a shy animal, resembling a large leggy fox, but with stripes like a hyena.

* * *

COLUMBUS, O. — Zoo membership campaign is expected to enlist 12,000 members in the sponsoring society and will get under way on March 26, said President Ed Tharp. Expansion program of 1939 almost doubled the number of exhibits and more than doubled the number of buildings. More than 9,000 residents joined the society last year. Asserting that the zoo not only served as an advertising medium but that it was also "the most valuable of city parks from a recreational standpoint," President Tharp said that for an investment of about $4,000 the city had been enriched more than $100,000 in value, mainly thru aid of citizens.

Long Island

By ALFRED FRIEDMAN

Two important spots were in flames last week: First, Show Bar, Forest Hills; then Dexter Park Casino, Richmond Hill. Bud Dempsey's Cafe, Long Beach, is a live spot in that locality, with Bud transposing his showmanship of the ring to his new trade.

Former Oceanside Casino, which was a roadhouse, hot doggery, dance hall and sports center, respectively, is now a bowling alley. Outgoing Manager Dave White, of RKO Alden Theater, Jamaica, was given a farewell party on departure from his post for stewardship of the Republic Theater, Brooklyn. Barney Feingold guided arrangements for the shindig, which drew the Island's amusement biggies.

Roadside spot with the most peculiar name in these portions, Dixie Pig, Oceanside, is on the block. Leon Kramer, ex-local beach ork leader, has yielded his baton in favor of an executive post at the Hotel Lincoln, Manhattan. Bill (Rockaway Beach) Orbach is carded to have four or five eateries and game locations at Rockaway next summer.

N. E. POWWOWS

(Continued from opposite page)

of policy makers and taking on that of clerks and pinch-hitters."

I wondered when I read this if it is not just as appropriate to our business as to the navy. How often do we see a group discussing some important subject and seemingly coming to some definite solution to the problem, yet nothing is ever done about it. Why?

I don't know the answer right now, but at the meeting in Boston we are going to see if we can't streamline this business of ours and make it one of the most profitable, outstanding and accepted seasonal businesses in the country. Men of the summer amusement business, just think of it! We can capitalize on God's months of sunshine and warmth, on vacation time and play time. If we only make a real study of what the masses want to do during these months of play we'll solve our problems and our investments will be secure.

Can Solve Problems

This is a real problem, to be sure, but you and you and you, Mr. Park Man, can meet with us and make a real job of this finding-out business. I am sure we can solve many of the problems facing us and that we'll really do a swell job of streamlining.

The president and board of directors of the New England Section invite everyone interested in the outdoor amusement industry to attend this meeting. If you can come, won't you sit down right now and write Fred L. Markey, secretary, Loka Theater Building, Exeter, N. H., and tell him you'll be there? When you write to him mention *The Billboard*. We want to show *The Billboard* up there in New England that we appreciate its co-operation.

TRENTON, N. J.—For a sample beach in the State exhibit at the 1940 New York World's Fair, under a proposal by Col. Hugh A. Kelly, secretary to Governor Moore, Colonel Kelly has designed a model of a New Jersey beach scene, with Boardwalk, sand, background scenery to simulate sea and sky, day and night lighting and electric fans to provide sea breezes, which he said could be substituted for the present Atlantic and Monmouth County exhibits in the State building.

SANDUSKY, O.—D. & C. Navigation Co. announced it will continue daily service between Cleveland and Cedar Point here during the coming summer, service to open on June 26 and extend to Labor Day.

"COVER" IN ENGLAND

(Continued from page 34)

arrangements will be adopted as standard for other fairs this year.

Halls Are Commandeered

It is considered a tribute to Lancashire showmen that most of the amusement activity since war began has been in their area, a number of small fairs having been held over the Christmas holidays. In some cases the grounds were inclosed and avenues covered with tilting to keep in the light. Centralization of electric power satisfied authorities that complete blackouts could quickly be made effective.

Showmen must be careful that in addition to lighting no sounds resembling air-raid warning signals are given out. Music volume also has to be kept within certain limits.

One of the first efforts for resumption of fairs came from Alderman Pat Collins, mayor of Walsall. He conceived an entirely inclosed and covered fair, a 75-by-45-foot Dodgem track being placed edgeways to a circular Noah's Ark ride. Twelve-foot poles 16 feet apart are extended from the Dodgem track and the Ark, being supported by 10-foot poles. The rides have their own canvas tilts and dark canvas is stretched across the pole extension. Side walling of the inclosure is provided by concession stands which are built up from the outside to face the 16-foot openings between the extension poles. Each of the four corners of the inclosure is used as an entrance, outward showing of light being prevented by means of a trap made of two wooden shutters, one six feet wide, the other three feet wide. Collins has taken this fair round the Midlands, getting reasonably good public support. But the numbers who can be accommodated are nothing like the crowds seen in normal times on the Collins grounds with their big array of rides and games. All lighting power for the inclosed fair is provided by Collins, charge for this being included in concession space rates.

Owing to halls and buildings being commandeered for war purposes or their not being passed as safe by authorities, many traveling showmen were deprived of Christmas-season indoor carnivals. Non-opening of London Olympia and Agricultural Hall was a blow not lessened by the circus venture in Empress Hall, Earls Court, where space available for amusements permitted only of the promoter's motor speedway and a number of games. Better was the situation in Edinburgh, Scotland, where the Waverly Market Carnival was more in keeping with times of peace.

Hope for Regular Events

Gasoline and coal rationing being a wartime problem for traveling showmen, thru the guild a special plan has been evolved. Those using steam tractors are issued special ration books, one for each vehicle, this applying to vehicles used for road movement. In the case of gasoline users, application on specified forms must be made to the divisional petroleum office of their particular area. Thanks to the offices of the Guild, sympathetic consideration is being given to traveling showmen's requirements.

Several prominent members of Parliament have promised to help showmen should they meet unreasonable attempts to prevent their holding established fairs. This is welcomed by showmen who remember how the then ministry of munitions tried to stop the holding of many fairs in the World War.

Guild has re-elected its officers: President, T. E. Browne; vice-president, C. W. R. Thurston; deputy vice-president, W. Lennards; treasurer, Frank Mellor; secretary, Tommy Murphy.

Here's 1940's Best Buy!

LUSSE BROS., INC., AUTO-SKOOTER RIDE

WAKE UP Lazy Locations by adding 1940 GLAMOUR and PEP UP your receipts with the POPULAR and PROFITABLE AUTO-SKOOTER RIDE.

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Most beautiful circle swing cars ever built. These modern, flashy cars of mirror polish stainless steel have increased receipts 2 to 5 times.

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Heavy duty, super-powered, high speed cars on a banked race track. Crossed $33,000.00 at N. Y. World's Fair. Thrill—Action—Speed.

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The funny, weird, startling dark ride. Attractive cars, fine stunts. Put that old building to profitable use.

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A thrilling aeroplane ride with car turning completely over. Small space, low operating cost. Moderately priced.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ESTIMATED damage by fire to Harriman (Tenn.) Roller Rink on February 3 was $350, reports Manager John Hatfield. However, the rink was closed for only one session. Repairs are being made and rink will be redecorated.

* * *

FRED BOYER has been holding private parties in his Coliseum Roller Rink, Des Moines, and finds they stimulate interest in skating. The reported business showed a 40 per cent increase over 1938 up to January 1, but it has slackened somewhat since the holidays. He is enlarging his summer rink on the fairgrounds to 12,000 feet. It will open about May 1. Riverview Park Rink, Des Moines, is also operated by Boyer.

* * *

NEW $40,000 Rollarena, which opened on February 12 in Richmond, Ind., had attendance of more than 1,000, report Mr. and Mrs. O. W. Howard, proprietors. Mrs. Howard, who is the former Dorace MacKenzie, organist, will manage the rink and operate the organ. During her career she has been affiliated with a number of hotel bands and roller rinks and also played at the Cleveland Ice Arena in its first year of operation. New building is of concrete, 78 by 135 feet. Equipment includes maple floor, 600 sets of Chicago skates, public-address system, glass reflector ball, chrome skate benches and skate stools upholstered in red leather. Rollarena Roller Club has been formed and to date 200 members are enrolled. Staff includes Sherman Masters, dance instructor and floor manager; Robert Hawley, floor man, and Donald Robinson, skate-room manager.

* * *

FRANK HOLTZCLAW, proprietor of Skateland Roller Rink, Boise, Ida., reports his club visited Emmett (Ida.) Rink on February 11 and that skaters are showing interest in such trips. He has received good co-operation from newspapers in recent months and aims to make citizens skate-minded.

* * *

EARL VAN HORN'S Mineola (L. I.) Roller Rink has been chosen as site for 1940 New York State championships in pair and figure skating and skate-dancing. Competitions will be held on March 16-18 for senior, junior and novice divisions, winners of which may compete in national championships at Cleveland in April. To compete in the State meet Mineola skaters will enter rink championships on March 3 and 10. Annual Valentine party was held on February 14, when 100 boxes of candy were offered as prizes. Special numbers and exhibitions were featured on February 5, when receipts were turned over to the Roller Skating Rink Operators' Association of the United States for promotion of amateur skating.

* * *

FANCY Skating Club of Chicago will stage an Illinois championship figure roller skating tourney on February 25 in Arcadia Gardens, one of Chicago's largest rinks. R. L. Hudson will be professional in charge and judges will be Reddy Stenuf, John E. Scully and C. McCarthy. Guest artists from Detroit and Dayton will take part. On February 26 the first annual amateur costume revue will be presented in Arcadia Gardens. Interest in roller skating continues to grow in Chicago. Numerous special events staged by leading Windy City rinks this winter have made many new devotees to the sport. Arcadia Gardens, under management of Lois Reynolds and her capable assistant, Phil Hays, has been to the forefront in offering special attractions and its huge floor is crowded nightly. In Chicago's uptown section, it attracts hundreds of patrons from the lake shore apartment-house neighborhood as well as from other parts of the city. Championship tourney is being conducted under sanction of the Roller Skating Rink Operators' Association of the United States.

* * *

ATTENDANCE was good at opening of a rink in Lawrence (Mass.) Eagles' Building on January 25, reports I. E. O'Brien. It marked the third rink to be opened within a year by Rinks, Inc., under management of Clarence A. Corey, one being Arcadia Roller Rink, a summer spot in Manchester, N. H. Building has a new floor, installed by owners, and equipment includes Chicago skates and RCA-Victor musical facilities. Rink operates nightly, except Sundays, and on Saturday afternoon for children. Skate-dancing is to be presented soon to patrons, the majority of whom own their skates. Advance party bookings are good.

* * *

SUNSET Park Roller Rink, Williamsport, Pa., held a Valentine party on February 14 and has scheduled three other parties for February.

* * *

FREE skate-dance instruction, in charge of Floor Manager Joe Laurey, is slated to begin soon in Chicago Armory Roller Rink, reports Bill Henning, skate-room manager. Ten instructors will be available. Souvenirs will be given skaters at a party on February 22. New Riverview Rink, Chicago, is staging a waltz contest which is drawing crowds. Fred Schure, formerly of Armory Rink, is floor manager and in charge of the contest.

* * *

WEEK of February 5 was biggest of the season in John Mullins' Crystal City Roller Rink, Tulsa, Okla., contests being staged nightly, reports Jack Darling, endurance skater. On the program were lovers' races, half-mile races for men and women and a one-miler between Hunt, of Oklahoma City, and Darling. Race competition began on February 10 to prepare for a spring amateur meet.

* * *

ROLLAWAY Rink, Revere, Mass., is doing fair business despite stiff competition, reports Carl Russo, floor manager. Various phases of skate-dance competition is forming the backbone of programs. Ten-week series of open waltz and graceful skating contests started on February 13 and 17, respectively, and a waltz contest was completed on February 6, winning couple being Joe DeMato and Buddy Gelanto. Leonard Cary and Angie Christopher won a two-step contest ending on February 10.

* * *

RAY CREADY, of M. S. Lewis' Rainbow Gardens Roller Rink, Crystal, Mich., reports Manager Lewis has sold his Rainbow Gardens Rink in Mount Morris, Mich., and that upon completion of a short vocation he will return to Crystal and prepare for opening of the summer season.

* * *

R. L. KERR, portable rink operator in and around Tulsa, Okla., for the past 10 years, reports business has been generally good, even in depression years. At present six portables are operating in the district and all report satisfactory business. Kerr has a 45-by-100-foot rink in storage and plans to increase its size to 50 by 125 feet. He has purchased new Chicago skates and a Baker-Lockwood top and plans to open in Tulsa early in March.

* * *

ROLLER skating activity is increasing in Green Bay, Wis. Riverside Ballroom is offering skating on Wednesdays and Fridays; Danceland, Tuesdays, Thursdays and Sundays, and Columbus Club, Fridays and Sundays. Riverside has added wider skates and the floor has been reconditioned.

* * *

ARENA GARDENS Roller Rink, Detroit, has made a success of Tuesday night skating, which was started last September, reports the management. Major business sources are groups which switched their occasional skating nights to Tuesdays, when crowds are smaller. Tuesday nights have been under direction of Jess Bell, arena party representative, and have been scheduled to allow staggering of groups according to size to make each session a more or less intimate group night. Churches, schools, etc., are principal users of the night. Dates have been reserved to the end of June and few open nights are left.

* * *

NEW hardwood floor has been installed in Garden Roller Rink, Camden, N. J. Free waltzing class has been inaugurated for Sunday afternoon sessions.

Current Comment

By CYRIL BEASTALL

CHESTERFIELD, England.—Receipt of some interesting and welcome letters from friends across the pond reminded me that some folks may have concluded that I had kicked the proverbial bucket or donned khaki. Anyhow, yours truly has not given much evidence recently to suggest that enthusiasm for roller skating has not relaxed since the outbreak of war in Europe.

Circumstances have upset all original plans for the period commencing with outbreak of hostilities, hence a silence on my part which has been as unavoidable as it has been regrettable. Since September my whole outlook has undergone a change. My work has been almost completely confined to munitions, with little time for sport.

Recently I found more time available for recreation and in consequence began to speculate as to where to go for roller skating. In Chesterfield the only rink has been taken over for military use. The nearest now is in Sheffield. With travel quite a problem in wartime owing to acute rationing of gasoline and poor railroad service, one is put to considerable inconvenience and expense to visit other towns.

A month ago George Jackson, late of Premier (1918-'31) and Rendezvous (1937-'39) rinks here in Chesterfield, organized a trip to Harehills Rink, Leeds, 55 miles from Chesterfield. A goodly number of skaters made the journey, but in some discomfort, owing to lack of ample seating accommodations on the train. Charles Wetherall, manager of the Leeds rink, made us all feel at home and this compensated for the inconvenience. Another trip to the rink was scheduled for an early date. I have arranged to meet the former Joan Lidstone and her husband, Billy Watson, to talk over old times and more happy days. We plan to visit both Leeds rinks, Armley in the afternoon and Harehills at night. I am so intensely fascinated by roller skating that I marvel that I have been able to stay away from rinks so much since war began. I guess there must be something about skating which gets into one's blood.

I was sorry to read in the January 13 issue of *The Billboard* about Fred Murree's illness and wish him speedy recovery. Many thanks to Peter J. Shea, Joe Laurey and Fred Martin for recent letters and inclosures. I would be delighted to have my old acquaintances over there write to me at 60 Occupation road, Newbold Moor, Chesterfield, Derbyshire, England.

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Fast — Durable
Inexpensive 60c Set

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TO PLEASE YOU AND YOUR SKATERS
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Two or more records, $1 each. Five records, $4.50.
Satisfaction guaranteed or money refunded.
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DUST BOWLS ARE DOOMED!
To meet young America's growing demand for healthy recreation, Roller Skating offers an ideal participant sport when dust is eliminated. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a long grip with less coke wear and lower maintenance cost. $4.00 per gal., $3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air Sprayer, $7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.
GAGAN BROTHERS
444 Second St., EVERETT, MASS.

FOR SALE
NO. 153 WURLITZER BAND ORGAN
Also 100 Pairs of Chicago Skates, in good condition, priced to sell.
FRANK FUNK
Funk's Speedway, WINCHESTER, IND.

PORTABLE ROLLER RINK
BUILDING
Good Floor, No Posts, 50x90; Also New Portable Floor, 48x80. Will Sacrifice.
120 E. LOVETT ST., CHARLOTTE, MICH.

Conducted by CLAUDE R. ELLIS. ROBERT DOEPKER, Associate. Communications to 25 Opera Place, Cincinnati, O.

Got a "Permanent"

CLEVELAND, Feb. 17.—Proof that a tattoo artist always has value to outdoor show business and the public in general was attested this week in Pete Kortes' World's Fair Museum No. 1 unit here when a well-dressed woman, about 25 years old, visited the show. Performers noticed that she had no eyebrows. However, after a short visit with Frank Julian, tattooer, she left the museum with as beautiful a set of brows as any glamour girl could desire. Altho expressing pleasure over the transformation, she left without giving her name.

IAS BALL DRAWS 550

THIS HAPPY GROUP was photographed in a Florida wood recently while on a barbecued rib picnic staged by Dena and Gean Bernt. Standing, left to right, are Rose Hennies, Bill Kemp, Lolita Kemp, Hennies Bros.' Shows; Bob Edwards, Johnny J. Jones Exposition; Virginia Shumway, Beckmann & Gerety Shows; Bernie Mendelson, O. Henry Tent and Awning Co.; Ned E. Torti, Wisconsin De Luxe Corp., and Zeke Shumway, Beckmann & Gerety Shows. Seated: Dena Bernt; Jackie and Jack Dondlinger, Hennies Bros.' Shows, and Gean Bernt, host.

Bee Kyle Is Honor Guest

Mardi Gras spirit prevails —Allen is chairman—club coffers benefit

ST. LOUIS, Feb. 17.—Staged this year as a St. Valentine's Mardi Gras and Prize Masquerade Ball, International Association of Showmen's third annual ball in the De Soto Hotel's ballroom here on February 10 proved one of the most enjoyable and successful of any similar event held by the club. About 550 showmen and friends attended the festivities which got under way at 9 p.m., and continued until early morning.

A Mardi Gras spirit prevailed thruout and those who did not come in costume wore masks. At midnight when balloons, noisemakers, confetti and serpentines were furnished the crowd a veritable bedlam broke loose. Ernie Venuto's Orchestra provided the music, while his troupe of specialty performers and singers presented some diversified entertainment.

Guest of honor was Bee Kyle, who was

(See 550 AT IAS BALL on page 53)

Interest Keen In SLA Annual Spring Festival

CHICAGO, Feb. 17.—Notices which have gone out concerning the seventh annual Spring Festival of the Showmen's League of America are bringing excellent results and keen interest in being shown not only by showmen but by the public. Excellence of the shows presented in previous years has brought the Spring Festival to the forefront as a gala occa-

(See SLA FESTIVAL on page 44)

Mighty Monarch Winner At Arcadia, Fla., Fair

ARCADIA, Fla., Feb. 17. — Good weather greeted George Goffas and N. P. Roland's Mighty Monarch Shows at DeSoto County Fair here and opening day proved one of the show's best Monday stands thus far. All reported good business and shows and rides did exceptionally well. Flying Sensations joined here

(See MIGHTY MONARCH on page 44)

5 Southern Fairs to Miller

NEW YORK, Feb. 17.—Felix Bley, who returned here from a southern booking tour this week, said he had contracted five stands for Miller Bros.' Shows for 1940. Line-up includes Northern Neck Sir County Fair, Warsaw, Va.; Carolina Fair, Enfield, N. C.; Lee County Fair, Bishopville, S. C.; Williamsburg County Fair, Kingstree, S. C., and Marion County Fair, Mullins, S. C.

Barfield Adds 5 Ga. Dates

MACON, Ga., Feb. 17.—R. E. Stewart, general representative Barfield's Cosmopolitan Shows, this week closed contracts to furnish the midways at these 1940 Georgia fairs: Bartow County Fair, Cartersville; Tri-County Fair, Manchester; Cherokee County Fair, Canton; Fayette County Fair, Fayetteville, and Laurens County Fair, Dublin.

New SLA Quarters Ready on March 1

CHICAGO, Feb. 17.—Showmen's League of America expects to move into its new clubrooms in the Hotel Sherman on or about March 1. Remodeling of the quarters on the hotel's second floor is in progress.

The hotel will completely furnish the clubrooms and will provide all necessary service. A substantial saving in monthly expenses will be made by the change in location. Expense of elevator operator, janitor service, lights, towels and other incidentals all will be done away with, making a saving of close to $200 a month.

In addition the quarters are much more conveniently situated than the present rooms, and it is expected that attendance at meetings will be largely increased.

Fisher With Clark Again

LOS ANGELES, Feb. 17.—Al Fisher, well-known West Coast showman, this week signed again as general agent of Clark's Greater Shows, making his fifth consecutive season with the show in that capacity.

Endy Bros. Buy World's Expo To Put Out 2 in '40

MIAMI, Fla., Feb. 17. — Endy Bros.' Shows, Inc., will have two organizations the coming season, President David B. Endy said here. He announced purchase of the property of the former World's Exposition Shows, which will be

(See TWO FOR ENDY BROS. on page 44)

Sutton Goes to Holiday

AUGUSTA, Ga., Feb. 17.—Tom Terrill, general manager of Holiday Shows, signed Charles Sutton as business manager of the organization for 1940 here last Saturday. Shows open the season at local Labor Sesquicentennial next month.

Heth Gets Marietta Fair

NORTH BIRMINGHAM, Ala., Feb. 17.—Management of L. J. Heth Shows announced here that it had contracted to provide the midway at 1940 Cobb County Fair, Marietta, Ga. Shows also signed Bert Melville to produce a Girl Revue and Posing Show.

Brownsville Gives Loos Good Opener

BROWNSVILLE, Tex., Feb. 17. — J. George Loos' Greater United Shows inaugurated the 1940 season here with a successful stand at Charro Days Fiesta, February 1-4, reports Frank J. Lee, press representative. Ideal weather, excepting a light shower near closing time, prevailed all week. Owner Loos and Robin

(See LOOS OPENER GOOD on page 56)

Lockett To Bow to Cupid

TAMPA, Fla., Feb. 17.—Mr. and Mrs. Harold (Buddy and Bootsie) Paddock, of the Johnny J. Jones Exposition, at a party for friends in Tampa Terrace Hotel here this week, announced the engagement of their daughter, Frances Scott, to Ralph G. Lockett, of the Jones staff. Wedding will take place in the spring. Among guests were E. Lawrence Phillips, Eddie Coe, Bob and Virginia Edwards, Mrs. Edna Marquardt, Howard Ramsey, Mr. and Mrs. Ernie Delebate, Mr. and Mrs. Eddie Davis and Morris Lipsky.

PART OF THE CROWD AT THE ANNUAL BALL of the International Association of Showmen in the De Soto Hotel, St. Louis, Saturday night, February 10. About 550 were in attendance.

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THE 7-CAR PORTABLE
TILT-A-WHIRL
The popular idol of America's Midway Public! Consistent Winner in Eli Bridge Co. Annual July 4th Gross Receipts Contest. More Quality — More Style — More Labor-Saving Features Year after Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.
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We Pay Freight Charges
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TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG.
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CARNIVAL
Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

1940 CHEVROLETS
— TRUCKS AND PASSENGER CARS —
Immediate Deliveries
Write CHAS. T. GOSS
With STANDARD CHEVROLET CO.,
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TENTS-BANNERS
50x110 SKATING RINK TOP AND WALL. SPECIAL BARGAIN.
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4011 North Clark Street, Chicago, Ill.

NEW
8-CAR WHIP
A Riot of Colors and Chromium. Beautiful Streamlined Cars. A Persistent Money-Getting Ride. Exported to All Countries.
W. F. MANGELS CO., Coney Island, New York

FRANK'S GREATER SHOWS
OPENS MARCH 16TH, FOUNDRY LOT, MACON, GA.
Want Performers for Minstrel Show, also Band. Would consider organized troupe; must have Band. Side Show People for 5 in 1. Manager and Performers for well-framed Girl Show. Have complete Athletic Show for capable showman. Ride Help for Merry-Go-Round, Ferris Wheel, Loop-o-Plane, 2 Kiddie Rides and Chairoplane. Concessions: Dippers, Fish Pond, Custard, Photo, Scales, Hoop-La, Corn Game, Blower, Bowling Alley. Will sell exclusive on 2 Wheels; must be well stocked. Agents for Penny Pitch, Ball Games, Cookhouse, Griddle Man and Waiters. Cecil C. Rice wants Percentage and Jitnie Board Operators. PLACE FAST-STEPPING BANNER MAN. MUST HAVE CAR. ALSO FREE ACTS. All Address: BILL FRANKS, BOX 543, MACON, GA.

Club Activities

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 17.—President Frank P. Duffield returned from the East and signed the lease and with the committee started action on alterations for club's new quarters in Hotel Sherman, which are expected to be ready about March 1. After that date club's address will be Hotel Sherman, Chicago, Ill. President Duffield was called away on another business trip, so Past President Sam J. Levy presided at the meeting. With him at the table were Past Presidents Edw. A. Hock and C. R. Fisher and Secretary Joe Streibich. Membership committee presented applications of Charles Mercer, Taylor G. Brown and Frank L. Bynum, credited to A. L. Putnam, Jay Gould and G. L. Mike Wright.

Sick list reported by Brother Lehrter shows Brothers Aldrich, Le Burno and Trevellick still in American Hospital. Jack Shaum entered the hospital today. Jack Lydcik is about the same and and Brothers Owens, Rankine and Strayer are resting as well as can be expected. James Murphy left the hospital and is at his home. Sunny Bernet is working on the seventh annual Spring Festival and reservations are coming in nicely. Nat Green is in charge of publicity. Tickets are $2.50 each. Report of the accident to Brothers Al Caraky and Henry Cohen at Fort Meyers, Fla., brought gloom to all. Both were seriously injured and are confined in a Ft. Meyers hospital.

Andy Markham attended his first meeting and gave a brief talk when called upon. Ned Torti, home from Florida, took time to phone members between trains. Brother Richard Miller still is sojourning in the South. George Olsen returned from the South. Ray Marsh Brydon, in town for a short time, visited. Morry Brod and wife are wintering in Alabama. Brother Lou Leonard writes club may expect him back soon. John Saladin was in for the meeting after a long absence. Brother Charles Miller is living in a suburban home. Petey Pivor left on a tour and Dave Picard is roller derbying it in Kansas City, Mo.

Tom W. Allen, Dee Lang and Phil Little are among those planning a trip from St. Louis for the Spring Festival. Walter P. Driver up and around after a sick spell. House Committee Chairman Bill Caraky is planning a farewell for members only on February 29, which is club's final meeting in the present quarters. Bill has been suffering with a cold lately but is improved. Club has had no news from Brother and Mrs. Lew Keller since they left for Florida.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on February 15 in Hotel Sherman, with these officers presiding: Ida Chase, president; Mrs. Joseph L. Streibich, first vice-president; Cleora Helmer, second vice-president, pro tem.; Mrs. Bert Clinton, secretary, and Mrs. Leah M. Brumleve, treasurer, pro tem. Invocation was rendered by Chaplain Mrs. Joseph L. Streibich.

Bessie Simon, relief committee chair-

(See SHOWMEN'S LEAGUE on page 58)

National Showmen's Association

Palace Theater Building, New York.

NEW YORK, Feb. 17.—Wednesday's meeting was presided over by William Bloch. Seated with him were Jack Greenspoon, Max Hofmann, Dr. Jacob Cohen and John Liddy. Snowstorm, worst of the season, kept many members away. Vice-President Oscar Buck phoned he was snowed in. Wires were sent by George A. Hamid and Art Lewis. Frank Miller wired from Miami Beach in appreciation of service plaque awarded to him. Sam Rothstein also wired from Miami Beach regretting his inability to attend. Brother Harold Barnes acknowledged receipt of beautiful silver plaque donated by club to him as winner of tighe-wire title in *The Billboard's* Performer Contest. Another letter of thanks came from Oscar V. Babcock, winner of veterans' title and leap-the-gap class.

Daddy Simmons has succeeded Fred Phillips, resigned, as house committee chairman. Ladies' Auxiliary Bingo Party in the rooms last Sunday night was a big success. President Midge Cohen presented NSA a check for $128.70. Next bingo is set for March 31. Additions to the billiard section are a new set of ivory balls and 12 new four-prong cues. Managerial Committee has okehed purchase of 18 new chairs. From partnership pinochle to bridge is the prevailing switch in card rooms. Credit Nate Eagle.

Visitors included John Smithley, Billy Keaton, Steve Jacobs, Edward Savoy, Tommy Carson, Karl Marlowe. L. C. (Ted) Miller visited with Mrs. Herman Bantly, of Bantly's Shows. Bill Bloch brought over complete equipment and staff for the bingo. Thanks also to Moe Elk, Mrs. Bloch, Harry Kaplan and all the ladies. Plans are under way to run dance and show functions during the winter. Max Schaffer, tho busy with his museum and other local interests, attended board meeting. Doc Morris was in. Next meeting is February 28. Ike Weinberg's post of sergeant at arms is now an elective office. New member, Charles Hoffman Jr., proposed by Joe Weissman.

Another two-year lease, ending April 30, 1942, has been entered into for the clubrooms. Brother Bill Powell postcards from Los Angeles that he's on his way to the Far East. Bingo crew sent over by Bill Bloch included Jimmy Fallon, Moe Elk, Herman Cohen and Charlie Schaverson. Roger Littleford Jr., of *The Billboard*, who is taking charge of the publication's Chicago office, is sorely missed. He is one of the first members and an ex-officer.

On sick list are Max Friedman, Brooklyn Israel Zion Hospital; Edgar Kelley, Bellevue, and Ike Friedman, Fordham. New members: George F. Chaplin, proposed by Lamotte Dodson; Milton Soffer, by Ike Weinberg. Birthday congratulations: Frank Sullivan, Hip Raymond, Oswald Lenzsch, February 24; Max Schaffer, 26; Glen H. Porter, March 1.

Ladies' Auxiliary

Sister Leah Greenspoon, new chairman of entertainment committee, and her co-workers were congratulated on the fine bingo. Beautiful gifts were awarded and much-needed money gained. Sister Lillian Faber is ill again. Sister Rose Lange and Irene Greene are recovering from la grippe and Sister Marge Gutman is on the mend, but Sister Magnolia Hamid's mother is quite ill.

JANESVILLE, Wis.—City council on February 12 adopted a new ordinance whereby no carnival, excepting those consisting exclusively of rides, games of skill and refreshment stands, is allowed. All carnivals are barred from streets or public grounds.

Pacific Coast Showmen's Assn

623½ South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Feb. 17.—Monday night's meeting was called to order by First Vice-President Joseph Olacey in absence of President Dr. Ralph E. Smith. Other officers present were Third Vice-President Everett W. Coe, Treasurer Ross R. Davis, Secretary Al E. Weber and Executive-Secretary Lou W. Johnson. Attendance was 197. Minutes of last meeting were read and bills ordered paid. Austin King lettered anent his forthcoming trip to Australia and Hawaii. Various committees reported favorable progress. Past President Harry H. Hargrave suggested that members attend the Sally Rand show at Orpheum Theater in honor of Brother Mel Smith. Motion was passed and February 16 was set as the date for the theater party. Brothers Hargrave and Miller jointly agreed to buy 100 tickets to the performance. Arrangements with the theater management were made by Brother Miller.

A special committee was appointed to present Brothers Austin King and Jack Earle with a PCSA banner at suggestion of Brother J. W. (Patty) Conklin. Brother Earles is acting as a traveling good-will representative for the club. Brothers Al Weber, Dan Stover and Charles Haley were appointed to complete arrangements on good-will banners. First of the season was presented to Brother Orville N. Crafts by Brother Mel Smith for opening of Crafts 20 Big Shows at Calexico, Calif. Brother Pop Ludwig also was presented a banner by Brother Hargrave in connection with Ludwig's Virginia Beach Park. Ludwig responded with a brief talk that was received with hearty applause. Brother Harry H. Hargrave reported the new neon sign would be installed soon. Visitors introduced included Brother Patrick Shanley, who had just returned from Mesa, Ariz.; Charles H. Duffield, of Chicago, and George H. Lauerman, who accompanied Duffield.

Brother Ted LeFora reported upon the Show-Within-a-Show, which was introduced several years ago and said preparations are being completed to further the plan for raising funds for the organization. With openings of many shows in the offing, good-will banners will be delivered to them in the order in which they open. Brother Everett W. Coe, having returned from the Northwest, gave his financial report on the Banquet and Ball held in the Biltmore Hotel on January 16. It showed a satisfactory profit and check was turned over to club's fund. Banquet and Ball Committee was given a big hand for putting the event over. Sandwiches and refreshments were served at adjournment.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Feb. 17.—A short meeting presided over by Second Vice President Paul Parker, was held on February 9, to small attendance because of competition from Golden Gloves boxing finals at the auditorium and the Louis-Goodoy fight. Brother Noble Fairly and wife and Phil Little, Fairly & Little Shows, went to St. Louis to attend the International Showmen's Association Banquet and Ball. Brothers Doc Mather, Bill Snyder and John Castle are working on the ticket sale for the Shrine Roller Derby here. Brother Art Balderston, owner Melvin United Shows, is here on a brief business visit.

Brother Slim Wadsworth, concessioner at Krug Park, Omaha, returned here from a hunting trip in the Ozarks and then left for Omaha. Details for annual Banquet and Ball on New Year's Eve have been completed by Brother Norris Creswell. It will be held in Hotel Phillips. With this matter settled, the entertainment committee will start its campaign soon.

Ladies' Auxiliary

Club's annual Valentine Party was held last Friday in the clubrooms and when members arrived rooms were decorated with hearts and tables were set up for bingo, with Jackie Wilcox as

caller. There was a gift for everyone, as 25 games were played and in that time everyone had won a game. Hattie Howk, chairman of the entertainment committee, and assistants served vanilla ice cream with heart-shaped centers of cherry and cake and coffee. Night's award, a heart-shaped box of candy, went to Georgia Brown. Those present included Mrs. C. W. Parker, Lettie White, Ruth Martone, Ruth Ann Levine, Bird Brainerd, Lola Hart, Smokey Anderson, Gertrude P. Allen, Jackie Wilcox, Blanche Francis, Molly Ross, Jess Nathan, Margaret Anscher, Georgia Brown, Myrtle Starling, Nellie Weber, Helen B. Smith, Mae Wilson, Boots Marr, Myrtle Duncan, Loretta Ryan and Hattie Howk.

Lucille Parker Heminway is in Omaha visiting Doris McMahon, and Elizabeth Yearout is visiting in Portland, Ore. Several members attended the funeral of Myrtle Ramola Looman, who was a member for only a few months. Hattie Howk said plans for the 20th anniversary dinner on February 23 were progressing.

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Feb. 17.—Hostess for club's social on February 8 was Irene Burke, with Daisy Davis, Florence Parker and Norma Lang assisting. Several out-of-town members came in for International Association of Showmen's ball on Saturday and also attended the meeting.

Beautiful lunch cloth, donated by Viola Blake, was won by Dolly Fisher. Bridge, rummy and frisco were played and table prizes were awarded Mabel Pierson, Florence Parker, Dolly Fisher and Lillian Murray Shepard. Attendance prize, donated by Bea Dawson, went to Lillian Shepard, who sold it to Judith Solomon and donated the proceeds to the club.

Among those present were French Deane, Daisy Davis, Millicent Navarro, Florence Cobb, Florence Parker, Peggy Smith, Harriet Maher, Gertrude Lang, Ethel Hesse, Judith Solomon, Dolly Fisher, Viola Fairly, Grace Goss, Lillian Murray Shepard, Nell Allen, Mabel Pierson, Norma Lang, Irene Burke, Emily Friedenhein and Kathleen Riebe. Out-of-town members expressed regret they could not attend more meetings. All are looking forward to St. Patrick's Day ball on March 16 in Melbourne Hotel here.

The Other Half

SALT LAKE CITY, Feb. 17.—Yeah, half of the carnival world doesn't know how the other half winters! I've often heard of a bend-over store but never had the pleasure of working in one until I got a job as a pin setter in a bowling alley. As I entered the pin boy's room I heard one of 'em remark, "Here comes another me-a-zark!" I retorted, "No, just another ke-a-zarney."

After talking to the boys I find we have a whole carnival here—minus paraphernalia. Crew comprises a jinny foreman, a Wheel foreman, one muscle head, one geek, one Ten-in-One magician, one ball-game queen and a rigging man. I'm sorry to say that we lost two members—and they had to be a high diver and an outside man. These buddy-gies got jobs in another bend-over store at 4½ cents per line, a cent more than we get.

The manager treated the pin boys well on Christmas. Instead of giving us brass we received meal ducats to a Jap joint and feasted across the street on a Japanese Turkey Fowl. The manager also tried to make us feel at home by hanging sidewall back of the bowling 'pits. We hope the season is a banner one—just waiting for the ol' sun to come shining thru.
—HARRY BENTON JR.

Kaus Adds 11 Dates for '40

NEW BERN, N. C., Feb. 17.—A. J. Kaus, manager of Kaus Exposition Shows, said his organization had been awarded these 1940 dates: Pocahontas County Fair, Marlinton, W. Va.; West Virginia State Free Fair, Charleston; Alleghany County Free Fair, Covington, Va.; Rockbridge County Fair, Lexington, Va.; Randolph County Fair, Asheboro, N. C.; Martin County Fair, Williamston, N. C.; Mecklenburg County Fair, Chase City, Va.; Wayne County Fair, Goldsboro, N. C.; Sampson County Fair, Clinton, N. C.; Hudson Valley Firemen's Convention, Haverstraw, N. Y., and Lady of Mt. Carmel Celebration, Roseto, Pa.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Grand Rally, Mexico.
Week ended February 17, 1940.

Dear Mixer:

The nation-wide cry, "Keep Mexico for the Mexicans," caused the bosses to call a stockholders' meeting, all five of the brothers, and no one else, attending. At the meeting the president and the four vice-presidents voted to go native and thus make or partially make the show Mexican. After voting 100 per cent in favor of the move they decided to draw straws to see who would give up his native land and swear allegiance to this Southern republic. Jake Ballyhoo drew the short straw and, after answering the examiner's questions satisfactorily, he became Senor Jacobo Ballyhoo. Now with a full-fledged Mexican as one of the owners, the bosses decided to hold a National Convention of Side Wall Fairs.

Object of the convention was not only to tie up the country for our show but to bring together those native promoters who had dreams of managing one of these annual events but did not have the American crust to go on thru with it. With the aid of all radio stations the meeting was advertised in every part of the country. It was held in one of our show tops on the lot with the cookhouse as the banquet hall. Some 500 promoters and fair managers arrived as well as several Mexican showmen. The latter were quickly pratted out of the tip to make the score 100 per cent in favor of our office. To our surprise several of the visitors had letterheads printed in advance to prove to the bosses that they were acting in good faith.

Immediately after President Pete Ballyhoo called the meeting to order our cookhouse operator, Duke Inn, started the sale of banquet tickets. Time not permitting the printing of special tickets, it was decided just to lay the odds by selling each a $5.50-for-$5 regulation five-ply meal ticket, with the understanding that should he not be able to use it all up at one sitting the partly punched meal ticket automatically returned to the office and became show property without any rebate. Such tickets are to be reissued later to the ride help. The sale was terrific, going over the 500 mark and giving the office a $2,500 gross before the meet was well under way. Taking time out to check up on the dinner gross before taking up general business, the five brothers were amazed at the big figures and ordered the fry chef to outdo himself in preparing the mix and to start frying and piling it high on the griddle for the grand rush.

Again the meeting was called to order. Pete Ballyhoo had just started his speech of welcome when he was interrupted by the dish washer, who had been sent over by the cook to find out what they wanted on their hamburgers. This created a stir which soon settled down, most of the guests asking for chili sauce. Some told him just to garnish theirs with something green, so a lawn mower was put to work on a hillside.

Now for the third time the meeting was called to order. This time Mexico's new citizen was introduced and was wildly cheered. Senor Jacobo Ballyhoo, after accepting several encores heavily padded by 20 sticks that he had planted in the tip, spoke at length on the beauty and illumination of their midway. He ended by inviting the visitors to remain and see it at night. The outcome of the meeting gave the show a clean sweep and a landslide in fair booking. This will give the show a full winter of 1941 fairs. When the meeting was adjourned the guests left for the G-meat repast and to review the show.

P.S.—Several fair secretaries beefed about the darkness of the midway. The bosses quickly ironed out the squawks by telling them that we were having a blackout, as we were afraid of a rock air raid from the top of the mountain behind the lot. MAJOR PRIVILEGE.

Los Angeles

LOS ANGELES, Feb. 17.—O. H. Hilderbrand's United Shows opened this week at Indio, Calif., and Crafts' 20 Big Shows got under way at Calexico. Doc Cunningham left for Sacramento, Calif., with his small animal unit. Louis and Elinor Velarde also left for Sacramento. A. N. Newton writes from Palm Springs that the Desert Show there will have a circus, carnival and style show. Bill Lefevre left for Detroit to join an Eastern show. George Silver returned from a northern trip for Acme Novelty Co. Jack Stratton is recovering from a recent illness. Ernie Downie left for Indio, Calif., where he has the seats and equipment for the Spring Festival and Rodeo there. Jerry Rose is working at Radio City.

K. C. Moe joined the Coast Defenders. Curley Phillips came in from Sawtelle, Calif., National Military Hospital, where he is undergoing treatment. Mr. and Mrs. Leo Haggerty spent last week-end at Palm Springs. Frank P. Redmond returned to town. He'll join one of the (See LOS ANGELES on page 56)

MEN IN THE "KNOW" ARE BUYING THE
ROCKET RIDE

Dave Stock, Goodman Wonder Shows; Bill Brown, States Shows; Dick Gilsdorf, Paramount Shows; W. J. O'Brien, Revere, Mass.; Harry Batt, New Orleans; Ben Sterling, Scranton, Pa.; Dick Miller, Chicago; all eldimers in the ride business who have checked the field and bought "Rocket." This proven big-profit ride will make YOU Money! Our factory is working overtime—Order quick for spring delivery.
ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

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"NEW ENGLAND'S LARGEST SHOW"
CAN PLACE—Due to change can place Bingo. Frank Pope, write. Also Duck Pond, Penny Arcade, Scales, Balloon Dart, Bowling Alley, Long and Short Range Gallery, Cigarette Gallery and any other Grind Store that does not conflict.
Have complete Show Outfit with Paneled Front for reputable showman. All Girl Shows booked.
Have Merry, Twin Ferris Wheels, Chairoplane, Ridee-O, Loop-o-Plane, Octopus and two Kiddy Rides. Can place Whip or Tilt-a-Whirl.
Ride Help: Preference given those who can drive Semi-Trailers. Address: P. S. McLAUGHLIN, 33 Crisman St., Forty Fort, Pa. All others address:
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OPENING APRIL 27TH
Want Concessions of all kinds. All Concessions open except Bingo, Penny Arcade.
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NOW BOOKING SHOWS AND CONCESSIONS
No Rides wanted. Good opening for Motor Drome and Monkey Circus.
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OPEN APRIL 15TH
Now contracting Shows, Rides and Concessions.
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Wanted—FRISK GREATER SHOWS, Inc.—Wanted
This show has a long Minnesota season. Concessions: Cook House, Clothes Pin, Hoopla, Watchie, Bowling Alley, Fish Pond, Cork Gallery, Dart, Balloon. Shows: Mechanical Shows, Ten-in-One, Midgets, Animal, Freak, Geek. Russ Morgan, write; Miller's Battlefield, write. Address:
4100 NO. GIRARD, MINNEAPOLIS, MINN.

MAC'S CARAVAN SHOW
OPENING MAR. 16TH IN ARKANSAS.
Wild Merry-Go-Round, Kiddie Auto and Airoplane. Any Show of merit. Concessions—Small Cook House, Bingo, Legitimate Stock Joints. Blackie Hood, "Pop" Stoll, write.
L. R. McNEECE,
Sugar Creek, Mo., Winter Quarters

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30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price $12.00

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Samples of the 4 Readings, Pack (or 25c.
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120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample $0.15
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"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.
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Answers Mental or Verbal Questions Yes or No. Reads the Mind. Sex Indicator.
25c Seller—Should Go Over Hot.
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1940 ASTRO DAILY, HOURLY FORECASTS.
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You can make EASY MONEY by Fortune Telling or Character Reading with our NEW
BUDDHA PAPERS
Clear cut script. Simple operation. Free developer coupons.
CATALOGUE.
S. BOWER BELLEMEAD, NEW JERSEY

POP CORN
Indiana Yellow Triumph, the new S. A. large hull-less, $4.00; Superfine, large yellow, $3.75; Baby Golden Hull-less, $3.75; Jap Hull-less, $3.75; Hoosier Special, $2.50; Seasoning, 50 lb. sac, $6.50; 100 Boxes, $3.75; 50 Boxes, $2.10; Printed Glassine Bags, $2.25; Cones, $2.25; Electric Poppers, counter models, $35.00.
INDIANA POP CORN CO., Muncie, Ind.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

"THEY say." Who's they?

* * *

MRS. J. D. BENTLY has booked her cookhouse with Funland Shows, making her second year there.

* * *

REYNOLDS & WELLS SHOWS will provide the midway at 1940 Jasper (Tex.) County Fair.

* * *

SOL NUGGER, Springfield, Mass., has signed his bingo concession with Miller Bros.' Shows.

* * *

MR. AND MRS. LOU FISHER, Stoughton, Mass., have booked their long-range gallery with O. J. Bach Shows.

* * *

M. J. (RED) HALL letters from Grand Rapids, Mich., that he'll be back on Tilley's United Shows.

* * *

MR. AND MRS. HARRY LEVOJE, Staunton, Va., have booked their cookhouse with Miller Bros.' Shows.

* * *

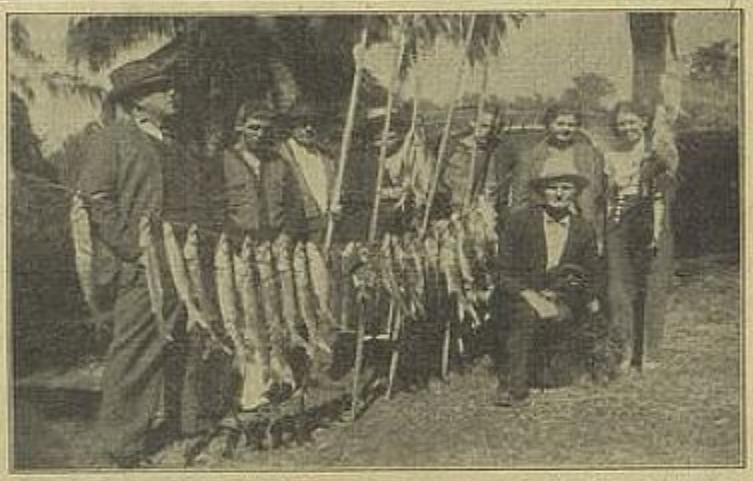
DOC DAY has signed as special agent with Great Sutton Shows for 1940. He'll also have his sound truck with it.

* * *

WINTERING in Florida is John Gordon, who has booked his concessions with James E. Strates Shows again.

* * *

BILL MINDACH letters he will be back on Blue Ribbon Shows with pop corn and crackerjack stands.



PHOTOGRAPHED with their catch at camp on Jupiter Island, Riverla, Fla., after a recent fishing trip were these members of Ohio Valley Shows. In the group, left to right, are George Brunnemer, Bud Brunnemer, Ed Sickels, Ma Sickels, Edlein Noe, Mrs. George Brunnemer and Jane Brunnemer. In front, holding shows' mascot, is Charles E. Scott.

BEIN with it, for it and up against it.—Milo McCoof.

* * *

AMONG ATTRACTIONS at Sam Houston Museum on Main street, Los Angeles, are Fritz Landes and his trained birds. Ben Beno is in charge of the front door.

* * *

RALPH (ELEPHANT SKIN) KROONER is one of the features at John Ward's Museum of Oddities, currently playing Los Angeles.

* * *

KAUS EXPOSITION SHOWS have been awarded midway contract for 22d annual Red Lion Fair and Gala Week in Red Lion, Pa.

* * *

FORMERLY with Fidler's United Shows, Ivan K. Mann has signed as special agent of Groves Greater Shows for 1940.

* * *

PAST THREE SEASONS with Blue Ribbon Shows, Speedy Wood and his Hell Riders have signed with West Bros.' Shows.

* * *

SINCE his father's death Mase Wilee has taken over all of the former's activities, including billposting. He recently signed with Greater United Shows.

* * *

MECHANICAL SOUND TRUCK OPERATOR Al Devine has been working Donkey Baseball promotions in Florida all winter, reports Bill West from Tampa.

* * *

TAYLOR BROS. signed their two free attractions with Prudent Amusement Co. and will furnish all concessions for the shows.

* * *

SOME operators are a credit to the business in an unusual way—in the red.—Mrs. Upshaw.

* * *

CLIFF AND POLLY BARNHART again will have their cookhouse on West Bros.' Shows next season, their third consecutive year.

* * *

B. FRANK BRAUNSTEIN, special agent, announces for Sam Lawrence, Lawrence Greater Shows, purchase of a new Ridee-o for immediate delivery.

* * *

AMUSEMENT DEVICE builder and inventor, Hyla P. Maynes, North Tonawanda, N. Y., is recovering from a recent appendectomy and was released from the hospital last week.

* * *

HAVING SIGNED as electrician with L. E. (Eddie) Roth's Blue Ribbon Shows, Victor L. Summers will leave Franklin, Ind., about March 1 for New Albany, Ind., to go over equipment.

* * *

HAVING SPENT the winter booking T. W. Fisher's Birds of the World in Southern schools, Eddie Gillispie has signed to handle the girl show front on Kline's Greater Shows.

* * *

CURLY CLARK pens from Kansas City, Mo., that he and wife, Trixie, are awaiting opening of the season with West Bros.' Shows, where they will again have charge of Virginia Laughlin's corn game.

* * *

SECRETARY - TREASURER Ozark Summit Exposition, Mansfield, Mo., W. C. Coday reports that Buckeye State Shows have been contracted to furnish the midway at the 1940 annual.

* * *

WHAT well-known lucky boy closed the 1939 season with a pair of new shoes?—Colonel Patch.

* * *

TED C. TAYLOR cards from Newnan, Ga., that Mr. and Mrs. Wally Blair are expected to arrive in Funland Shows' quarters there soon to begin work on their three new shows.

* * *

JERRY D. MARTIN (Jaydee the Great) has signed as free attraction with Max Gruberg's World's Famous Shows for 1940. This season the act will be known as Jaydee the Great and Lady Corda.

* * *

WINTERING in Houston, where they have been connected with the Rite Theater for the past 15 weeks, are Irish (Twisto) and Colleen McCormack, last season with Rubin & Cherry Exposition.

* * *

SPECIAL AGENT for West's World's Wonder Shows, Joe Mannheimer, is wintering in Miami, Fla., but will return to the show about March 20, reports Frank LaBarr.

* * *

SIGNING his pop corn, peanut and candy floss stands with Funland Shows for 1940, Felix Talslo will join in Newnan, Ga., quarters about March 25, reports Ted C. Taylor.

* * *

MR. AND MRS. J. A. WATERS have been wintering in the latter's home town, Danville, Ill., where she recently entered St. Elizabeth Hospital. She would like to read letters from friends.

* * *

MANY a general agent sells himself to everybody except those who can do himself and his show some good.

* * *

"ARRIVED at my home here after much difficulty in getting over the icy roads," inks Rae Terrill from St. Joseph, Mo. "Ray Lynn and I will begin work on our new annex attraction soon."

* * *

"WENT to Lafayette, La., to visit Ruth and Clarence Vigus for the Mardi Gras," reports Charles A. Bonfanti from New Iberia, La. "While there I saw Mr. and Mrs. Jack Coner, Jimmie and Maval Miller and Tommie Jones."

* * *

FORMER BALL GAME OPERATOR on Tilley's United Shows, Jack Thomas will replace Mike Leo as office assistant and animal superintendent in charge of monkeys on the shows in 1940, reports M. J. (Red) Hall.

* * *

GUESTS at recent venison dinner in O. N. Crafts quarters in North Hollywood, Calif., at which Mrs. Crafts was hostess, included Mr. and Mrs. J. W.

She Was

A CARNIVAL some years ago carried a single pit attraction, featuring a girl who ate, slept and talked while under water. She was billed as the Human Fish and a glass-front tank was used. As fast as the manager hired and broke in a lady some other showman would steal her. Needing a new performer badly, he sent the talker to a near-by city to get some new talent, his orders being, "Don't come back without one or we will stay closed." Not being able to find one of small stature, the talker hired a 300-pound blonde, then wired his boss, "Will arrive on the 4 p.m. train with new feature. Meet me. Am bringing in a whale." The gal in the telegraph office read the message and the news spread like wildfire. When the train arrived half of the town was there to meet it.

LIFE-TIME INVESTMENT

Popularity of the BIG ELI Wheel is no passing fancy. It is time tested and one sure thing in Ride Business. As long as you have a BIG ELI Wheel you can feel safe. People everywhere will spend their money to ride it. Buy a BIG ELI for lifetime profits.

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Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated ceilings with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
SMITH & SMITH, Springville, Erie Co., N. Y.

(Patty) Conklin and Mr. and Mrs. Ross B. Davis.

* * *

MRS. ROY E. LUDINGTON'S new bingo stand, built and designed by John (Spot) Ragland, is adding flash to concession row on Crafts' 20 Big Shows, which opened in Clexico, Calif., on February 12.

* * *

KNOWN PROFESSIONALLY as Tiny Lee, Tiny Reynolds, who recently underwent an operation, would like to read letters from friends, reports Mrs. H. S. Clark from Kansas City, Mo. Tiny gets her mail thru Verna Hamilton, Mystic, Ia.

* * *

If the other half knew of some of the things that carnivaldom is up against, perhaps there would not be so much competition.—Cecelia Poleg.

* * *

HAVING SIGNED as chief mechanic of Blue Ribbon Shows for 1940, Francis P. Madden will leave his Indianapolis home early in March for quarters in New Albany, Ind. Mrs. Madden will remain in the Indiana capital until opening.

* * *

JIMMIE REID advises he has been released from Providence Hospital, Detroit, and has returned to his home on Hughes Terrace in the Motor City. He adds he's recovering rapidly and would like to read letters from friends.

* * *

JERRY HIGGINS writes from Wilkes-Barre, Pa., that his wife, Jean, has recovered from injuries sustained last summer while touring with the James E. Strates Shows and will operate three grind stores in 1940.

* * *

MR. AND MRS. EARL BARNHART and daughter, Charlotte, with pop corn and penny arcade, have re-signed with West Bros.' Shows for the fifth consecutive year. They wintered in Corpus Christi, Tex.

* * *

AMONG VISITORS to the midway desk were Billy King, magician with Polack Bros.' Circus, which played Cincinnati last week under Shrine auspices, and B. W. Benson, candy man on World of Mirth Shows.

* * *

INJURED LAST SEASON while with Greater United Shows, Capt. George Webb is associated with a dry cleaning establishment in Hugo, Okla., and because of his injuries will not return to the road this year.

* * *

WHY keep cracking about towns' inhospitality? Maybe natives are not made to feel at home while on the lots.—Whitey Cooks.

* * *

MR. AND MRS. KEITH BUCKINGHAM, James E. Strates Shows, visited Mr. and Mrs. Lauren Hubert Kime on M. G. Dodson's private car recently in Birmingham, quarters of Dodson & Baillie's World's Fair Shows. Kime formerly was with Strates Shows.

* * *

REMAINING at Crafts Enterprises quarters in North Hollywood, Calif., until the No. 2 and No. 3 shows are launched are Jack Schell, chief steward, and wife, Helen, who is in charge of the commissary department and acts as chief chef.

* * *

A COUPLE of youngsters of the old school of glass showmen of yesteryear, John T. Backman and Will Z. Smith continue to click with their store on Olivera street, Los Angeles. They contemplate working one of the 1940 world's fairs.

* * *

OWNER F. H. BEE JR. and Raymond R. Hull, press agent of F. H. Bee Shows, are en route to Florida for a month's vacation, much of which will be spent fishing. They were detained in Nashville, Tenn., for a time when Bee was forced to have his teeth extracted.

* * *

JACK WELLS visited *The Billboard* Chicago office last week and advised he will again be chief electrician on the O. C. Buck Shows, his third year. Mrs. Wells will have her palmistry stand on the show and Frank Wells will be assistant electrician.

* * *

CARNIVAL manager (to his agent at fair meeting): "Pay what you want to and are able to pay. But you can be sure that I want what you pay for."

* * *

SHOWFOLK visiting Baldwin Park, Calif., quarters of Matrello Bros.' Circus recently included Arthur Hockwold, Hort W. Campbell, Harry Chipman, Pierre Ouelette, Clyde Gooding and Whitey Versteg. Group was shown about quarters by Owners Frank Chicarello and Skinny Matlock.

MRS. MARIE STREIGLE is celebrating her 10th year as manager of the knife rack operated on the Royal American Shows by Mrs. Ruby Velare, wife of Elmer C. Velare, treasurer of the Amusement Corp. of America. Photo by Jack Dudswell.

AMONG RECENT visitors to Mr. and Mrs. Joe Warren's cottage at Little Village Camp, Long Beach, Miss., were Jack Weston, tattooed man; James Daniels, whose wife is in a Louisiana hospital recovering from injuries sustained in a recent auto accident, and Mr. and Mrs. Emil Papke.

* * *

BOB FISHER'S FIVE FEARLESS FLYERS left quarters in St. Petersburg, Fla., on February 15 for Port Arthur, Tex., where they opened as free attraction on Crowley's United Shows on February 19. Act this year includes Mr. and Mrs. Bob Fisher, Mike Kocuik, Peggy Shepherd and Maxine Fisher.

* * *

BILLIE WINGERT scribes from Cleveland: "Am in my 15th week at Belle Murphy's Night Club here as Miss Lena Ginster. Will return to the road about April 1 as Karlene, Australian Wonder Girl. Visited Pete Kortes' World's Fair Museum's No. 1 Unit here and he is presenting a good show."

* * *

SONS of the late Ben B. Wiley, who died on February 6 at his home in Boone, Ia., Max R. Wiley and Ben B. Wiley Jr., report they will continue to play carnivals in Boone, Ia., taking over the activities of their father, who was the owner of Boone Poster Advertising Co. and well known in outdoor showdom.

* * *

OWNER-MANAGER John H. Marks, with General Agent C. W. Cracraft, left Richmond, Va., quarters on February 1 for a tour of southern territory. They also visited Tampa Fair and a number of other events before returning to quarters to start preparations for shows' 15th annual tour.

* * *

AGE also has its midway handicaps. The young are held Johnny-Come-Latelys and some of the vets are termed, "old fogies living in the past."—Oscar, the Ham.

* * *

"WE'RE STILL DOWN HERE in Florida," pens E. H. Rucker (Chocolate Colored America) from Zephyr Hills. "It's been so cold we were forced to barbecue the grapefruits before eating them. Will head north in March to get warm. Tampa (Fla.) Fair looked like a knockout when we saw it."

* * *

"I'VE BEEN WORKING OUT PLANS to have the Girl Revue on the new Ben Williams Shows for 1940," pens Monte Novarro from Jackson Heights, L. I., N. Y. "Will use part of my cast from the DeLovely, Red Hot and Beautiful Revue, which I have operated to good results thru New Jersey, Pennsylvania and New York."

* * *

AFTER SPENDING the winter routing indoor circuses and orchestras thruout New England and heading a dry cleaning business in Boston, Earl B. Walsh reports he plans to take three new shows on the road this summer. Walsh has been with Endy Bros.' Shows and World of Mirth Shows.

* * *

OUTMODED LICENSE CODE for smaller circuses and carnivals in Cedar Rapids, Ia., is being rewritten to bring it up to date. City Attorney Don Hines has been authorized to draw up the amended ordinance to include motorized units. Old ordinance was based on the number of cars carried in a train and made no provision for motorized units.

* * *

MR. AND MRS. J. C. WEER, injured in a recent auto accident, were released from Grand View Hospital, Ironwood, Mich., on February 15 and will go to Savannah, Ga., where they have rides stored at James E. Strates Shows quarters. They received numerous cards and letters from friends while in the hospital.

* * *

"NUMEROUS showfolk have put in appearance here this winter," pens A. B. Potter from Augusta, Ga. "Mrs. Lydia Martin, general agent Great Eastern Shows, and Billy Martin, manager, were here for a few days while en route to Florida. Steve Avery, well-known concessioner, is operating the White Elephant, showfolks' headquarters here."

* * *

SAID John, the man who signed up to make himself "generally useful:" "I'm not a high-powered, high-pressure salesman nor am I a rank sucker. I'm only an in-betweener who manages to save some money and make a living in the business."

* * *

H. B. (HERB) SHIVE, well-known general agent, has been successfully promoting ski tournaments in Wisconsin since January 1, his latest one being held in Plymouth on January 28. While in Plymouth he visited Cliff (Human Cannonball) Gregg and wife, Betty, who are wintering there and readying a new cannon act for 1940.

* * *

MR. AND MRS. C. D. SCOTT and daughter, Charleen, have returned to Scott Bros.' Shows quarters in Jackson, Tenn., where, they report, they found considerable work completed. They add that Huey Waters has painted a number of new banners and crew started building new panel fronts and a light system on February 15.

* * *

"HAVE RETURNED to my home here after three years on the road with our Major John Side Show," letters Manager Frank Jocobin, Hamilton, Wash. "We showed in 38 States the past two years, with last year the most successful. Plan to join a show in the Northwest this year. We've been spending much time fishing near our home here."

* * *

OFFICIAL STAFF of Hilderbrand's United Shows No. 1 Unit includes O. H. Hilderbrand, owner-general manager; Manfred Stewart, manager; John H. Hobday, secretary-treasurer; Lucille King, general agent; George and Ruby Morgan, special agents; William Summers, electrician; D. O. McCarty, sound technician; Jimmy LaRue, klieg lighting system, and Burt Warren, watchman.

* * *

PIONEER SHOWS' NOTES by George Harvey: Manager Mickey Percell returned to quarters in Waverly, N. Y., recently with a number of celebration contracts. Free gate will be in effect again this year. All rides are ready to hit the road

3+1=4

ON AN OUT-ALL-WINTER SHOW no one had money enough to buy a can of beans. There were cold and rain all week until Friday afternoon, when the rain turned to sleet. But by nightfall it cleared and the midway opened. Every attraction glistened with a coating of ice. Lights were on and the M-G-R organ played, but no patrons arrived. At 10 p.m. the office decided to call it a day. A couple who operated an African Dip were ready to leave when three village sports showed up, wanting to throw and duck the colored boy, who, sensing what was coming, had put on the sneak. Seeing eating money getting away, the operator decided to sit on the perch and gamble on not getting ducked. Buying three balls for a dime, the first thrower hit the bull's-eye twice, sending the boss hurtling thru space into the ice-covered water below. Again and again he was immersed in his only suit of clothes, each time coming up into the cold air with his teeth chattering. After spending 40 cents the players walked away. Staggering to the counter, shivering and with his clothes frozen stiff, the operator yelled at his wife, "Who ever told you that you were an agent? Just whyin'el did you let those chumps get away?"

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Choice Park and Carnival Locations Available
Write for Details.
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THE ARISTOCRATS OF EVERY LOT

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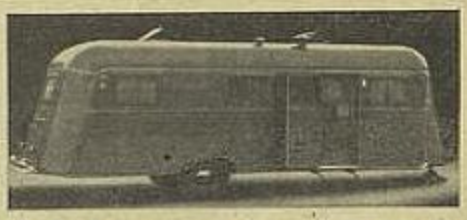

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BANTLY'S ALL AMERICAN SHOWS

Can place Legitimate Concessions of all kinds. Floss, Candy Apples, Long and Short Range Gallery, Penny Pitch, Hoopla, Pitch Till Win, Photos, American Palmistry, Wheels, etc. Will book or buy Unborn Specimens. Will buy for cash, another No. 5 Ferris Wheel.

HERMAN BANTLY, Reynoldsville, Pa.

End Your Correspondence to Advertisers by Mentioning The Billboard.

and new canvas has been ordered. New fronts are being constructed for Ralph Edwards' shows. Management plans an early spring opening.

* * *

KEITH CHAPMAN, J. L. Landes Shows, was tendered a surprise party recently in quarters in Chapman, Kan., in celebration of his birthday anniversary. Shows' cookhouse was scene of the party with Mr. and Mrs. Dutch and Jackie Lasch, Charles Gearheart, Tom Barnett and W. Frank Delmaine enjoying the dinner set up by Mrs. Chapman. Keith was recipient of many gifts and party continued until early morning.

* * *

O. C. JACK LYDICK writes from Veterans Hospital, Dayton, O.: "Among some of my recent visitors were personnel of Mystic Courtney Co., Mrs. Pearl Snyder, Mrs. Charles Mellon and daughters. Just had word from the chief surgeon here that he will be able to save my right leg by using a new type of plate. It will be a bit shorter than the other one, however. Am doing nicely, altho I cannot walk."

* * *

MRS. B. COOPER McDONALD, wife of one of the staff members of Texas Shows, was tendered a party in celebration of a birthday anniversary while organization played McAllen, Tex., recently, by Owners George Hinomiya and George H. Embree. Mrs. McDonald last season was cashier on Burdick's All-Texas Shows and will serve in a like capacity this year under Mrs. Pauline Webb on Russell Bros.' Circus.

* * *

THE ride helper lives to become a foreman. Foreman lives to own his own ride. Ticket seller lives to become a door talker. Talker lives to become a show manager. Actor lives to see his name in electric lights. Special agent lives to become a general agent. General agent lives to become a carnival manager. Carnival manager lives to see his show on flat cars. They all manage to live and aspire but, regardless of how much they aspire, they still aspire to live.—Hefty Helen.

* * *

J. T. BOOKER, well known in pitch circles and operator of concessions in buildings at 1939 Golden Gate International Exposition, visited the midway desk on February 12 while in Cincinnati to attend the wedding of his son, H. L. Booker. He said that after a sojourn in the Queen City he planned to return to the West Coast to again operate concessions at the GGIE. He was accompanied by Mrs. Booker.

* * *

TRAMP MAX McSWEEN and wife, Jacquelyn, who have been presenting their comic and dance routine, working out of San Francisco since closing at Golden Gate International Exposition, were forced to cancel future engagements when the latter was stricken with pneumonia. She's in San Francisco Hospital but is expected to be released soon. They plan to vacation until time for reopening of the exposition.

* * *

"HAVE BEEN OFF THE ROAD and hope my feet refuse to itch when the blue birds begin to sing again," letters Mrs. Mom Dyer from Wesson, Miss. "Am operating a cafe to good business and had the pleasure of serving members of Dyer's Greater Shows when they played here. Assisting me are my daughter, Mrs. Martha Love, and son-in-law, Philip My husband, Bill (Pop) Dyer, is wrestling in the North."

* * *

MANAGER ROY KING writes from East Liverpool, O., that his unit has been playing theater and night spots. Outdoor showfolk on the staff are Frankie Bland, advance and press agent, and Dean Williams, promoter. O. F. (Red) Friend, formerly with Harry Lewiston's World's Fair Freaks, joined in East Liverpool and show is featuring Evelyn Townley. Bland has unit booked in Pennsylvania, Ohio and New York.

* * *

L. C. REYNOLDS and H. Wells, owners, and W. J. (High Pockets) Lindsay, of Reynolds & Wells Shows, returned to Hot Springs, Ark., for a few days' vacation after a 6,000-mile trip which covered territory from Canada to Texas. They plan to return to Arkansas City, Kan., soon to start work in quarters there. Wells left on February 20 for Salem, Ore., where he will take delivery on a Dodgem purchased from Everly Aircraft Corp.

* * *

THAT THERE CAN be friendship between picture theater executives and other classes of showfolk is being proven in Cleveland by management of Loew State Theater and Kortes' World's Fair Museum. Theater employees are given the run of the museum, while every possible courtesy is shown museum employees by theater folk. Theater management sent its electrician over to the museum during a recent breakdown and also brought lobby boards over with the insistence that they be used.

* * *

PUNLAND'S SHOWS Newnan, Ga., quarters' notes by Ted C. Taylor: Mr. and Mrs. William Gardner arrived from Mobile, Ala., with their new truck and living trailer and contracted three stock concessions for 1940. Shows also received contracts for Dalton (Ga.) Finnish Relief Fund celebration, under Lions' Club auspices, and Ball Park Dedication and Celebration in Rome, Ga. Quarters work is progressing and all will be ready for opening on March 30.

MIGHTY MONARCH

(Continued from page 39)

to present free attraction. Capt. Dan Riley's Wild Animal Show topped shows, while Ferris Wheel led rides.

John Davis, manager of Southern State Shows, visited on opening night. City and VFW officials co-operated. Staff includes Goffas and Roland, owner-managers; Mrs. N. P. Roland, secretary-treasurer; Jack Pucell, general agent, and Cliff Crump, special agent. Band line-up has Henry Blank, leader and trombone; Joe Ekerd and Sam Benson, cornets; Wilfred O. Simpson, clarinet; John Dull, bass fiddle; Bert Barnes, snare drums, and Charles Swan, bass drum.

Concessions: Diggers, H. V. Ackley, Luther Sinclair; pop corn and peanuts, Prof. and Mrs. B. Crini, assisted by Happy Longley; photo gallery, Curley Shoemaker, manager; Dot Shoemaker, Irene Rogers, assistants; fishpond, Blackie Nule; coupon store, Chappie Martin; Jack Cohen and Joe Tuthur, assistants; razzle dazzle, Nick Raymond; skillo, Lester McGee; Friday Asburne and Jimmy Pumphrey, agents; nail stand, Steve Swike; Joseph Mikloeche, agent; card stand, Tom Lasure; swinging ball, Frank Geafuints; Slim McGee, Harry Johns, agents; bowling alley, Jack Goldin, Bill Haines, Dr. L. R. Lewis; rat game, Frankie Cook, Mrs. Lester McGee; ball game, Babe Forman; bingo, F. R. Kelley, manager; George Heshfind, assistant manager; William Cato, agent; penny pitch, Mrs. Billy Shill; M. McClain, assistant; hoop-la, Edd Anderson and Red Menty; rat game, Dr. Warn and Bob Ferguson; pan game, Pritze Leakey; penny arcade, E. H. Shepherd, owner; Bill Mabie, Tom Lewis and Jim Canton, assistants.

Rides: U-Drive-It, Emil Metzler, manager; Mrs. Lester McGee, tickets. Tilt-a-Whirl, E. C. Easton, owner-manager; Jack Eastin, clutch; Mrs. Elizabeth, tickets. Pony Ride, Clyde Warrington and Paul House. Ferris Wheel, W. E. Morgan, foreman; Warren Hunt, clutch. Merry-Go-Round, Buddy Forman, Chuck Knupp. Octopus, Gus Eisner, Buddy Falcome. Kiddie Ride, Joe Langley.

Shows: Capt. Dan Riley's Animal Show, Doc Barnard, front; Al Sutton, tickets. Cellophane Scandals, Bert Melville, manager; Lillian Melville, tickets; Verlie Atkerson, Lucille Thomas, Margaret Anderson; Rabbit White, canvas. Largest Hog, H. C. Gibbs, owner; E. J. O'Toole, talker; Jim Worlds, tickets. Side Show, Jack Hubber, Ollie Felder, Smitty, Marlene Douglas, Edith Gray, Major Fox, Serpentine Girl, Roxanna and Monte Blue; Frank Stone, tickets; Dick Miller, talker-manager; H. Fink, inside lecturer; Betty Miller, mascot, and Harry Trade, cook. Joe Potnoe is scenic artist; Shorty Shell, electrician, and Ernest Levings, boss canvasman and *The Billboard* sales agent and mail man.

Nick Patuniranis' Midway Cafe has L. Richardson, cashier; H. B. Brown, griddle; Harry Short, chef; O. Rose and Frank Willis, waiters; Lee Roy, night man.

SLA FESTIVAL

(Continued from page 39)

sion and the committee on tickets has already received many inquiries.

President Frank P. Duffield, Chairman Sunny Bernet and the various committees held several conferences this week and discussed details of the event. Some very fine night club talent is being lined up for the show, which also will have the benefit of the regular College Inn set-up, assuring excellent music for both show and dancing.

Publicity committee has lined up local radio stations, which will make daily announcements of the festival on their news broadcasts. In addition several radio commentators have promised co-operation. George W. Johnson and M. J. Doolan have the ticket sale rolling.

TWO FOR ENDY BROS.

(Continued from page 39)

modernized, motorized and given new lighting effects and light towers.

Title will be Endy Bros.' Exposition Shows, Inc., and this staff has been appointed: Ralph N. Endy, manager; George Kerestos, treasurer; Eddie Lippman, business manager; Sam Carver, secretary; Whitey Hewitt, electrician.

Endy Bros.' Shows will go on the road again under the same management as that of last year: David B. Endy, president; Louis A. Rice, manager; Eddie Rahn, general agent. Light towers have been purchased for this show also, as well as several new rides, said President Endy. Great Wilno will again be featured midway attraction and Mrs. Wilno will have the restaurant and eating stands on this show.

Truck and Trailer Legislation

ST. LOUIS, Feb. 17.—A new Illinois truck law, enacted July 25, 1939, becomes effective March 1 and will affect all trucks engaged in interstate commerce as well as every truck operating exclusively within the State, and privately owned trucks which enter Illinois from any other State.

Provisions are: 1: Each truck must pass a safety test once every six months. Fees for this test will range from 75 cents to $2, depending upon the size of the truck. 2. Each truck must obtain a certificate or permit of operation from the Illinois Departemnt of Public Works and Buildings. This permit costs nothing, but cannot be obtained without a certificate of safety. 3. Each truck also must be covered by public liability and property damage insurance issued by a company authorized to do business in Illinois. Truckers engaged exclusively in interstate commerce who have complied with the insurance provisions of the federal motor carrier act will be considered to have met the requirements of the State law. 4. Each truck must display the name and address of the owner, together with his Illinois permit or certificate number on the right side of the vehicle. This may be painted on the truck or affixed by metal markers.

James E. Simpson, district supervisor of the Illinois division of Motor Carriers, explained that the State would collect no fees whatever under the truck act. The only fees to be paid, he said, are those for the safety tests. Garages thruout the State have been issued permits to make the tests.

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., Feb. 17.—Everything is progressing nicely now. Arriving from Tampa, Fla., were Mr. and Mrs. Sky Putnam. Mrs. Putnam will be secretary this year, while Sky again will handle *The Billboard*, mail and custard machine. Bertha and Robert Curtis, with Howard Quimby, last year with Royal American Shows, are supervising the building of a new show. Mike Olsen will have charge of the engines. Lauren Kimes is assisting James Otis in building new equipment. Dick O'Brien was appointed assistant to Owner James E. Strates and will remain back with the shows. Keith Buckingham will be special agent. Steve Leisman, scenic artist in charge of the paint department, reports swell progress. Interior of the Pullman has been repainted and Steve is now working the exteriors of the Pullmans, diner and private car. Jean and Rocco Marraletti, of last year's Vanities Show, is in quarters. Margaret Halyea is making new wardrobe for her Midget Revue.

DICK O'BRIEN.

Bantly's

REYNOLDSVILLE, Pa., Feb. 7.—With the arrival of Dick and Babe Keller work in quarters got under way, and Dick submitted several sketches for the new main entrance and Girl Revue fronts, which were okeihed by the boss. Luther Cedric Miller, general agent, has gained nine pounds since joining the shows. Herman Bantly, general agent, reports from Florida that business is picking up, but he's getting homesick. Mrs. Bantly is on a trip to New York, where she expects to contract an attraction. Bennie Smith, of Zacchini Bros.' Shows, visited recently. Writer is making plans to promote the opening spot. Light towers have arrived and Reg Rogers is expected soon to start building his two fronts, as is Prince Zulong, who will have the Borneo Show. Elaine (Mrs. Ted) Miller has been signed to produce the girl revue. Sol Speight, who will have the colored revue, is expected here soon.

HARRY E. WILSON.

Art Lewis

NORFOLK, Va., Feb. 17.—With ideal weather, things have been humming in quarters. Paint department has made great headway under direction of Stark Wells, who is doing the lettering and pictorial work. Manager Art Lewis reports he's well pleased with the progress made. Office wagon is completed, as is the Minstrel Show front. Girl Show front is almost finished and Del Crouch is working day and night on his Motordrome. Shows' new electrician, Roy Hewitt, arrived and is wiring the fronts. Bob Quackenbush has been busy with neon tubings. Frank Moran has the rides almost ready. Frank Severe has his department working hard and Owner Lewis recently purchased two new engines for the Ferris Wheels. Paul Kaduke has his Tilt-a-Whirl set up in quarters and is streamlining it. Owner Lewis attended the Tampa (Fla.) Fair. Whitie (Gilbertson) Kelley has the Caterpillar ready. Another new tractor arrived recently. Members of the local Chamber of Commerce were guests of Owner Lewis. P. Percy Moreney returned to quarters from the various fair meetings.

RAY PERRY.

Lawrence Greater

CHESTER, S. C., Feb. 17.—With cold weather slowly disappearing work at quarters is well under way, with Manager Sam Lawrence on hand after attending a number of fair meetings. Manager and Mrs. Lawrence were pleased with the headway made by workmen. Shows will carry a new Kiddie Ride, which is expected in quarters soon. A water and Hawaiian show will be added this season. Writer is handling promotions until the season opens.

FRANK BRAUN.

Wallace Bros.

JACKSON, Miss., Feb. 17.—All show paraphernalia, excepting the Merry-Go-Round has been repaired and repainted. All rides are ready, and painting of trucks will get under way as soon as weather permits. James Hayden, manager of the Minstrel Show, arrived and is putting the finishing touches on the Merry-Go-Round. Harry Wagner, Loop-o-Plane foreman, also arrived recently. Frank Sparks has completed rebuilding of cookhouse and word from Bob Martin indicated that his brother, Fred, who has been ill, is recovering. Peggy and Mack O'Donner are working night clubs in this sector. Recent visitors included Mr. and Mrs. Slim Spencer and Joe Galler, owner Buckeye State Shows.

EUGENE C. COOK.

Dixie Belle

OWENSBORO, Ky., Feb. 17.—Heavy snows and cold weather have not retarded preliminary work in quarters here. B. Lawrence is in charge. Owner-Manager Louis T. Riley recently returned from a business trip to Atlanta and reported he had purchased a 60-foot round top and three 30-foot middles. Riley said he had contracted B. H. Nye as general agent and the latter will start routing shows in a few weeks. H. C. Brown, of St. Augustine, Fla., also signed as publicity agent and will have charge of all promotions and the selling of booth space for exhibits under the big top. B. Lawrence and crew have completed the necessary repair work and the Merry-Go-Round is in good shape. H. Berry, photo gallery operator for the past three seasons, arrived in quarters after an extensive fishing trip in Brunswick, Ga. He's building a few additional concessions he'll have on the midway this year. Chief Electrician Frank and Mrs. Hearn also came in recently after a visit in the South. Shows plan to carry two free acts. Owner Riley also infos he purchased some additional trucks and semi-trailers. Mr. and Mrs. Pat Owen will be back again this season with their mouse game. Reported by an executive of the shows.

Buckeye State

LAUREL, Miss., Feb. 17.—Rising temperatures the past 10 days have permitted much necessary outside work at quarters and working hours in all departments have been lengthened. New 60-foot front for Lorraine Wallace's lion act is almost complete and carpenters are now working on fronts for Minstrel and Hawaiian shows. A new system of floodlights is being installed for the lion act so that it may be seen from any part of the midway and a new platform for the arena has been finished. Charles Savage and two aids left for Memphis with the truck body on which the new 60 k.-w. Diesel power plant is to be installed. Manager Joe Galler and General Agent A. J. Gentsch returned from a booking trip last Sunday and then left on Tuesday for the fair meeting at Jackson, Miss. Truck Mechanic Abeny arrived from Ohio and started overhauling trucks and ride motors, assisted by Joe Liberty and L. E. Fletcher. Johnnie Ford is building a new cookhouse, while Mrs. Ford, aided by Victor Hunt and Esther Williams, continues to satisfy quarters help at the winter quarters cafe. Show will open in a downtown spot here on March 9. Reported by an executive of the show.

Crystal Expo

CRYSTAL RIVER, Fla., Feb. 17.—Mr. and Mrs. W. J. Bunts and daughter left recently for a trip to Miami, Fla. Management has ordered six new show tents for 1940 and front entrance is to be neohized. A pony ride also has been purchased. Sam Petralia reports that work on new show fronts at Camden, S. C., is progressing rapidly and Mr. and Mrs. Billy Bunts last week visited friends in Tallahassee, Fla. Doc R. G. Felment was the guest of Curtis Velare, Amusement Corp. of America, at Tampa, Fla. Walter Bunts, public relations director, has entertained a number of his friends here. Mr. and Mrs. John Bunts and Harry Benjamin are visiting in Bradenton, Fla. Among recent visitors were Jack Shapiro, Triangle Poster Co.; Mr. and Mrs. Stephson, Mr. and Mrs. Vaday and Mr. and Mrs. Percy Martin.

CHARLES (CHUCK) STAUNKO.

Dodson & Baillie

BIRMINGHAM, Feb. 17. — Work in quarters here is in full sway, under direction of Bill Harvey and Pinkie Edgar, and all rides are being overhauled and repainted. New fronts for the Illusion and Ray Cramer's Jungle Shows are to be built. Henry McCaulty, who has charge of the gasoline engines, is overhauling equipment. Mike Rosen, who will have the concessions on the shows this year, reports he'll arrive soon. Co-Owner M. G. Dodson is at his home in Miami, Fla., recuperating from double

ASSOCIATED in operation of what are said to be among two of the largest museums in the country are Mr. and Mrs. Harry Golub (left) and Mr. and Mrs. Peter Kortes. No. 1 unit is exhibiting in Cleveland, O., while the No. 2 show is in New Orleans. About 50 performers have been given a winter's work by these enterprising showfolk, who are said to have spent thousands of dollars in their amusement ventures. Photo furnished by Roy B. Jones.

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3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ..... 1.25
Lightweight Lapcards, 8x10, Per 100 ..... .50
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Dice boards and rack, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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WANT SHOWS—Will furnish complete outfits and finance. Reliable Showmen with new, novel ideas and attractions. ESPECIALLY WANT MOTOR DROME, with or without transportation. Good proposition. WANT Life Show, Illusion Show, MONKEY CIRCUS or SPEEDWAY, MIDGETS and any other Feature Shows. WANT RIDES—With or without their own transportation that do not conflict with ours. ROLLO-PLANE, Clint V. Meyer, answer; DUAL LOOP-O-PLANE, Bill Samloff, answer. WILL BOOK, BUY OR LEASE OCTOPUS. Will Book CHAIRPLANE, SKOOTER, KIDDIE AUTO RIDE and any new, modern, novel ride. Real proposition. EDYTHE STERLING WANTS—Small Pretty Girl for Illusion. Salary $10.00 week, meals and costumes. DANCING AND POSING GIRLS, salary $20.00 week. Opening for Tattoo Artist, also fast Mental Act. Must have flash. Girl Show Accordionist, salary $25.00 week; must be good. All address: C. L. YOUNGER, Mgr., Sterling Attractions, care Great Lakes Exposition Shows, Toledo, Ohio. WANT CONCESSIONS—All open except Bingo, Cook House, Pop Corn, Lead Gallery, Photos, Cigarette Gallery, which are sold. WANT Legitimate Merchandise Wheels and Grind Stores, Pitch Till U Win, Penny Pitch, Bowling Alley, Ball Games, String Games, Scales. WILL SELL EXCLUSIVE ON CUSTARD. WANT experienced Man who can operate a Corn Game properly. WANT RIDE HELP that drives Semi-Trailers on all Rides. Whitey Hunt, answer. Carpenter and Builder. FAIR SECRETARIES—Kentucky, Tennessee, Arkansas, Mississippi. LOOK US OVER FIRST. WRITE OR WIRE.
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WANT WILD WEST SHOW STRONG ENOUGH FOR CIRCUS CONCERT
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WANT Shows of all kinds. WILL CONSIDER BOOKING party with four or five shows (with own equipment) at a reasonable percentage.
WILL BOOK RIDES that do not conflict. What have you?
ALL CONCESSIONS OPEN. Cookhouse, Bingo, Popcorn, Photo, Custard, Penny Arcade, Lead Gallery, Penny Pitch and Ball Games and Legitimate Concessions of all kinds. NO GRIFT.
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Want Concessions of all kinds except Bingo and Cook House. Rocco Mustacci, of 118 S. Jefferson, Orange, N. J., Mgr. Concessions.
Rides: Can use any Flat Rides or Kiddie Rides; furnish transportation for same.
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Can use Help for Rides that can drive Semis.
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SCOTT BROS.' SHOWS
Opening in Kentucky April 1st. Mines are working, choice still dates and celebrations. Fairs starting in August and lasting until Nov. 2 in Georgia. SHOWMEN, have Minstrel Show complete with new top. (Will turn over to reliable man with band, office paying band salary.) Have new frame-ups for following shows: Side Show, small Animal Show (have several animals), turn-over Crazy House, Athletic Show and any other Shows of merit that are capable of getting money. Want capable Managers for these Shows that will help care for new 60-ft. panel fronts and plenty of lights. Will book set of Kiddie Rides, Octopus, live Pony Ride. Ride Help and Foreman for Tilt that can drive trucks. 10c legitimate Concessions, no ups. Address: SCOTT BROS.' SHOWS, Box 605, Jackson, Tenn.

Thank You for Mentioning The Billboard.

lobar pneumonia after being confined in a Birmingham hospital. Mr. and Mrs. H. G. Inglish are spending a few weeks as the guests of Mr. and Mrs. Dodson. Shows have booked Charles A. Clark's All-American Band for the season.
J. N. HOFFMAN.

World of Fun

GREENVILLE, S. C., Feb. 17.—Mr. and Mrs. Joseph Steblar and daughter, Elizabeth, and Whitey Davis have returned to quarters from their Florida tour and vacation. A farewell party was given them at the Trailer Camp's Community Hall in Titusville, Fla., by 40 trailerites. Mrs. Wade Dally was emsee and Mrs. Earl Wonder offered an accordion solo. Bingo, conducted by Ray Sharpe, was played after the supper. Shows plan to open in March near here. Whitey Davis again will be ride superintendent and the staff will be about the same as in 1939. Manager J. E. Steblar will leave his home in Stamford, Conn., soon to put quarters in full swing. The writer again will be *The Billboard* sales agent and mail man. Mr. and Mrs. Albert Reed and family arrived from Florida with their concessions. Mr. and Mrs. Harley Devine again have signed their concessions. A number of showfolks are seen daily on the main stem here.
RAY SHARPE.

Blue Ribbon

NEW ALBANY, Ind., Feb. 17.—Because of cold and inclement weather, quarters crew has not been called in, but when weather opens quarters will be teeming with activity as show fronts, ticket boxes, etc., will be rebuilt. Mr. and Mrs. Marion Kessler are expected soon to look after revue equipment and ready their wardrobe for 1940. Mr. and Mrs. W. R. Hicks returned to quarters. The latter spent several weeks with her sister-in-law in Knoxville, Tenn., and reports they had quite a cold spell there. Mr. and Mrs. Art Alexander reported from Georgia they are en route to Florida to fish and visit friends. Owner and Mrs. L. E. Roth left on an extended trip, combining pleasure and business. LEE NEWTON.

Crowley's United

PORT ARTHUR, Tex., Feb. 17.—Shows moved to the show lot on Monday despite inclement weather. All shows and rides have reported. Owner Crowley officially opened the cookhouse with a banquet on Thursday night for the quarters crew, including George Hershley, trainmaster; Joe Permenter, superintendent of rides; Louis Inglehelm, billposter; Walter Dale, mechanic; James Owens, night watchman; Pappy Nelson, carpenter; Dan Data, scenic artist and clown; Ben Walvol, first menagerie agent, and Manager E. W. Wells. Dan Data, clown, started working the town Monday. Lions which are wintered in Lake Charles, La., Zoo, became a bit frisky and tore up their cage, so new ones will have to be built before moving them over to showgrounds. Mr. Meyers' Rolloplane attracted considerable attentions from visitors watching the shows being erected. LONNIE C. SKINNER.

SOLE OWNER of Western States and Alamo Exposition shows, Jack Ruback plans to pilot his organization thru southern and western territory in 1940. Shows, according to Owner Ruback, will be enlarged for the tour and will use the Western States title early in the season and the Alamo title after the organization gets in the far West.

Burdick's All Texas

HOUSTON, Feb. 17.—After several days at the Dallas fair meeting, Manager Ira Burdick, wife and son motored to Gonzales to attend the South Texas Fair meeting and also visited several shows wintering in San Antonio. Ollie Wade, who had charge of the Ferris Wheel last season, is here and has a crew at work on his wife's rides. Neil Burdick is readying his concessions. Honest Bill Pritchartte, painter, has been here all winter and has some of the rides and ticket boxes in good shape. Tex Crawford, wife and son have their Monkey and Wild West Show in quarters. The writer and Bill Pritchartte will have a new show on the midway this season. Management plans to open early this year. SAM C. MAJOR.

Texas Expo

SAN ANTONIO, Feb. 17.—Shows will go out in 1940 with 15 rides and shows including Dual Ferris Wheels, Rolloplane, Loop-o-Plane, Scooter, Merry-Go-Round, Thriller, Tilt-a-Whirl, two kiddie rides, Kiddie Ferris Wheel, Octopus, Ridee-o and Loop the Loop. All are new, as are shows, which include The Nalda, Minstrel, Athletic, Reptile, Hawaiian Nights, Circus Side Show, Miss America, Illusion and Funhouse. Owner A. (Booby) Obadal reports that 12 semis and six baggage cars will be used to transport shows. B. J. Fisher, assistant manager, has a crew of 37 working in *(See WINTER-QUARTERS on page 50)*

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WANTED:
RIDES—Will book first-class Kiddie Auto Ride.
SHOWS—Have complete Midget Show Outfit, beautiful panel front, indirect lighted. Want Manager and Talent for same. Monkey or Small Animal Show. Also have complete Panel Front Outfit for any Grind Show that does not conflict. What have you?
CONCESSIONS—Four for a Dime Photos, Long or Short Range Shooting Gallery, Fishpond, Scales, Pitch Till You Win, Cigarette Shooting Gallery, Penny Arcade. NO COUPONS.
HELP—Single reliable RIDE Help. Must drive Semi-Trailers.
OPENING APRIL 20TH
DICK GILSDORF, General Manager, Carbarns, Warehouse Point, Conn.

Liability of Owners or Lessors for Injuries to Amusement Patrons

By LEO T. PARKER, Attorney at Law

MANY owners of property leased for circus, carnival and other amusement purposes believe they are immune to suits filed by injured patrons for damages. This is not always true. Therefore the purpose of this article is to review the leading higher court cases involving the varied liability of land and property owners for injuries sustained by amusement patrons.

First, it is important to know that the law expects property owners to exercise reasonable care to know that their property is not used in a manner likely to be dangerous per se.

For illustration, in Easler v. Downie Amusement Co., 133 Atl. 905, the higher court held that when the owner of a circus sold tickets for performances it was the duty of the owner of the land on which the performance was to be exhibited to use reasonable care to keep the grounds in a safe condition.

The facts of this case are that a boy purchased a ticket to a circus. He visited the side shows, bought peanuts, watched the watering of the elephants and camels and, while waiting for his parents, he engaged in a game of ball with the circus employees and a bat flew from the hands of a circus employee and seriously injured him. His parents filed a suit for damages against the owner of the land rented to the circus owner. In holding the owner of the land on which the circus was exhibited liable in damages for injuries to the boy, the court said:

"A proper supervision of the grounds and even slight attention on the part of those in charge of the exhibition would have brought to them knowledge of the ball game, its dangers and lack of protection to those watching it. If the managers and other officers were ignorant of the situation we think theirs was negligent ignorance, which in law is equivalent to actual knowledge."

Care of Grounds

Various higher courts have held that the owner of a place of entertainment is charged with a positive obligation to know that the premises are reasonably safe for public use. He may not be exonerated from liability merely because he had no precise knowledge of the defective condition of the premises. When patrons pay the prescribed admission fee they have a right to assume that the property owner has furnished a safe place for them to witness a performance. See Lusk v. Peck 116, N. Y. supp. 1054.

In other words, the owner of land or other property is bound to know that it is reasonably safe for exhibition purposes, otherwise he may be liable in damages for injuries sustained by all persons who purchase tickets to enter amusement places situated on this property.

While it is established that the proprietor or management of a place of public amusement or an entertainment is not an insurer of the safety of patrons, yet the courts hold that he owes to them protection against injury. This established rule of law means in plain language that any and all owners of real property leased to another for amusement purposes must use reasonable care to know that the premises are safe for occupants.

Owner Not Negligent

The higher courts consistently have held that where parties engage in a joint adventure, each is liable for the negligence of others. Therefore, the owner of a public park may be held liable for negligence of a lessee, notwithstanding the park owner is not negligent.

For example, in Ellingson v. World Amusement Association, 222 N. W. 335, Amusement Service Association, 222 N. W. 335, the records disclose facts as follows:

The owner of a large amusement park leased a portion of the premises to an automobile racing association, which constructed the track and failed to use care to provide safeguard rails. During an automobile race one of the automobiles left the track and plunged into a crowd of spectators, killing a man named Ellingson and injuring several others. The widow of Ellingson filed suit against the World Amusement Service Association, alleging that the accident resulted from negligence of its officials.

During the trial the testimony proved that under the contract between the amusement association and the racing association the latter agreed to promote the automobile races and advertise them as a special feature, to make the track and furnish necessary police protection and to pay taxes collectable by the government.

Another important point of law proved during the trial was that the track was a half-mile dirt track, originally used for horse races and never specially prepared for automobile races. The accident occurred at the curve when the cars entered the home stretch. There was a wet place at this curve caused by a leakage from a sprinkling cart which had been left at that place for several hours before the races began. Cars had skidded and thrown mud at this place in previous laps, but had been kept under control and on the track by their drivers. This court said:

"In the negligence in the preparation and management of the track and grounds was the negligence of the association. It is imputable to the amusement as a joint adventurer in conducting the races."

Park Policeman Negligent

Under all circumstances employees of the owner of a park or other place of amusement must exercise care to prevent injuries to all patrons of the park. Failure to do so will result in liability of their employer, altho the injury occurred in a building leased by a concessioner.

For instance, in Mater v. Browning Amusement Co., 165 N. E. 109, it was disclosed that the owner of a public park authorized a person to operate and conduct a concession known as a "Puzzletown" device. The "Puzzletown" device consists of a building about 40 feet square with two entrances. The interior of the building is so arranged that it has an aisleway extending thru the building, and a series of mirrors is arranged so that one attempting to pass thru the aisleway becomes confused and puzzled, and repeatedly walks into the mirrors or plate glass.

One day a child, after visiting numerout other concessions and places of amusement within the park premises, went into "Puzzletown." The child became excited and ran into a mirror when an employee of the owner of the park accused him of coming into the building without proper tickets. The child broke the mirror and sustained serious injuries. He filed suit against the owner to recover damages. This court indicated that the owner of the park was liable, and said:

"The agent knew of the confusing and difficult way of seeking a safe exit, and that the child would be frightened by his words and conduct; yet, knowing these facts, he, in total disregard of them and by entire absence of care for the safety of the child and with a total indifference to the consequences which might ensue to the child when he attempted to escape from him, created a situation dangerous to the plaintiff, which became the direct and proximate cause of his injury."

Patron Performs

Various higher courts have held that when a spectator is invited to perform special services for a concessioner great care must be used to protect him against any injury, otherwise the concessioner will be held liable in damages. If the owner of the property or land on which the concession is operated had no interest in the concession except to collect a stated fixed rental, and he did not have ample opportunity to realize that patrons were endangered, then only the concessioner is liable.

For illustration, in Tantillo v. Goldstein Bros.' Amusement Co., 162 N. E. 82, it was shown that a boy, 14, accompanied by two other boys, visited a place of amusement and bought tickets for admission. Before entering the place of amusement the boys were accosted by a man unidentified either as an employee of the place or of the troupe then performing. He suggested that the boys return the tickets, have their money refunded and pass the ticket taker without paying to enter the place. The unknown man provided them with seats and later induced them to go upon the stage and to participate in an act then in progress. This act required the boys to be encircled by a leather belt to which a rope was attached, and they were required to mount a machine similar to a treadmill. They trotted on the machine and caused it to move like a treadmill. The faster they trotted the more rapidly it revolved. While so engaged, someone, either a member of the troupe or an employee of the theater, would jerk the rope, pull the performer from the machine and cause him to fall upon a mat. This operation was supposed to furnish the comedy and to raise a laugh among the spectators. While so doing one of the boys sustained a serious injury for which he filed suit for heavy damages against the owner of the place of amusement. In holding the boy entitled to a recovery, the court said:

"Patrons are frequently invited upon the stage to be used as foils for the actors. Sleight-of-hand performers and acrobats avail themselves of the service of spectators as accessory to their tricks and feats. The management is bound to know whether the character of the act is dangerous. Patrons are entitled to protection against acts which, by their nature, might cause a menace to safety. One who collects a large number of people for gain or profit must be vigilant to protect them."

Notwithstanding the law laid down in the above case, it is established that a person who willingly takes part in a sport assumes the natural dangers which are obvious and necessary. Therefore a person who pays admission to partake enjoyment of a dangerous amusement device assumes the risks. His is different from that of a patron who takes a part in entertaining the audience.

For example, in Murphy v. Steeplechase Amusement Co., Inc., 166 N. E. 173, it was disclosed that a patron of an amusement park was seriously injured when he stepped upon a moving belt of a thrill device operated by a concessioner. This court stated important law, as follows:

"A fall was foreseen as one of the risks of the adventure. There would have been no point to the whole thing, no adventure about it, if the risk had not been there. . . . One who steps upon a moving belt and finds his heels above his head is in no position to discriminate with nicety between the successive stage of the shock, between the jerk which is a cause, and the jerk accompanying the fall, as an instantaneous effect."

Race Track Injuries

Under all conditions the courts expect spectators to use reasonable care when selecting locations for witnessing dangerous exhibitions. This rule of the law includes all places of amusements. In other words, it is not necessary that the owner of any particular place of amusement shall use more than "ordinary care" to warn its patrons, visitors and spectators of the imminent dangers which are obvious to reasonably prudent persons.

For instance in Carlisle v. West Texas Fair Association, 12 S. W. (2d) 599, it was shown that a spectator was killed while witnessing an automobile race when a wheel of one of the racing cars disconnected from the car and crashed thru a fence.

The higher court refused to hold the owner of the park in which the race was conducted liable. This court said:

"There was no evidence that it may be expected that axles will break and hurtle a wheel over the ordinary barriers. There was no evidence of any defect in the car known to the park or that by the exercise of proper care could have been known. There is no evidence of one single defect, as far as we can see, that tended to impose duty on the part of the park owner to foresee danger to the deceased and to warn him of its existence."

Heavy Damage Allowance

An important reason why owners and proprietors of amusement parks, carnivals and circuses should exercise care to know that their operators and employees exercise care to protect patrons from injuries is illustrated by the leading case of Demarest v. Palisade Realty Amusement Co., 136 Atl. 337.

The facts of this case are that a husband and wife were injured while riding upon a device known as "the sleigh ride." Each sleigh accommodated two passengers, was elevated on an incline by a series of cogs and wheels, and descended on runners by force of gravity. The speed on the downward glide was gradually diminished by two brakes operated by an employee of the park. The operator of the device suddenly applied the brakes, causing the sleigh to come to a sudden stop, breaking the leather strap around their waists and resulting in serious injuries.

In view of the fact that the testimony indicated that the operator negligently performed his duty when suddenly stopping the sleigh, the higher court held the owner of the amusement park liable for $25,000 damages.

In view of this decision it is quite apparent that one who invites others to come upon his premises for business or pleasure must exercise reasonable care to know that employees are competent to perform their duties. Moreover, some courts have held that amusement places are bound to exercise reasonable care to see that lessees or concessioners inform their patrons of known dangers. For example, persons riding in devices, and unfamiliar with the operation thereof, must be instructed in the method of safe operation.

In other words, the owner of a place of amusement cannot avoid liability for an injury to a patron of a concessioner by testifying that he was not the cause of the injury. The law expects the owner of the premises to exercise care to KNOW that all persons who lease his premises shall use care to protect their patrons from injury.

For instance, in Saunders v. Pierce, 139 Atl. 690, it was shown that a person was injured while operating an amusement device known as the Custer Car. It is a small four-wheeled device, resembling a miniature automobile, propelled by electricity.

Instead of the injured person filing suit against the concessioner of the Custer Car, he sued the owner of the park. The higher court held the owner of the park liable, and said:

"The owners of this park were bound to exercise reasonable care in seeing that this device was reasonably safe for those riding in and operating the car, and also in giving all of those not familiar with its operation adequate instruction in the method of operating and steering the car."

Of course, an injured person may file suit and recover damages from a negligent lessee.

For instance, in Lawson, 98 T. L. (2d) 755, reported January 13, 1940, it was shown that a person named Lawson, together with his partner, leased property and constructed seats thereon for use of spectators to witness a wrestling match. The seats collapsed and the higher court properly held Lawson and his partner liable in damages because care was not used to test the strength of the seats and their supports.

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 17.—This is being written immediately prior to our departure for Albany, N. Y., to attend the meeting in the Hotel Ten Eyck of New York State Association of Agricultural Societies.

Our plans are to be in attendance on February 19 and 20 and to be of such service to our membership as conditions may warrant.

Next week we will give a full report of our activities in connection with this meeting.

Some Tampa Registrations

TAMPA, Fla., Feb. 17.—Among those who registered at the concession of Sol and Billie Wasserman during Florida Fair here on January 30-February 10 were: Mr. and Mrs. Robert P. Buckley, Bad Axe (Mich.) Fair; Mr. and Mrs. Fred Beckmann, Mr. and Mrs. Rubin Gruberg, J. C. McCaffery, Harry W. Hennies, Barney Gerety, Mrs. A. W. Hennies, Zeke Shumway, Felix Charneck, W. M. Breese, Mr. and Mrs. C. L. Nogle, Joe Redding, Jackie Dondlinger, Amusement Corp. of America; E. Lawrence Phillips, Tom M. Allen, Mr. and Mrs. Harold Paddock, Morris Lipsky, Eddie and Peggy Jamieson, Frances Scott, Harvey and Gloria Wilson, Ralph Reynolds, Mrs. Bertha McDaniels, Mr. and Mrs. Ernest Delabate, Joseph Sily, Jack Gasoe, Mr. and Mrs. L. Cuddy, Mr. and Mrs. E. Erickson, Cliff and Betty Bammel, Bill Keys, Zell Zamkin, Lois Costello, Mr. and Mrs. W. W. Setzer, B. Miner, Mr. and Mrs. Al Mathews, Patsy Gordon, Charles Gross, Johnny J. Jones Exposition; Max Linderman, Jack Gilbert, Mr. and Mrs. Sam Caldwell, Ethel Purtle, Murray Polans, J. L. Edwards, World of Mirth Shows; Mr. and Mrs. W. G. Dumas, John F. Reid, Mr. and Mrs. Ray Tabash, Frank and Shirley Allen, Buck Allsop, O. B. Powell, Harry and June Boyles; Mr. and Mrs. B. Mattson, Happyland Shows; Mr. and Mrs. Milton Morris, Cetlin & Wilson Shows; Max Gruberg, Gruberg's World's Famous Shows; Abner and Virginia Kline; Lolita Kemp; Louis Leonard; Lew Keller; Ned Torti; Ruth Brecount; M. Thompson; Mr. and Mrs. J. D. Wright, Jr.; Ralph Lockett; Charles Ahene; Mr. and Mrs. Charles Golding; Mr. and Mrs. J. S. Bullock; Virginia Harris; Mary Jo Lambert; Benny Penn; Mr. and Mrs. James C. Simpson; J. Jacobson; Margaret and Pauline Maddox, Ruby Francis, Greater Exposition Shows; Johnny J. Kline, Greater Show World; Thomas W. Kelley, New York World's Fair; Thomas J. Lovett; L. I. Thomas; James Checkrell; J. E. Gooding; Mr. and Mrs. J. E. and Pearl Jane Visoky; Mildred Reese; George D. (Buck) Buchanan; D. L. (Spot) Basinger; R. J. Lennon; George Paige, Dodson & Baillie Shows; Mr. and Mrs. Saul Salsberg, Strates Shows; Mr. and Mrs. Russell J. and Hantly Coughey, All-American Shows; Mr. and Mrs. Thomas B. Parker, Gene Austin Revue; L. R. Saunders; Mr. and Mrs. Bob Edwards; Eastern Amusement Co.; W. D. Bush; R. Ewing; Frank D. Shean, New York World's Fair; Phil Iser; Joe End; Tommy Reagon; Peasy Hoffman; Mr. and Mrs. Eddie Davis.

Notes of the Texas Fair Men's Meeting in Dallas

DALLAS, Feb. 17.—Some wag made the crack, "What is this—a fair meeting or a Chevrolet Motors' convention?" when noticing banners advertising Chevrolet motor trucks and cars. Charles T. Goss, of the Standard Chevrolet Co., and Harold (Whitey) Elliott, of the Feld Chevrolet Co., had plenty of paper around the halls of the Adolphus Hotel, the meeting place.

Frank (Frankenstein) Hames, son of Bill Hames, of the Hames Show, and his sister, Mrs. Theo. Ledell, celebrated their birthday anniversaries during the meeting.

In the suite of the Colorcraft Poster Co. Robert D. Curran and Harold T. Braucht held sway as hosts. Their novel "door cards" made a big hit with delegates.

Hogan Hancock and Ligon Smith, of the Music Corp. of America, were given a vote of thanks by fair men and showmen for the swell show they presented in the Century Room of Adolphus after the banquet.

Frank Weaver, of the Weaver Badge and Novelty Co., furnished delegates with badges.

In the display room of the B. & N. Sales Co. Hymie Schreiber was the host, assisted by Sol Nathan, general manager of the firm, and Mack Singer, manager of the Houston branch. This was the only carnival supply house that had a display at the meeting.

Mr. and Mrs. Phil Little were hosts to many of the showfolk during the (See FAIR MEN'S MEETING on page 56)

Winter Tour Okeh For Texas Shows

McALLEN, Tex., Feb. 17.—Winter unit of Texas Shows, owned and operated by George Shinomiya, pioneer valley property owner, has been chalking satisfactory results despite unusually cold weather in this section, management announced here this week. Assisting Shinomiya is George H. Bubre, who piloted the Flying Miller Midway last season. Pinch-hitting in the office is B. C. McDonald, last season with Burdick's All-Texas Shows and who has signed with Russell Bros.' Circus for 1940.

Clyde Parker is in charge of concessions, Jim Bryan is master mechanic; Harry Davis, lot superintendent, and Evelyn Parker, auditor. Rides and their foremen are: Ferris Wheel, Ted Ruth; swing, Roy Johnson; Chairplane, Roy Hilderand; Kiddie Autos, Willie Canales, and Planes, Bing Sherman. W. Taylor is superintendent.

Shows are Tex Max and Co., Animal Show; O'Leary-Farnell's Athletic Show; J. Czedek's Circus Side Show, with Ben Calles, Ruth Barry, Viola Pinckard and Jack Youle; Marie Louise's Hawaiian Show, and Embree's Old Plantation, with Slats Vincent producing and Jack London manager.

Concessioners include Dewey and Tony Gentry, Jimmie and Joe Walker, Bertha and J. Scott, Kentucky Ray, Jimmie Bryan, Madam Karless, Harry Davis, Clyde and Evelyn Parker, Joe Sweeney, Harry Long, Heinie Wolfe and Minnie and Curley May. After playing three more weeks in the valley shows will begin their trek to North Texas.

Coast Concessioner Killed

LOS ANGELES, Feb. 17.—Ivan Froome, 37, well-known concessioner with West Coast carnivals, was fatally wounded here on February 8 from bullets allegedly fired by a private policeman. Employed as a mechanic, Froome was driving a car owned by a brother showman, Richard Owens, with the latter's permission, from a local parking lot when the policeman is said to have fired the shots after ordering Froome to stop. It was not reported whether Froome failed to heed the officer's command, but a coroner's jury ordered the policeman held on a homicidal charge.

CIO Ind. Show Nets $900

EVANSVILLE, Ind., Feb. 17.—Profit of $900 was made by Committee of Industrial Organization employees of Briggs Corp. of Indiana at the first annual indoor carnival and circus in organization headquarters here on January 31-February 3, reports E. R. Gray, of American Decorator. He furnished free acts, booths, decorations, merchandise and concessions, operated by CIO employees. Helena O'Bryant and Mrs. Oma Gallman headed the entertainment committee. CIO band furnished music for dancing and free acts, including Williams and Bernice, dog and trampoline turn; Kellams and Wells, clowns; Arlene Bowman and Gene Becker, acrobats and contortionists; Jack Brazil, vocalist; Betty Pasco and Bill Sweitzer, rolling globes.

Va. Firemen Prep for 1940

LOUISA, Va., Feb. 17.—Sensational Wishards have been booked thru Times Square Amusement Enterprises as a free act for the sixth annual Volunteer Firemen's Fair here and rides and concessions will be held over two extra days, officials report. New eight-acre lot, conveniently located, has been bought and some new buildings and stands will be erected and other structures relocated. Committee is preparing the program, which includes an automobile giveaway tied in with an advance sale of ticket books. Fair has grown considerably in recent years, drawing people from a wide area and many former residents, who regard it as a home-coming celebration.

Ariz. Expo Books Midway

MESA, Ariz., Feb. 17.—William Menhenett, manager of the annual eight-day Citrus Fruit Show here, signed Frank Burke Shows to furnish midway attractions, reports J. A. Schneck, shows' general representative. It marks the first time the Burke Shows have been booked for the date. An extra $1,000 has been added to the budget by the general committee for advertising and improvements planned are expected to increase attendance.

Shorts

CELEBRATION of the 100th anniversary of the establishment of Kenton County will be celebrated in Covington, Ky., and a centennial committee is at work on plans.

* * *

AMHERST (N. S.) Canadian Legion Post will sponsor the 12th annual four-day spring auto show in that city. Frank Elliott, owner of the Frank Elliott Shows, has promoted all the shows to date. Vaude acts and contests are offered.

* * *

INDEPENDENCE Day celebration, featuring grand-stand acts, fireworks, races and contests, will be sponsored by Kosuth County Agricultural Association, (Algona, Ia.), reported Secretary E. L. Vincent.

* * *

APPEARING in the floor show on closing night of a recent two-day festival under auspices of Leavenworth (Kan.) Immaculata Cathedral were Frances McRorey, dancing accordionist; Georgia Lee Kyle, impersonator; LaRue Kemp, dancer and instrumentalist, and Gene and Jeannie, waltz team. D. J. Collins was emsee. Music was furnished by the Schwenk and Bill Orchestra.

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Entertainment Is Planned For Wisconsin Combo Show

WISCONSIN RAPIDS, Wis., Feb. 17.—Combining three shows in one, Lincoln Field House here is expected to be filled with exhibits and crowds for the fifth annual three-day Central Wisconsin Home, Food and Auto Show, officials report. Event will be sponsored by *The Wisconsin Rapids Daily Tribune* and managed by George T. Frechette.

More than 40,000 special copies of the newspaper heralding the event will be printed in two colors and distributed thru Central Wisconsin. Attendance in excess of 5,000 is expected for the exposition, which has become an institution in this area. Premium and specialty workers and concessions will be booked, as will be strolling entertainers. Rides which may be installed indoors will be used.

Rodgers Unit Is Featured At Beaumont Charity Event

BEAUMONT, Tex., Feb. 17.—Nat D. Rodgers reports his No. 2 unit, *Cavalcade of Swing*, produced by Mrs. Rodgers, played under auspices of an Elks' charity affair staged by Mike Camilo here on February 8-10.

Revue is directed by Rodgers and features Connie and June Mundie, jugglers; Vivian Proctor, acrobatic dancer; Jan Dean, tap dancer; Richard Shannon, xylophone; Dorothy June, prima donna; Alice Lynn, character dancer; Sensational Coriella, teeterboard, head balancing and Spanish web, and Sunny Rodgers, toe dancer. Show presented 15 acts, including five production numbers, cowboy, Bolero at the Savoy, jungle moods, waltz beautiful and naval spectacle finale. Bert Sloan's Band played the score. Ten girls were in the chorus.

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CONVENTIONS

ALABAMA

Anniston—State Elks' Assn. May 12-14. C. M. Tardy.
Birmingham—Order Red Men. April 11. M. D. Friedman, Box 494.
Gadsden—Junior Order. May 14. E. B. Calhoun, Box 850, Birmingham.

ARIZONA

Douglas—Knights of Columbus. May 20-22.
Prescott—R. & S. M. Gr. Council. April 1. H. A. Drachman, Box 229, Tucson.
Prescott—Un. Spanish War Veterans. May —. W. H. Napier, 626 Copper Basin road.
Prescott—Royal Arch Masons. April 2. John H. Orthel, Box 828.
Prescott—Grand Lodge of Masons. April 3. John H. Orthel, Box 828.

ARKANSAS

Fayetteville—Veterans of Foreign Wars. June 2-4.
Ft. Smith—Knights of Pythias. May 21-22. S. C. Cassell, 114 Carlton Terrace, Hot Springs.

CALIFORNIA

Berkeley—Grand Army Republic. April 30-May 3. Mrs. L. Gardiner, 1923 Lovelace, Los Angeles.
Coronado—Coronado Floral Assn. April —. Blanche Rogers, 1008 Isabella ave.
Del Monte—Lithographers' Natl. Assn. June 4-7. W. P. Maxwell, 295 Madison ave., New York, N. Y.
Fresno—Dis. Amer. Veterans of World War. June 1-5. Irwin J. Landis, 1816 S. Figuero st., Los Angeles.
Fresno—Order of Odd Fellows. May 14-18. Frank D. Macbeth, 26 7th st., San Francisco.
Long Beach—G. A. R. of Calif. May 12-18. Mrs. Lillian M. Gardiner, 1923 Lovelace ave., Los Angeles.
Marysville—Knights of Pythias. May 20-24. H. A. Thayer, 1182 Market st., San Francisco.
Sacramento—Foresters of Amer. May 16-18. Charles E. Hill, 3209 W st., Sacramento.
San Jose—Fourth Dist. Lions' International. June 19-22. John H. Correll, 903 Bartlett Bldg., Los Angeles.
San Francisco — Grand Commandery K. T. April 22-23. Thos. A. Davies, Masonic Temple.
San Francisco—Royal Arch Masons. April 19-20. Thos. A. Davies, Masonic Temple.
Santa Barbara—Knights of Columbus. May 19-21. Leo L. Kieny, 2608 Buena Vista ave., Alameda, Calif.
San Francisco—Order of Foresters. May —. Mrs. M. P. Smith, 448 Guerrero st.

COLORADO

Colorado Springs—Veterans of Foreign Wars. June 20-22. C. B. Robinson, 1431 W. Cucharras st., Colorado Springs.
Colorado Springs—Dis. Amer. Vets of World War. May 24-25. George W. Wright, 420 S. Cedar st., Colorado Springs.
Meeker—State Stock Growers and Feeders' Assn. June 20-22. B. P. Davis, 1641 Stout st., Denver.
Sterling—Knights of Columbus. May 19-20. Wm. J. Carter, 135 W. 8th st., Leadville.

CONNECTICUT

Bridgeport—Order of Odd Fellows. May 14-15. Wm. J. Barton, 153 Livingston Place.
Hartford—Order of Red Men. May 10-11. Wm. Saunders, 79 Woodside ave., Waterbury, Conn.
New Britain—Jewish War Veterans. May —. Jack Rutman, 86 E. Main st., Waterbury.
Wallingford—State Moose Assn. June 13-15. Herbert Johnson, 22 Franklin st.

DELAWARE

Middletown—Jr. Order United American Mechanics. April 18. J. M. Sweeten, 907 Tatnall, Wilmington, Del.
Wilmington—Eastern Assn. of Fire Chiefs. May 23-25. Chas. E. Clark, Box 217, Wayne, Pa.

DISTRICT OF COLUMBIA

Washington—Ladies' Oriental Shrine of N. A. May 21-23. Mrs. Chas. J. Hartung, 2264 Mayville Place, Toledo, O.
Washington—Natl. Soc., Sons of Amer. Revolution. May 20-23. Frank B. Steele, 1227 16th st.

FLORIDA

Jacksonville—Order Odd Fellows. April 16-18. Frank Grant, Orlando, Fla., Box 753.
Jacksonville—F. & A. M. Gr. Lodge. April 16-19. Geo. W. Huff, Box 215, Masonic Temple, Jacksonville.
St. Petersburg—American Legion. April 25-27. Joe S. Clark, Box 549, St. Petersburg.
Tampa—Tin Can Tourists of the World. Feb. 12-26. L. F. Cleveland, Florence, Wis.

GEORGIA

Augusta—Order of Odd Fellows. May 21-23. D. L. Nichols, 768 Cascade ave., S. W., Atlanta.
Lindale—Order of Red Men. June 19. C. C. Gillett, 160 Central ave., S. W., Atlanta.
Macon—R. & S. M. Grand Council. April 24. W. J. Penn Jr., 801 Mulberry st., Macon.
Macon—Knights of Pythias. May 15. Lee F. Terrell, 316 Atlanta Natl. Bldg., Atlanta.
Valdosta—Knights Templar. May 8-9. W. J. Penn Jr., Macon.

IDAHO

Grangeville—Veterans of Foreign Wars. June 23-26. C. D. Cyr, Grangeville.
Pocatello—Knights Templar. May 16-17. D. F. Banks, Box 2267, Boise.
Weiser—Knights of Pythias. June 14. Forest E. Farley, Box 720, Kellogg, Idaho.

ILLINOIS

Bloomington—Un. Spanish War Veterans. June 19-22. Charles N. Neal, 309½ E. Monroe st., Springfield.
Chicago—Natl. Conf., Soc. of American Magicians. June 14-16. Leslie P. Guest, 76 Romaine ave., Jersey City, N. J.
La Salle—Catholic Order of Foresters. June 10-12. Leo J. Georgen, 30 N. La Salle st., Chicago.
Peoria—Thirty-third Division War Veterans' Assn. Last week in June. William Engel, 127 N. Dearborn st., Chicago.

INDIANA

Anderson—State Elks' Assn. June —. C. L. Shideler, 2420 Wabash ave., Terre Haute.
Evansville—Order of Eagles. June 11-13. A. J. Hager, 221 N. W. 5th st., Evansville.
Ft. Wayne—P. M., Order of Odd Fellows. June 16-18. E. M. Tomes, Elwood, Ind.
Indianapolis—Amer. Fed. of Musicians. June 10-15. Fred W. Birnbach, 39 Division st., Newark, N. J.
Indianapolis—State Farm Bureau. Feb. 27. Mrs. L. D. Scott, Clayton, Ind.
La Fayette—Veterans of Foreign Wars. June 26-29. Hugh H. Barnes, Soldiers' Home, La Fayette.
La Fayette—Un. Spanish War Veterans. June 23-26. Wilson C. Oren, Soldiers and Sailors' Monument, Indianapolis.
Terre Haute—Knights of Pythias. May 22-23. Carl R. Mitchell, 1006 K. P. Bldg., Indianapolis.

IOWA

Burlington—A. F. & A. Masons. June 11-12. C. C. Hunt, Box 271, Cedar Rapids, Ia.
Cedar Rapids—United Spanish War Veterans. June 16-19. J. F. Sorensen, Cedar Rapids.
Des Moines—Natl. Farm Institute. Feb. 23-24. J. D. Adams.
Des Moines—Sons of Amer. Revolution. March 14. Dr. J. A. Goodrich, 4018 Kingman Blvd.
Des Moines—Supreme Lodge, Loyal Order of Moose. June 30-July 4. Malcolm R. Giles, Mooseheart, Ill.
Des Moines—State Assn. of Fire Fighters. First week in June. William Hottel, 411 E. Walnut st.
Des Moines—G. A. R. of Iowa. June —. A. Nolt, Box 61, Des Moines.
Hampton—State Bandmasters' Assn. June 2-4. Alonzo Leach, 805½ Locust st., Des Moines.

KANSAS

Emporia—Knights Templar. May 14-15. Orval E. Moon.
Junction City—State Elks' Assn. May 19-20. W. H. Lamoreux, Great Bend, Kan.
Topeka—Disabled Amer. Vets of World War. April —. A. Maier, Pittsburgh.
Wichita—State Live-Stock Assn. March 6-8. Will J. Miller, State House, Topeka.

KENTUCKY

Louisville—Grand Army of Republic. Last week April. M. H. Davidson, 635 South 35th st.
Louisville—Rabbit Breeders Show & Convention. April 5-8. R. C. Huggins, 28 Sequoia Drive.

LOUISIANA

Alexandria—La. Cattlemen's Assn. April —. A. Gayle, Lake Charles, La.
Lafayette—Veterans of Foreign Wars. June 19-22. W. J. Starr, 214 St. Marys ave., Lafayette.
Shreveport—State Hort. Assn. May —. George Dupuy, 1838 Cambronne st., New Orleans.

MAINE

Biddeford—Knight Templars. April 1. C. Maxwell, 54 Free st., Portland, Me.
Biddeford—I. O. G. T. April 10. Chas. A. Maxwell, 54 Free st., Portland.
Houlton—American Legion. June 21-23. Phillip H. Woodworth, Box 190.
Portland—Masonic Grand Bodies. May 7-9. C. E. Leach.

MARYLAND

Baltimore—Order Odd Fellows. 3d week April. J. F. Sinn, IOOF Temple.
Baltimore—Jr. O. U. A. M. April 16-17. H. L. Mennerick, 100 N. Paca st., Baltimore.

MASSACHUSETTS

Boston—Grand Army Republic. April 9-10. Mrs. H. A. Phinney, Room 27, State House.
Boston—Odd Fellows Enc. March 7. H. A. Holland, 86 Florence st.
Boston—Sons of Union Vets of Civil War. April —. L. H. Palmer, 88 Tremont st.
Boston—Yankee Div., Veterans' Assn. June 5-8. H. Guy Watts, 200 Huntington ave., Boston.
North Adams—Order of Eagles. June 25-28. Michael L. Foley, 59 E. Housatonic st., Pittsfield.
Springfield—Foresters of Amer. May 18-19. W. J. Mitchell, 248 Boylston st., Boston.
Worcester—Mass. Dist., I. O. O. F., Manchester Unity. May 11. Edward Thompson, 238 Essex st., Beverly, Mass.
Worcester—104th U. S. Inf. Vets. Assn. of AEF. April 26-27. Lawrence A. Wagner, Adjt., 201 Oak st., Holyoke, Mass.

MICHIGAN

Alpena—Order of Eagles. June 20-23. M. W. Ryan, Box 114, Alpena.
Detroit—Junior Order. June 14-15. W. S. Enderich, 14157 Fairmount Drive, Detroit.
Jackson—State Elks' Assn. June 13-16. Joseph Leonard, Saginaw, Mich.
Lansing—328th F. A., Veterans' Assn., AEF. June 15-16. Leonard J. Lynch, 1747 Madison st., S. E., Grand Rapids.
Lapeer—Odd Fellows' Encampment. May 16-17. Edward Hoyt, 44 Eldred st., Battle Creek.

MINNESOTA

Alexandria—Order of Odd Fellows. June 10-14.
Chisholm—Retail Grocers & Merchants' Assn. of Minn. April 21-22. George E. Bogan, Albert Lea, Minn.
Minneapolis—Catholic Order of Foresters. June 11-12. Hugh Young, 1209 Foshay Tower, Minneapolis.
Minneapolis—G. A. R. and Allied Orders. June 9-14. M. S. Pierce, 231 State Capitol, St. Paul.
Minneapolis—Kiwanis International. June 16-20. Fred C. W. Parker, 520 N. Michigan ave., Chicago.
Rochester—American Peony Soc. June 22-23. W. F. Christman, Northbrook, Ill.
Willmar—Veterans of Foreign Wars. June 27-29. Vernon Lawson.
Willmar—Seventh Dist., American Legion. June 8-10. Dr. A. F. Branton.

MISSISSIPPI

Gulfport—Order of Odd Fellows. June 18-20. W. S. F. Doty, Box 728, Grenada, Miss.
Meridian—Jr. Order United American Mechanics. April 23. W. D. Hawkins, Box 543.

MISSOURI

Boonville—Order of Odd Fellows. May 28-29. Ben Weidle, 3765 Lindell Blvd.
Excelsior Springs—State Elks' Assn. May or June. Ernest W. Baker, Becker, Mo.
Kansas City—Inventors of America. March 12-15. Albert G. Burns, Box 147, Oakland, Calif.
Neosho—Un. Spanish War Veterans. June —. H. O. Hendricks, 6228 Easton st., St. Louis.
St. Louis—R. & S. M. Gr. Council. April 22. S. A. Gilliland, 204 E. 11th st., Kansas City.
St. Louis—Knights Templar. May 19-20. Ray V. Denslow, Box 529, Trenton, Mo.
Springfield—G. A. R. of Mo. May 20-24. John L. Pierson, 427 Victoria Bldg., St. Louis.

MONTANA

Whitefish—Order of Odd Fellows. June 19-20. W. H. Johnson, 15 W. Fremont st., Butte.

NEBRASKA

Lincoln—Knights of Pythias. May 14-15. George Ewaldt, 1212 P st.
McCook—State Elks' Assn. June 9-11. H. P. Zieg, Box 38, Grand Island.
Omaha—G. A. R. of Neb. May 21-23. Lena Bowen, State House, Lincoln.
Omaha—A. & A. Scottish Rite of Freemasonry. Apr. 22-25. A. G. Brown, 2201 Douglas st.
Valentine—State Stock Growers' Assn. June 13-15. C. L. Stoddart.

NEW HAMPSHIRE

Claremont—Foresters of America. First week in June. Joseph M. Bisonnette, 83 Fremont st.
Concord—Sons Union Vets of Civil War. April —. J. C. Carr, Box 501, Hillsboro, N. H.
Concord—G. A. R. of N. H. April 11-12. Mrs. Fannie Stratton, 97 N. State st.
Concord—F. & A. Masons. May 15. J. M. Dresser, 44 S. Main st., Concord.
Conway—Order of Odd Fellows. May 1. Ernest C. Dudley, 20 Pleasant st.
Dixville Notch—N. E. Assn. of Fire Chiefs. June 25-27. John W. O'Hearn, 99 Main st., Watertown, Mass.

NEW JERSEY

Atlantic City—Order of Red Men. May 1-2. Harold D. Toy, Box 162, Newton, N. J.
Atlantic City—Sons of Union Vets., Civil War. June 21-22. John L. Reeger, 872 Revere ave., Trenton.
Atlantic City—G. A. R. of N. J. June 20-22. Mrs. Eleanor J. Shopp, 58 Tinton ave., Eatontown, N. J.
Camden—Veterans of Foreign Wars. June 27-30. Benj. F. Thomas, Box 532, Trenton.
Lakewood—State Exempt Firemen's Assn. June 28-29. Ellsworth Post, Box A, Wharton, N. J.
Morristown—Odd Fellows' Encampment. May 6-7. Frank R. Jummel, Box 196, Trenton.
Paterson—Knights of Columbus of N. J. May 10-11. J. F. X. Landrigan, 91 W. 16th st., Bayonne.
Wildwood—Un. Spanish War Veterans. June 20-22. William V. Wyckoff, 837 Carteret ave., Trenton.

NEW YORK

Haverstraw—Hudson Valley Vol. Firemen's Assn. June 27-29. Chief Chris W. Noll, Poughkeepsie.
New York—Natl. Confectioners' Assn. June 3-6. Max F. Burger, 224 S. Michigan ave., Chicago.
New York—F. & A. Masons. May 7-9. Chas. H. Johnson, 71 W. 23d st.
New York—Odd Fellows' Encampemnt. May 28-29. Alex C. Schafer, Box 35, Troy, N. Y.
Niagara Falls—Disabled Amer. Veterans of World War. June 13-15. Louis I. Bunis, Box 498, Niagara Falls.
Poughkeepsie—State Fire Chiefs' Assn. May 20-22. Chief Chris W. Noll, Poughkeepsie.
Rochester—State Elks' Assn. First week in June. William T. Phillips, 19 W. 27th st., New York City.
Wellsville—State Moose Assn. June 3-8.

NORTH CAROLINA

Charlotte—York Rite Grand Bodies of N. C. May 9-11. W. R. Smith, Box 1282, Raleigh.
Fayetteville—Knights of Pythias. June 11-12. I. W. Farmer, Clayton, N. C.
Raleigh—Sons of Amer. Revolution. April 13. Carl G. Willard.
Wilmington—Order of Red Men. June 10-12. W. Ben Goodwin, Box 226, Elizabeth City, N. C.

NORTH DAKOTA

Fargo—A. F. & A. Masons. June 18-19. W. L. Stockwell, Box 1269, Fargo.
Grand Forks—Odd Fellows' Encampment. June 3-5. E. C. Koenske, Box 460, Lisbon, N. D.
Jamestown—Veterans of Foreign Wars. May 30-June 1. C. E. Dresser, Jamestown.
Minot—Knights Templar. May 20-21. W. L. Stockwell, Box 1269, Fargo.

OHIO

Akron—State Elks. April 26-28. C. L. Lais, Norwalk, O.
Akron—Un. Spanish War Veterans. June 16-19. Otto Rieck, 1109 Wyandotte Bldg., Columbus.
Bryan—Northwestern Ohio Vol. Firemen's Assn. June 19. J. W. Gardner, Ashland, O.
Cincinnati—Amer. Guild Banjoists, Mandolinists & Guitarists. June 30-July 3. Joseph P. Pizzitola, 81 Suffolk st., Holyoke, Mass.
Cincinnati—American Mining Congress Conv. & Expo. April 29-May 3. Julian D. Conover, 309 Munsey Bldg., Washington, D. C.
Cincinnati—State Fed. Music Clubs. April 2-5. Mrs. H. K. Mouser, 141 Prospect st., Marion.
Cincinnati—State Rainbow Div., Veterans' Assn. May 10-11. Jack Henry, 131 N. Main st., Marysville.
Columbus—State Assn. Firefighters. May —. Joseph A. Kirby, Box 103, Dayton, O.
Columbus—G. A. R. and Aff. Organizations. June 18. Miss Lida S. Lucas, Memorial Hall, Columbus.
Columbus—Order of Red Men. June 7-8. Fred C. Neuhaus, 2368 Monroe st., Toledo, O.
Marion—Knights of Columbus. Third week in May. James Lavey, Box 12, Milan, O.
Toledo—State Farmers Grain Dlrs.' Assn. Feb. 21-22. C. S. Latchaw, Box 123, Fostoria, O.
Toledo—Ohio Shrine Council. April —. W. B. Mathews, Masonic Temple, Cleveland.
Youngstown—Order of Odd Fellows. June 18-20. Charles T. Cross, Springfield, O.

OKLAHOMA

Clinton—State Firemen's Assn. May 20-22. Charles Slemp, 1701 N. E. 63d st., Oklahoma City.
Oklahoma City—Sons of American Revolution. Feb. 22. Wm. J. Crowe, Tradesman Bank Bldg., Oklahoma City.
Oklahoma City—Woodmen of World. April —. R. L. Forgan, Majestic Bldg.
Oklahoma City—Knights of Pythias. May 14-15. T. H. McCay, Pythian Bldg., Tulsa.

OREGON

Bend—Knights of Columbus. Latter part of May. John F. Dooley, Box 128, Albany, Ore.
Corvallis—Odd Fellows' Encampment. May 21. William A. Morand, 1019 S. W. 10th ave., Portland.
La Grande—R. & S. M. Gr. Council. April 9. J. H. Richmond, 604 S. E. Peacock lane, Portland, Ore.
La Grande—Grand Council Royal & Select of Ore. April 9. J. H. Richmond, 604 S. E. Peacock Lane, Portland, Ore.
Portland—Grand Comm. K. T. April 8. D. R. Cheney, Masonic Temple.
Portland—A. F. & A. Masons. June 12-14. D. R. Cheney, Masonic Temple.
Roseburg—State Fire Fighters' Assn. June 24-26. T. D. Schrunk, 1606 N. Terry st., Portland.
Salem—P. of H., State Grange. June 10-15. Bertha J. Beck, 1135 S. E. Salmon st., Portland.

PENNSYLVANIA

Erie—Knights Templar. May 26-29. John W. Laird, Masonic Temple, Philadelphia.
Hazleton—G. A. R. of Pa. June 23-26. Alfred W. Gabrio, 533 Peace st., Hazleton.
McKeesport—Dis. Amer. Veterans of World War. May 23-26. Curtis Haube, 432 Market st., Harrisburg.
Nazareth—Four-County Firemen's Assn. June 28-29. J. A. Everitt, 512 Lindbergh ave., Stroudsburg, Pa.
Pittsburgh—R. & S. M. Grand Council. April 16. S. Carbon Wolfe, 316 1st Natl. Bank Bldg., Williamsport, Pa.
Uniontown—Order of Eagles. June 16-18. A. J. Dougherty, 431 Third ave., Pittsburgh.
Williamsport—Order of Odd Fellows. June 11-13. C. Paul Wagner, 1110 High st., Williamsport.
York—Veterans of Foreign Wars. June 20-22. C. A. Grau, 206 Dauphin Bldg., Harrisburg, Pa.

RHODE ISLAND

Pawtucket—Order of Odd Fellows. May 4. Albert E. Pike, 86 Weybosset st., Providence.

SOUTH CAROLINA

Charleston—A. F. M. March 13. O. Frank Hart, 502 Palmetto State Bldg., Columbia, S. C.
Gaffney—Order Red Men. April 12-13. J. L. Smith, 329 W. Smith st.
Darlington—State Firemen's Assn. June —. Paul E. Milburn, Box 274, Union, S. C.
Greenville—Jr. Order United American Mechanics. April 23-24. C. H. Holsonback, Spartanburg, Box 963.
Greenville—Knight Templars. April 10. O. Frank Hart.
Greenville—R. & S. Masons. April 11. O. Frank Hart, 502 Palmetto State Bldg., Columbia, S. C.
Spartanburg—Order of Odd Fellows' Encampment. May 7. Dr. S. P. Killingsworth, Columbia, S. C.
Spartanburg—Order of Odd Fellows. May 8. R. B. McCauley, Columbia.

SOUTH DAKOTA

Huron—Royal Arch Masons. April 29-30. W. D. Swain, Sioux Falls.
Huron—Knights of Pythias. May 14-15. R. E. Owens, Box 283, Sioux Falls, S. D.
Madison—Order of Odd Fellows. June 17-21. L. L. Trotter, Box 57, Huron, S. D.
Redfield—Knights of Columbus. May —. John Dangel, Tulare, S. D.
Sioux Falls—Mid-West Conf. of Musicians. April 21-22. Claude E. Pickett, 221 Jewett Bldg., Des Moines, Ia.
Watertown—A. F. A. Masons. June 11-12. W. D. Swain, Sioux Falls, S. D.
Yankton—State Elks' Assn. June 2-3. Carl H. Nelles, Madison, S. D.

TENNESSEE

Memphis—AAON, Mystic Shrine of N. A. June 11-13. J. H. Price, Box 2026, Richmond, Va.
Nashville—Un. Spanish War Veterans. June 9-11. M. B. Whetstone, 347 22d ave., N., Nashville.
Nashville—Junior Order. May 14-15. Clarence Floyd, Sweetwater, Tenn.

TEXAS

Beaumont—Order of Eagles. May 21-22. William J. Kinane, Box 975, Austin, Tex.
Corpus Christi—Knights of Columbus. May 13-15. F. J. Kinance, Box 975, Austin, Tex.
Dallas—Variety Clubs of America. April 18-20. Frank D. Drew, 2346 Payne ave., Cleveland, O.
Dallas—Knights of Pythias. May 20-22. Theo Yarbrough, Box 214, Weatherford, Tex.
El Paso—Shrine Directors' Assn. of N. A. March 28-30. Louis C. Fischer, Charleston, S. C., Box 635.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Fort Worth—Tex. & Southwestern Cattle Raisers' Assn., Inc. March 12-14. Henry Bell, Coliseum Bldg.
Galveston—Veterans of Foreign Wars. June 17-19. Al L. Giusti, 2814 Avenue R, Galveston.
Houston—Rodeo Assn. of America. March 21-22. Fred S. McCargar, 211 Main st., Salinas, Calif.
San Antonio—Scottish Rite Masons. April 8-11. Guy Cude, Box 2239.
Waco—Order of Odd Fellows. March 18-20. S. M. Williams, 316 Linz Bldg., Dallas.

VERMONT

Burlington—Knights of Columbus. May —. Robert G. Mulvey, Bennington, Vt.
Burlington—Odd Fellows' Encampment. May 15. Gerry P. Walker, Bellows Falls, Vt.
Poultney—Knights of Pythias. June 5-6. Frank Robinson, Barre, Vt.

VIRGINIA

Petersburg—Order of Red Men. May 15-16. O. L. Powell, Hampton, Va.
Roanoke—Order of Odd Fellows. May 28-29. T. W. Davis Jr., Natl. Theater Bldg., Richmond, Va.
Richmond—MOVE of Enchanted Realm. June 18-20. Otto F. Hildebrandt, 105 W. Madison st., Chicago.

WASHINGTON

Aberdeen—Sons of Union Veterans Civil War. June —. C. H. Thorp, 338 S. Chelan st., Wenatchee, Wash.
Everett—Knights Templar and Royal Arch Masons. May 13-17. Wesley C. Stone, 401 Hyde Bldg., Spokane.
Olympia—P. of H. State Grange. June 11-14. Harry Cheek, 3104 Western ave., Seattle.
Olympia—Knights of Columbus. Latter part of May. Al G. Schott, Box 185, Walla Walla, Wash.
Spokane—Soc. of Amer. Florists. April 12-13. J. F. Austin.
Spokane—Grand Commandery, K. T., R. A. M. & R. S. Masons. May 13-17. W. C. Stone, 401 Hyde Bldg.
Spokane—Dis. Amer. Veterans of World War. June 13-15. A. A. Waseca, 305 City Hall Bldg.
Walla Walla—Veterans of Foreign Wars. June 12-22. Gene Loosy, R. F. D. 2, Walla Walla.
Yakima—Order of Odd Fellows. June 24-27. L. J. Jones, 602 Fawcett ave., Tacoma.

WEST VIRGINIA

Charleston—Grand Commandery K. T. May 15-16. H. P. Smith, Box 238, Fairmont, W. Va.
Charleston—Order of Red Men. May 17. George W. Gaten, R. F. D. 1, Owens Sta., Box 453.
Clarksburg—Un. Spanish War Veterans. June 9-11. Fred A. McPartlin, 1509 W. Pike st., Clarksburg.
Parkersburg—W. Va. Soc. Sons of Amer. Revolution. April —. Frank L. Burdette, 612 Ninth ave., Huntington.

WISCONSIN

Chippewa Falls—Order of Odd Fellows. June 4-6. A. M. Arveson, 745 N. 10th st., Milwaukee.
Menomonie—Wis. Dairymen's Assn. March 28-29. A. C. Thomson, Ft. Atkinson, Wis.
Milwaukee—National Sojourners. May 23-25. Major George P. Unmacht, 135 Glenbrook road, Bethesda, Md.
Milwaukee—Holstein-Friesian Assn. of Amer. June 4-8. H. W. Norton Jr., S. Main st., Brattleboro, Vt.
Racine—Un. Spanish War Veterans. June 16-19.

WYOMING

Newcastle—Un. Spanish War Veterans. June —. L. J. Nelson, Box 736, Rawlins, Wyo.

CANADA

Brockville, Ont.—Knights of Columbus. May 24-25. J. W. C. Tierney, Box 308, Arnprior, Ont.
Calgary, Alta.—Order Odd Fellows. March 14. Alex B. Ballentine, 203 Odd Fellows Temple.
Calgary, Alta.—K. P. March 13-14. A. E. Hartley, 2 Dominion Bank Bldg., Medicine Hat, Alta.
Glace Bay, N. S.—A. F. & A. Masons. June 11-12. James C. Jones, Box 522, Halifax, N.S.
Hamilton, Ont.—Royal Arch Masons. April 23-25. Edwin Smith, 582 Dufferin ave., London, Ont.
Moose Jaw, Sask.—Order of Odd Fellows. June 12-13. F. D. Gray, 2 Black Block, Regina, Sask.
Moose Jaw, Sask.—R. A. Masons. May —. Francis B. Reilly, 212 Westman Chambers, Regina, Sask.
Revelstoke, B. C.—Order of Odd Fellows. June 12. E. L. Webber, 144 W. Hastings st., Vancouver.
Saskatoon, Sask.—Canadian Order of Foresters. June 18-20. Alf. P. vanSomeren, Brantford, Ont.
Sherbrooke, Que.—Order of Odd Fellows. May 17-18. George H. Lang, Box 972, Montreal.
Toronto, Ont.—Ont. Horticultural Assn. Feb. 29-March 1. J. A. Carroll, Parliament Bldgs., Toronto.
Winnipeg, Man.—Order of Odd Fellows. June 4-7. Robert Duff, 293 Kennedy st.

SOUTH AMERICA

Rio de Janeiro, Brazil—Rotary International. June 9-14. Chesley R. Perry, 35 E. Wacker, Chicago, Ill.

Winter Fairs

ARIZONA

Tucson—Live-Stock Show & Fair. Feb. 20-24. Jack C. Kinney, pres.; Mary Lerchie, secy. Chamber of Commerce.

CALIFORNIA

Imperial — Imperial Co. Mid-Winter Fair. March 2-10. D. V. Stewart.
San Bernardino—Natl. Orange Show. March 14-24. William Starke, Box 39.

FLORIDA

Orlando—Central Florida Expo. Feb. 19-24. Crawford T. Bickford.

FLORIDA

Ruskin—Florida Tomato Festival. April 23-27. George D. Buchanan.
Sarasota—Agri. Fair Assn. March 5-9. John Brandt, Box 308.
Sebring—Firemen Co. Fair Assn. March 12-16. E. R. Wilson.

NORTH DAKOTA

Valley City—N. D. Winter Show. March 5-8. J. T. Sanger.

TEXAS

El Paso—Southwest — Live-Stock Show. March 30-April 2. W. S. Foster, 323 U. S. Courthouse.
Houston—Houston Fat Stock Show & Live-Stock Expo. March 23-31. W. O. Cox.

Coming Events

These dates are for a five-week period.

ARIZONA

Tucson—Midwinter Rodeo. Feb. 21-25. Mary Lovelee, Chamber of Commerce.
Tucson—Tucson Live-Stock Show. Feb. 21-25. Tom Griffin, Nogales, Ariz.

CALIFORNIA

Cloverdale—Cloverdale Citrus Fair. Feb. 21-25. R. M. McClelland.
Los Angeles—Midwinter Regatta. Feb. 22-25. Erwin C. Jones, 601 W. 5th st.

CONNECTICUT

New Haven—Home Progress & Foods Expo. March 25-30. Frank Dubinsky.
New Haven—Poultry Show. Feb. 23-25. Miss Rhea Stockwell, 116 Church st.

FLORIDA

Eustis—Washington Birthday Celebration. February 22. Angus Cowle.
St. Augustine—Spanish Fiesta. March 7. C. A. Lamont, Box 1024.
St. Petersburg—Festival of States. March 25-30. Burwell Neal, Chamber of Commerce.
Sarasota—Pageant of Sara de Sota & County Fair. March 5-9. John Brandt, Box 308.
Tampa—Tampa Horse Show. Feb. 23-25. Mrs. J. H. Webb, Box 22.

GEORGIA

Columbus—Pat Stock Show. March 26-27. Walter P. Pike, Chamber of Commerce.
Moultrie—Pat Cattle Show. March 5-8. Oscar House.
Savannah—Pat Cattle Show. March 21-22. A. J. Nitschke, Box 1006.

INDIANA

Indianapolis—Sportsmen's & Boat Show. March 16-24. Albert C. Rau, 925 Park Square Bldg., Boston, Mass.

KENTUCKY

Louisville—National Home Show. March 1-9. Maurice Dunn, 610 W. Jefferson st.

MASSACHUSETTS

Boston—N. E. Flower Show. March 11-16. E. I. Farrington, 300 Massachusetts ave.
Boston—Boston Gift Show. March 4-8. George F. Little, 230 Fifth ave., New York, N. Y.

MICHIGAN

Detroit—Detroit Builders' Show. Feb. 16-25. Kenneth D. McGregor, 1626 Buhl Bldg.
Detroit—Michigan Sportsmen's & Boat Show. March 2-10. Albert C. Rau, 925 Park Square Bldg., Boston, Mass.
Grand Rapids—Home & Food Show. March 25-30. Herman Hanson, 263 Houseman Bldg.
Ironwood—Winter Carnival. Feb. 22-25. Jr. Chamber of Commerce.
Ishpeming—Winter Sports Carnival. Feb. 19-22. Clark McGiffert.
Lansing—Hospitality Circus. March 25-30. E. A. Mackey, Masonic Temple.
Saginaw—Spendless & Beemore Circus. March 29-30. Maurice M. Guy, South Intermediate School.

MINNESOTA

Minneapolis—Zuhrah Temple Shrine Circus. March 4-9. Noel Van Tilburg, 135 E. M'Haha Pkwy.

MISSISSIPPI

Canton—Madison County Live-Stock Show. March 20-22. E. C. Lane, Flora, Miss.
Forest—Southeast Miss. Live-Stock Show. April 2-5. V. R. Lackey.
Gulfport—Miss. Gulf Coast Pageant Week. March 29-31. Mrs. Charles McDaris.

MISSOURI

Kansas City—Better Homes & Bldg. Expo. Feb. 24-29.
St. Louis—Greater St. Louis Flower & Garden Show at Arena. March 9-17. Fred H. Meinhardt.
Springfield—Better Homes & Food Expo. March 25-30. Ray Lewis, 217 Woodruff Bldg.

NEW YORK

Buffalo—Shrine Circus. March 24-29. Hamid-Morton Circus Co.
New York—National Sportsmen's Show. Feb. 17-25. Albert C. Rau, 925 Park Sq. Bldg., Boston.
New York—Dude Ranchers Powwow & Cowboy Dance at Hotel Diplomat. March 1. Joe Daly, 249 W. 49th st.
Rochester—Damascus Temple Shrine Circus. March 4-9. Roy R. Ramyef, Sagamore Hotel.
Rochester—Sportsmen's & Boat Exhibit. March 16-24. Address 316-18 Powers Hotel.

NORTH DAKOTA

Valley City—N. D. Winter Show. March 4-8. J. T. Sanger.

OHIO

Akron—Tedmor Shrine Circus. Feb. 19-24. Amos Englebeck.
Chardon—Geauga County Maple Festival. March 23-31. Paul E. Denton.
Cleveland—Food Show & Household Appliance Expo. March 7-15, except March 10. Walter W. Knight, 1327 E. 55th st.
Cleveland—Grotto Circus. Feb. 19-March 2. William C. Schmidt, Hotel Statler.
Springfield—Springfield Home Show & Exhn. March 4-9. Paul T. Gerhardt, 14 New Zimmerman Bldg.

OKLAHOMA

Enid—Industrial Expo., Retail Merchants. March 4-9. O. E. Zink, Box 587.
Oklahoma City—Four-H & F. F. A. Live-Stock Show. March 19-23. G. W. Eller.
Tulsa—Home Show. Feb. 27-March 2. Phil W. McMahon.

PENNSYLVANIA

Philadelphia—Philadelphia Gift Show. March 18-22. George F. Little, 230 Fifth ave., New York City.
Philadelphia—Motor Boat & Sportsmen's Show. Feb. 26-March 2. Franklin H. Bates, 1500 Pax Bldg.
Reading—Greater Reading Building Show. March 9-16. Clarence L. Ebbert, 22 N. 4th st.
Ridgway—A. L. & Service Co. Celebration. March 25-30. Hal C. Law.

SOUTH DAKOTA

Sioux Falls—Elks' Charity Circus. Feb. 18-24. E. B. Peterson.

TENNESSEE

Columbia—Mule Day Rodeo. March 30-April 1. George L. Buchnau, Box 377.
Johnson City—Upper East Tenn. Midwinter Expo. Feb. 26-March 2. G. C. Sharp.

TEXAS

Dallas—Dallas Gift Show. Feb. 25-March 1. Fred Sands, 541 Dierks Bldg., Kansas City, Mo.
Ft. Worth—Southwestern Expo. & Pat Stock Show. March 8-17. John L. Davis, Coliseum Bldg.
Ft. Worth—Southwestern Recreation Expo. Track & Field Meet. March 15-16. R. D. Evans, 218 W. Vickery Blvd.
Houston—National Flower Show. Feb. 25-March 6. Robert Roland, Stevens Hotel, Chicago, Ill.
Houston—Houston Fat Stock Show, Rodeo & Horse Show. March 23-31. Reese B. Lockett, Milby Hotel.
Laredo—Washington's Birthday Celebration. Feb. 21-23. Charles Deutz.
Mineral Wells—Palo Pinto Co. Live-Stock Show & Rodeo. March 1-2.
San Antonio—Southwest Texas Boys' Fat Stock Show. Feb. 21-24. R. B. Pumphrey, Box 809.
San Angelo—San Angelo Fat Stock Show & Rodeo. March 1-4. J. C. Deal, Box 712.

WASHINGTON

Seattle—Gift, Lamp & Housewares Show. Feb. 25-28. Ray Leber, Everett, Wash.

WEST VIRGINIA

Wheeling—Better Homes & Electrical Show. March 5-8. George A. Bailey, Chamber of Commerce.

WISCONSIN

Milwaukee—Shrine Circus. Feb. 20-25. Hamid-Morton Circus Co.
Milwaukee—Milwaukee Home Show. March 9-16. John J. Roache, 740 N. Plankinton ave.

Dog Shows

These Dates Are for a Five-Week Period

ARIZONA

Tucson—March 17. Fred Pinney, Box 2822.

CALIFORNIA

Arcadia—March 22-24. Mrs. James S. Martin, 80 E. Grand ave., Pasadena.
Los Angeles—March 2-3. Mrs. Grayce Greenburg, Camarillo, Calif.
Oakland—March 9-10. A. L. Rosemont, 29 Sycamore st., San Francisco.
San Bernardino—Feb. 23. Mrs. H. V. Sousa, 1371 Lugo st.

COLORADO

Denver—March 26-27. Miss Hazel R. Hayden, 1100 Colorado Blvd.

GEORGIA

Atlanta—March 29-30. John P. Clegg, 547 Peachtree st., N. E.

ILLINOIS

Chicago—Feb. 25. Thomas J. Moore, 164 N. Sheldon st.
Chicago—March 30-31. Foley, Inc., 2009 Ranstead st., Phila., Pa.

INDIANA

Fort Wayne—Feb. 23. Mrs. Mabel M. Dottoe, 2118 Thompson ave.

MARYLAND

Baltimore—March 24. Foley, Inc., 2009 Ranstead st., Phila., Pa.

MICHIGAN

Detroit—March 2-3. A. W. Bow, 2806 12th st.
Flint—March 1. A. W. Bow, 2806 12th st., Detroit.

MISSOURI

St. Louis—March 23-24. Foley, Inc., 2009 Ranstead st., Phila., Pa.

NEW HAMPSHIRE

Manchester—March 16. Foley, Inc., 2009 Ranstead st., Phila., Pa.

NEW JERSEY

Atlantic City—March 16. Foley, Inc., 2009 Ranstead st., Phila., Pa.

NEW MEXICO

Albuquerque—March 20-21. Mrs. George Geake, Jr., F. D. 3, Box 157.
Santa Fe—March 30-31. R. S. Weed.

NEW YORK

Buffalo—Feb. 24-25. Foley, Inc., 2009 Ranstead st., Phila., Pa.
Elmira—Feb. 22. Mrs. Margaret L. Kane, 407 Realty Bldg.
Rochester—Feb. 21. Foley, Inc., 2009 Ranstead st., Phila., Pa.

NORTH CAROLINA

Asheville—March 23. Mrs. L. Franklin, 67 Brevard road, W. Asheville.

OHIO

Akron—March 11-12. A. W. Bow, 2806 12th st., Detroit, Mich.
Canton—March 3-6. A. W. Bow, 2806 12th st., Detroit, Mich.
Cincinnati—March 16-17. Foley, Inc., 2009 Ranstead st., Phila., Pa.
Cleveland—March 2-10. Foley, Inc., 2009 Ranstead st., Phila., Pa.
Columbus—March 11-12. A. W. Bow, 2806 12th st., Detroit, Mich.
Dayton—March 14-15. John T. Marvin, Route 1, Box 116.

OREGON

Portland—March 22-23. Mrs. L. O. Hatchell, 435 N. E. Buffalo st.

PENNSYLVANIA

Pittsburgh—March 7-8. Foley, Inc., 2009 Ranstead st., Phila.

RHODE ISLAND

Providence—March 9. Louis G. Najac, Box 790.

TENNESSEE

Chattanooga—March 27-28. Clarence Kolwyck, Chattanooga Bank Bldg.
Kingsport—March 20-21. Mrs. Carrie M. Pace, Box 875, Johnson City, Tenn.
Knoxville—March 25-26. Mrs. Frank Leonhard, 303 Elmwood st.

TEXAS

El Paso—March 23-24. Tony B. Phillips, 3820 Wilson st.

WINTER-QUARTERS

(Continued from page 46)

quarters. Henri Clayton and H. P. Hill are away on booking tours. Owner Obabal is supervising work. The writer and wife will be mail and The Billboard sales agents and handle front gate tickets. Writer also will handle the press and assist Owner Obabal on the lot. Recent arrivals include Mr. and Mrs. Joe Rosen, Mr. and Mrs. Harry Webb, Mr. and Mrs. J. A. Smith and Mr. and Mrs. Willie Wilson. N. L. DIXON

Sam Spencer

BROOKVILLE, Pa., Feb. 17.—Quarters work is well under way here with two men repairing and repainting fronts. Shows plan to carry three rides, three shows and about 15 concessions. Owner Spencer has ordered all new canvas and a new marquee and front. A five-cent pay gate and a platform free act will prevail. Rides are Ferris Wheel, Merry-Go-Round and Chairplane.
BERNARD E. KLINE

Billy Giroud

NEW YORK, Feb. 17.—W. J. (Billy) Giroud, co-owner-manager, recently returned from an extensive and successful booking tour. R. F. McLendon, formerly with O. C. Buck Shows, has signed with this show and at this writing is negotiating with some Southern fairs. Because of inclement weather work at quarters has been cut. Harry Metz, Ten-in-One operator, reports from his home in Paterson, N. J., that show is shaping up nicely. Giroud and Tommy Carson will attend the Albany, N. Y., fair meeting. Norman Stocker, formerly of Westport (N. Y.) Fair and New England promoter, is with the shows. Al Bydairk informs the rides are ready. Clarence and Sonia Giroud are vacationing in Florida. Oscar V. Babcock has booked his attraction with the shows for the season.
ELSIE M. GIROUD.

Elk Valley

FAYETTEVILLE, Tenn., Feb. 17.—Almost all are back at work in quarters here and C. Armstrong has almost finished work on the Ferris Wheel. Tommie Cook is modernizing his photo gallery, while Mrs. Cook is supervising a new front for concessions. Bob Sorensen has about completed painting and touching up his chairplane and kiddie ride. Kirk Kirkland has his mechanical department working full blast and recently installed a p. a. system on the sound truck. Kenneth Howard is readying his pit for his snakes and new tops arrived recently from Nashville, Tenn. Doc Harding visited for a few days with Mr. and Mrs. Askins. Art Holtzinger is readying his confectionery concessions. Lewis Askins recently returned from a business trip and David Brown is constructing three new banner lines which shows purchased recently.
TEX COOPER.

Frank's Greater

MACON, Ga., Feb. 17.—Quarters work here is in full swing. All rides are being repainted and repaired and shows' fronts have been repainted and repaired and will be finished in orange and white, a cooler scheme which will be carried out thru the show. Rides are using the same colors. New entrance front is completed and ready for the paint shop. Nights in Paris show front will have new banners, as will the Broadway Minstrel. Arrivals include the Petit family, Cecil C. Rice, Pop Kelly, C. D. Barrett, C. S. Wilson and Roswell family. Sam Beaty, with six concessions, is expected soon; as is Ace Turner. Cookhouse is busy feeding those in quarters and the many daily visitors. Paul N. Conaway, attorney; Dan Harder and personnels of Barfield and I. J. Clark shows are daily visitors. Manager W. E. Franks is expected in soon from an extensive booking trip.
FRANK E. WILLIAMS.

Latlip

CHARLESTON, W. Va., Feb. 17.—After spending three weeks with his daughters in Ohio, Captain Latlip, manager, returned to quarters to find work progressing. Three new fronts are ready and new canvas is expected soon. Shows were awarded a number of contracts at West Virginia Association of Fairs meeting here. Curly McCoy, ride superintendent, leaves soon for Bainbridge, Ga., to open with Tom's Amusement Co., with Merry-Go-Round and Ferris Wheel. He will return for shows' opening here on April 15, however. Thomas Niswander plans to use two illusions in his Headless Girl Show. Two new semis will be added and a number of concessioners arrived in quarters recently. Visitors last week included Jimmie Loyd, Jimmie Donohue, Mr. and Mrs. Burk, Red Davis and Ray and Jet Howard. Reported by an executive of the shows.

Classified Advertisements

COMMERCIAL
10c a Word
Minimum—$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must be counted when figuring total number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "Blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED

ADVERTISING BUSINESS MADE ME $10,000—Sparetime—Start at home without capital. Free booklet tells how. **NEWMEYER,** Box 18E, Weatherly, Pa. mh16x

AGENTS, SALESWOMEN, DISTRIBUTORS, Pitchmen, Demonstrators Sell "No-Run," a compound that prevents runs, rips, snags, breaks in lingerie, hosiery, rayons. Big profits. Beautiful package. **HUB MANUFACTURING,** 709 S. Dearborn, Chicago.

AMAZING COUNTER DISPLAY CARD—HOLDING twelve 10c Packages Phospholene. Each package makes one gallon Cleaning Fluid. Sample card, 25c. **WESTERN,** 412 Climax Bldg., Cleveland, O.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD,** 4922-A Lincoln, Chicago. mh30x

BIG MONEY APPLYING INITIALS ON AUTOmobiles. Easiest thing today! Free samples. Also sideline specimen for short order. Decalcomania Name Plates. **"RALCO,"** 1305 Washington, Boston, Mass. x

CLOSEOUTS—CARTOON BOOKLETS, READERS, Photos, jokes, Unusual Books, Novelties, etc. Fast sellers. Big profits. List, 10c. **AFFILIATED ROADSHOWS,** Guntersville, Ala. mh2

CURLER WORKERS—WE HAVE A NUMBER OF good stores available for suitable workers on sells the Vassar Wavers and our new Kay-Lee Automatic Curler. You can make a generous income demonstrating these two attractive items in department stores, chain stores and country fairs. **W. J. CALEY & CO.,** 3214 Chestnut St., Philadelphia, Pa. x

EVERY HOUSEWIFE, HOTEL, STORE, OFFICE Needs Sumar Scratch Eraser—Absolutely new Mohair Applicator Pad and Liquid Container all one unit. Instantly obliterates mars or scratches from furniture. A specialty with sales appeal. Sample, 35c; 12, $3 postpaid. Particulars free. **SUMAR CO.,** 7638 Peoria, Chicago, Ill. x

FADE-A-WAY — AMERICA'S FINEST HOUSEhold Cleaner. Agents and distributors wanted. Write today. **FADE-A-WAY PRODUCTS COMPANY,** Mt. Vernon, O.

IMPORTED MEXICAN NOVELTIES—SELL ON sight. Large profits. Sample 10c. **PAN AMERICAN TRADING CO.,** 2102 David Stott Bldg., Detroit, Mich.

LORD'S PRAYER ON A PENNY—INDIVIDUally carded. Fastest 10c seller in years. $4.50 gross. Samples 50c. **PERKINS,** 1109 Lawrence, Chicago.

MAGAZINE, BOOK MEN — HERE'S THE NEW deal you have been waiting for. We will guarantee our $3.90, $5.20, $7.80 deals to be greatest money makers in the field. Write for proof. **PUBLISHERS' CIRCULATION SERVICE,** Dept. BB-1, 407 S. Dearborn, Chicago. x

MEDICINE DISTRIBUTORS — 500% PROFIT selling VI-CO Tonic Laxative. Sample 40c. Write immediately for exclusive territory proposition. **VI-CO SALES,** V-5, Birmingham, Ala. fe24x

MYSTERY PURSE—A NATURAL. MEN'S PRIvate Sweater, very funny. Both fast 50c sellers men and women. Pitchmen and premium workers. Samples 25c each; $2.50 dozen delivered. Act quick. **NOVELTY SHOP,** 312 E. 3d, Tulsa, Okla. x

"PRIMING THE PUMP" — ELECTION SPEcialty, sells like wildfire. Dime seller. Real funny, just out. Triple your money. Be first in your territory and clean up. 20 for $1.00; $4.00 per 100. Substantial discount in quantity lots. Send dime for sample. **EINAR ARNILD,** 911 Sixth Ave., S., Minneapolis, Minn.

SELL NEW, USED CLOTHING FROM HOME. Auto Store—Men's Suits, 96c; Shoes, 10c; Dresses, 21c; Ladies' Coats, 33c. Hundreds big bargains. Catalog free. **SON,** 440-C East 31st, Chicago. x

SNAPPY BOOK ON CONFUCIUS—ALSO HUNdreds other fast selling novelties. **LA FRANCE JOKE PARLORS,** 55 Hanover St., Boston, Mass.

TWO FAST-SELLING SAMPLES OF NOVELTY Cards and 150 Confucius Sayings, 25c. **J. C. HUDSON,** Box 351, Cranford, N. J.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS,** 1107 Broadway, New York. mh2x

WAGON JOBBERS — BRILLIANTINE, $4.50 gross; Vanilla Extract, $4.50 gross; Almond Lotion, pints, $18.00 gross. Quality guaranteed. **CERTIFIED LABORATORIES,** C-5, Birmingham, Ala. fe24x

YOUR CREDIT'S GOOD — PAY WHEN SOLD. Swell line 5c to 25c Sellers. Big profit. **MISSION NO. 2,** 2328W Pico, Los Angeles, Calif.

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE,** 214 Grand St., New York. mh2x

ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT IGUANAS—ALSO HAVE Monkeys, Chimpanzees, Sloths, Agoutis, Capybaras, Pumas, Badgers, Peccaries, Coatimundis, Macaws, Parrots, Parrakeets and plenty of Snakes. **SNAKE KING,** Brownsville, Tex. mh16x

ARMADILLO BASKETS, LAMPS, NOVELTIES— Odorless, treated to last. Different. Also Live Armadillos, good feeders, perfect specimens. Write for prices. **APELT ARMADILLO FARM,** Comfort, Tex. mh30x

CHIMPANZEE — SMALL FEMALE, $300.00; Mangabey Monkeys, $25.00 each; Guinea Baboon, $35.00; Military Monkeys, $35.00 each; Kangaroo, 1½ years, $175.00; Male Llama, $175.00; Penguins, two for $250.00; Rhesus Monkeys, $10.00 each. Other Birds, Animals and Reptiles. Send for list. **WARREN BUCK,** 420 Garden Ave., Camden, N. J.

CIRCUS NOVELTY—FIVE-LEGGED BULL CALF; three perfect hind feet; 4 months old. Write **HILLSIDE DAIRY,** Murfreesboro, N. C.

COCKATOOS—LARGEST AMOUNT IN UNITED States. Reptiles, Monkeys, Sun Bear Cubs, Lion Cubs, Parrakeets, Lovebirds. Write for complete list. **BIRD EXCHANGE,** Box 7, Bell, Calif. fe24

DONKEYS (BURROS) — SPECIAL FOR BASEball Play, Polo Play, etc., $18.00 each. **UNIVERSAL PRODUCTS COMPANY,** Laredo, Tex.

FOR SALE — GOATS TRAINED TO WORK TO wagon and ride. **EDDIE POTTS,** Owassa, Ala.

WANTED — CIRCUS STOCK, WILD AND DOmestic, trained or untrained. Give full particulars in first letter. **BOX 12,** Rosedale, N. Y.

WRITE FOR OUR ANIMAL PRICE LIST — MEEMS BROS. & WARD, INC., Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

"AMAZING KNACK OF MAKING MONEY" in any Business, Job or Profession. Particulars free. Write **MODERN SPECIALS,** Box 6346B, Pittsburgh, Pa.

BUSINESS OPPORTUNITIES

BUSINESS PLANS—TESTED MONEY MAKERS, Formulas, Trade Secrets, Spare Time Starters and Mail Order Plans. Postal brings big issue of Money-By-Mail Magazine. **W. F. SANDERSON,** Box 135, West Trenton, N. J. fe24x

FOR SALE — JEFFERSON ST. ROLLER RINK, Burlington, Iowa. Complete, doing good business. Maple floor, tent to fit. Cash. Come see.

GIANT MAIL—OPPORTUNITIES, INCLUDING 68-Page Magazine, tips added income ideas. All for 10c. **B. KATZ,** 4254 N. Kimball, Chicago. fe24

HAVE BEST LOCATION IN MIDDLE WEST FOR Walkathon—15,000 square foot Dance Pavilion. Population 250,000 within 25-mile radius. Am interested in any proposition. Write **BOX C-400,** The Billboard, Cincinnati, O.

JOSSERAND DRIVE-IN THEATRES—EXCLUSIVE territorial rights to build under new Double Parking Patent. For sale on cash and royalty basis. **506 REPUBLIC BLDG.,** Houston, Tex. mh9

"NEW MONEY MAKERS," 70-PAGE MAIL Order Magazine, prints hundreds new, novel, spare-time plans each month. Copy, 10c. **D. MARVIN,** Publisher, 330 S. Wells, Chicago. mh9

PROMOTER — FINANCIAL BACKER FOR MY original ideas. Games, Toys, Songs, Poems, Kitchen and Farm Inventions. Others. **RANDOLF,** 505 Queensboro Station, Shreveport, La.

ROLLER RINK IN KANSAS CITY — EXTRA fine, well equipped. Doing good business. Floor can be cut for removal. Good downtown location, low rent. $2,500, part cash, balance monthly payments. **L. D. WIARD,** Bonner Springs, Kan.

WHOLESALE IMPORTED MEXICAN HANDcraft Novelties—Samples 50c each. Three different, $1.00, with lists many direct imports. Lists only, 10c. **C. A. BECKER,** Miranda City, Tex.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. **ASCO,** 383 Hawthorne Ave., Newark, N. J. mh2x

A CATALOG SHOWING 500 RECONDITIONED Machine Bargains—All types. Write for free copy. **BADGER NOVELTY,** 2546 N. 30th, Milwaukee, Wis. ap20x

A-1 BARGAINS — RED HEAD TRACK TIMES, factory rebuilt, equipped with extra clear glass over regular decorated glass to prevent breakage of latter. $50.00. One-third deposit. **W. E. KEENEY MFG. CO.,** 2611 Indiana Ave., Chicago.

ATTENTION — CHICKEN SAMS, LATE models, $139.50; 1939 Ten Strikes, $185.00; Wurlitzer 616s with Special Grills, $69.50. Send deposit. **SEIDEN DIST.,** Broadway, Albany, N. Y.

AUTOMATICS — MILLS FLASHERS, $17.50; Jockey Club, $24.50; Rays Track, $29.50; Fairgrounds, $17.50; Preakness, Rover, Racing Form, Photo Finish, Carom, Classic, Derby Day, Tycoon, $7.50 each; Exhibit Escalator Rotaries, $44.50; Folding Slot Stands, $1.00 each; Single Safe, $6.50; Double Safe, $12.50. ½ deposit. **BOYLE AMUSEMENT,** Oklahoma City, Okla. fe24

CONQUEST, REBOUND, FOLLOW-UP, $40.00; 1-2-3, F. P., late model, $65.00. **PASTIME AMUSEMENT CO.,** 100 Bolton St., Dayton, O.

COUNTER GAMES — 500 PENNY CIGARETTE Machines, $3.50 each; 50 Reel Spots, $3.50; A. B. T. Big Game Hunters, $4.50; Deuces Wild, $6.50; Counter King, $7.50; Skill Draws, $6.50; Gingers, $12.50; Five Jacks, $4.50. ½ deposit. **BOYLE AMUSEMENT,** Oklahoma City, Okla. fe24

FOR SALE — SEEBURG CHICKEN SAM RAYO-lite, Cabinet and Base, slightly used, perfect condition, new amplifier, $144.50. ½ deposit, balance C. O. D. **PAUL G. HASH,** 509 S. Jefferson St., Roanoke, Va.

FREE PLAY GAMES — MILLS 1-2-3, EXHIBIT Jumper, $69.50; Sports, Rebound, $49.50; Golden Gate, Eureka, $42.50; Twinkle, $39.50; Airport, $37.50; Big Ten, $34.50; Avalon, $29.50; Zip, Three Up, Across the Board, $24.50; Chief, $22.50; Chevron, Spotlem, Contact, $19.50; Batting Champ, $17.50; Bubbles, Stop and Go, Paramount, Bounty, Chubbie, Side Kick, Liberty, $15.00; Hit Number, Free Races, Multi Free Races, $10.00; Gold Cup Console, $147.50; Evans 1939 Ten Strike, used three weeks, $175.00. Novelty Games: Flight, Ritz, Hilo, Spinner, Stop and Go, Odd Ball, Bally Reserve, Palm Springs, $10.00; Slugger, Snappy, Turf King, Bally View, Power Play, Stoner Races, $5.00; Mills Vest Pockets, $27.50; 5c Blue-fronts, serials over 400,000, $37.50; Cherry Bell, 10c play, serial No. 440122, like new, $60.00; Cherry Bell, 25c play, serial No. 443,-950, like new, $60.00; Cherry Bell, 10c play, serial No. 403425, $40.00; Bally Ponies, $15.00; Gingers, 1c play, wooden base, $12.50; Daily Races Jr., Hessel, Crotchen Ball Gum Vendors, $5.00; Mills Smoker Bell, $45.00; Norris Master Vendors, $5.00; 1938 Bangtails, $85.00; 1938 Galloping Dominoes, $85.00; 1937 Bangtails, $65.00; Keeney Track Time, $39.50; Gottlieb Console Derby, $19.50; Bally Bell, $15.00; Galloping Dominoes, black cabinets, $25.00; Mills Square Bells, $85.00. One-third deposit required. **H. C. PAYNE COMPANY,** 312 Broadway, Nashville, Tenn.

GINGERS — TOKEN PAYOUT, PENNY PLAY, Cigarette Reels, Wooden Bases, extra door, slightly used, $14.50 each. **OHIO SPECIALTY CO.,** 713 E. Broadway, Louisville, Ky. mh2

JENNINGS DERBY DAY CONSOLE, FLAT TOP, $19.50; Ball Automatics, Stables, $16.00; Lady-Luck, $9.00; Entry with Booster Unit, $12.00. The following for $5.50 each: Golden Wheel, Classic, Springtime, Natural, Carom, Heavyweight, Bluebird, Bally Derby, Flicker, Hi-De-Ho. **THE ATLAS,** Wells, Minn.

KIDDY MUTOSCOPE, $20.00; OLD MILL, $13.00; Columbus, $3.00; Northwestern Deluxe, $10.00; Ball Gum. One-third deposit. **EASTERN,** 350 Mulberry, Newark, N. J.

NOVELTY GAMES, $7.50 — AIRWAY, REserves, Zeta, Cadet, Rocket, Regalta, Ritz, Rosebowl, Stoner Races, Sprint, Speed, Palm Springs, Bally Royal, Free Play, $12.50; Klick, Triple Play, Bounty, Keeney Hit Number, Miami. One-half deposit. **BOYLE AMUSEMENT,** Oklahoma City, Okla. fe24x

ONE EVANS 1939 TEN STRIKE — THIRTY days old, like new, perfect condition, $175.00. One-third down, C. O. D. **JAMES SCOTT,** Huntsville, Tex.

LATE MODEL FREE PLAY GAMES —BIG SIX, Lucky, Nippy, Mr. Chips, $49.50 each; Super Charger, Bowling Alley, $50.00 each; Oh Boy, Follies, $59.50 each; Punch, Pick 'Em, $54.50 each; Ocean Park, $40.00; Follow Up, $39.50; 1-2-3, $79.50; Triple Threat, $29.50; Gold Cup, $125.00; Lucky Strike, $75.00. Send one-third deposit with order. **LEHIGH SPECIALTY CO.,** 2d and Green Sts., Philadelphia, Pa. x

ONE 5c SKYSCRAPER, $20.00; ONE 5c DUCHess, $17.00; one 1c Duchess, $15.00; one P-12 Wurlitzer, $40.00; two 12-Record Rock-Ola, $40.00 each; three Exhibit Merchandiser Diggers, $35.00 each. Sale or trade for Free Play Tables, Counter Games, Western Baseball, Watling Scales. **ASSID,** 838 N. Penn., Lansing, Mich.

PHONOGRAPH RECORDS — TWELVE, $1.00. Famous recording artists and orchestras. Large stock. Popular selections. Hurry. **PARAMOUNT,** 358-B E. Market, Wilkes-Barre, Pa.

POPOMATIC AUTOMATIC 5c POPCORN MAchines with Crates—Cost $299.50; sacrifice $100.00. ¼ deposit. **E. C. HUNTER,** 309 N. Locust, Pittsburg, Kan. mh2

SEEBURG RAY GUNS, $60.00; TOM MIX RIFLE, $30.00; Gold Cups, $150.00. **LEW WOLF,** Hotel Martin, Utica, N. Y.

SEEBURG CHICKEN SAM RAY-O-LITE—LIKE new, $145.00. ½ deposit, balance C. O. D. F. O. B. New York. **ABBY MARKS,** 6614 Myrtle Ave., Glendale, Long Island, N. Y. mh9x

SNACKS — 1c, 5c, RECONDITIONED, $10.00 each; Advance No. 11s, $4.00 each. Send ½ deposit. **CAMEO VENDING,** 135 W. 42d St., New York, N. Y.

THREE MILLS QUARTER, CAILLE QUARTER, Mills Penny, Mills Dime, Mills Nickel Double Jackpots. First $110.00 gets all 7. **DUVALE,** Pikeville, Ky.

TRADE ONE 412 WURLITZER PHONOGRAPH for Late Model Rock-Ola World Series Baseball Machine. Must be in perfect condition. **ASSID,** 838 N. Penn., Lansing, Mich. x

WANT USED VEST POCKET BELLS, FREE PLAY Novelty Games and 12 Record Phones. Air mail best prices to **UNITED AMUSEMENT CO.,** 310 S. Alamo St., San Antonio, Tex.

WANTED — 1,000 USED VENDING AND Counter Machines. State lowest price. For Sale, Used Machines. Send for list. **RAKE,** 5 S. 22d, Philadelphia, Pa.

WILL TRADE GOOD USED WURLITZER Phonograph, P-12, 12 Deluxe 400 Models, for some good used Slot Machines or good Penny Cigarette Machines. **ROBERT EHRHARDT,** 608 N. Market St., Shreveport, La.

WRITE FOR LIST OF COUNTER GAMES, PIN Tables and Slot Machines. All models, low prices. **A. L. KROPP,** Tuscaloosa, Ala. fe24

WURLITZER NO. 500 PHONOGRAPH — IN excellent condition, $215.00. One-third cash with order, balance C. O. D. **SUN SALES CO.,** 949 Lincoln Park Drive, Cincinnati, O.

WURLITZER'S 24s, $129.50; 616s, $75.00; 412s and 400s, $37.50; P-12, $29.50; Rock-Ola Monarchs, $99.50; Penny Q.T.s, $24.50; Dime Q.T.s, $44.50. **COLEMAN NOVELTY CO.,** Rockford, Ill.

YOUR 1940 POOL TABLE WILL BE WORTH one-half price 1945. Lowest depreciation any game made. All sizes, easy terms. Good Used Free Play Games: Spotlems, Gems, Box Score, Gun Clubs, Rinks, Multi Free Races, Big Tens, Foot Ball, Stop and Go, Contacts, Cenco Fairs, Hit Numbers, $17.00; lots five, $15.00. Follow Up, Bangs, Triple Threat, Flash, Twinkle, Avalon, Ocean Park, Cowboys, Hold Tight, Zips, $19.00; lots five, $35.00. Conquest, Golden Gate, $55.00. Vest Pockets, $20.00; Hiboys, $29.00; Columbia Cigarette, $42.00; Columbia Double Jack, $45.00; Western Baseballs, 1939, $75.00; World Series, $49.00; Mills Cherry Bell, $45.00. Deposit required. **MASSENGILL'S,** Kinston, N. C. x

5¾" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING,** Mt. Pleasant, Newark, N. J. mh2x

8 BUCKLEY TREASURE ISLAND DIGGERS— With complete merchandise, ready to operate; cheap. **H. P. DOWNS,** 1010 Jennings Ave., Ft. Worth, Tex.

FORMULAS

THAXLY FORMULAS FOR PERFECT PRODucts. Accurate Analyses Assured. Results-ful Research. Catalog Free. **Y. THAXLY CO.,** Washington, D. C. ap6x

FOR SALE—SECOND-HAND GOODS

BARGAIN — LONG-EAKINS CARMELCRISP Popcorn Machine Outfit. **EDDIE POTTS,** Owassa, Ala.

Additional Ads Under This Classification Will Be Found on the Next Page.

POPCORN MACHINES—BURCH, STAR, LONG- Eakins, Caramelcorn Equipment, Copper Kettles, Burners, Tanks, Popping Kettles. Winter prices. **NORTHSIDE CO.,** Indianola, Ia. mh23x

POPCORN, POTATO CHIP, CRISPETTE, CARA- mel Popcorn, and Cheese Coated Popcorn Machines. **LONG-EAKINS CO.,** 1976 High St., Springfield, O. ap13x

FOR SALE—SECOND-HAND SHOW PROPERTY

CHRISTMAN SMALL ORGAN—SAME AS NEW. Plays Wurlitzer Style 125 music, has same volume. Price, one fifty. **WAYNE HALE,** Lenox, Ia.

CONCESSION TOP — 18'x16', KHAKI, COM- plete with Frame, $38.00; Heavy Khaki Tarpaulin, 15'x16', $8.00; fine condition. **OUSEY,** 187-15 Aberdeen Rd., Jamaica, N. Y. Vigilant 4-3225.

FOR SALE — SIXTEEN AND TWENTY-FOUR- Seat Adult's Chair Planes. Complete with Motor, Fence, Ticket Box. **CALVIN GRUNER,** Pinckneyville, Ill. mh9

FOR SALE — SINGLE LOOP-O-PLANE IN EX- cellent condition. **BOX 473,** Clinton, Okla. x

HEADLESS WOMAN ILLUSION COMPLETE — (Except Cabinet) $35.00. Instructions. **ISELY'S MAGIC STUDIO,** 1706 Euclid Ave., Cleveland, O. mh2

LIGHT GLOBES — 500 WATT, ROUND MOGUL Tip-Type Edisons, burn base down. Regular price, $2.50; special in dozen lots only, 75c each. **OTTO K. OLESEN CO.,** Hollywood, Calif. x

ROLO FUN HOUSE AND RIDE — PORTABLE, like new. Must be sold immediately at sacrifice. **BAKERMAN,** 77 Highland Blvd., Keansburg, N. J.

USED MERRY-GO-ROUND HORSES — EXCEL- lent condition. Beautifully carved. **TOT-HILL,** 1815 Webster Ave., Chicago, Ill. Telephone Humboldt 1317.

45' CAROUSELL—NON-JUMPER, 46 BEAUTI- ful Hand-Carved Animals, 3 Abreast, good condition. Any reasonable cash offer considered. **7 NORTH MAIN ST.,** Middletown, O.

146 BAND ORGAN, $150.00; 105 ORGAN, $125.00. Cash. Like new. Overhauled. Plenty of music. **COLSON,** 690 Park Ave., Brooklyn, N. Y.

HELP WANTED

ADVANCE MAN WITH CAR—BOOK SMALL attraction, schools, auspices, etc. Percentage. **B. A. (2-10) DANIEL,** General Delivery, Moberly, Mo.

BINGO MAN IN MIDDLE WEST — MUST qualify, no other. State all first letter. Golden opportunity; salary and cut. **BOX C-398,** Billboard, Cincinnati.

FOR CANADA—FREAKS AND NOVELTY AT- tractions. Also Talker. Route includes twenty fairs. State salary and all particulars in first letter. Address **HOWARD SPECTOR,** 132 Brighton St., Boston, Mass.

GIRL MUSICIANS — TRUMPET AND STRING Bass. Steady position. Send details, photos. Hurry. **TOMMYE LASITER,** 3520 Holloway Court, Cincinnati, O.

MUSICIANS WANTED — MUST BE NEAT, sober, responsible. Permanent connection for Sax doubling strong Baritone; Violin doubling guitar; exceptionally capable First Trumpet. **HOWARD KRAEMER,** Elkhart Lake, Wis.

WANT FLOOR MANAGER FOR PORTABLE Skating Rink—State lowest salary first letter. Give experience, etc. **C. T. McDONALD,** Orange, Tex.

WANT HUMAN PROJECTILE MAN SHOT FROM Cannon—No experience required. Long season. **FEARLESS GREGGS,** Plymouth, Wis.

MAGICAL APPARATUS

BUY SUPERIOR MINNEAPOLIS MADE MAGIC for Less — Latest 25c Catalogue and 15c Secret sent free. **EAGLE MAGIC FACTORY,** Minneapolis, Minn.

CATALOGUE OF MINDREADING — MENTAL- ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES,** Nelson Bldg., Columbus, O. mh23

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. mh2x

LATEST 216-PAGE ILLUSTRATED PROFES- sional Magic Catalogue — Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. **KANTER'S,** 1309 Walnut St., Philadelphia, Pa. mh2

PINXY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY,** 1261 North Wells St., Chicago. Illustrated folder free.

PROFESSIONAL VENTRILOQUIST FIGURES, $10.00; four extra effects, $15.00; sent on approval. **J. TURNER,** 405 Empire Trust Bldg., St. Joseph, Mo.

MISCELLANEOUS

HIGHEST ALLOWANCES FOR YOUR PRESENT Trailer on New Kozy Coach. Mahogany interior, electric brakes. See me B-4-U Buy. **SELLHORN'S,** Sarasota, Fla.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap. Terms. Factory reconditioned. Film rented. Sold. $5.00 reel. **NO. 521-E STATE THEATRE,** Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON,** State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis. x

ATTENTION, MOVIE MAKERS — CUT YOUR costs 50%. Solar Film costs less. West 12, 2 Rolls 16MM. 100 Ft., $4.69; 2 Rolls Double 8MM., $2.19. Free processing and return. Circular free. **SOLAR FILMS,** Dept. BB, 3827 Archer Ave., Chicago, Ill.

ATTENTION, ROADSHOWS — NEW SPRING List of Westerns, Actions, War, Gangster and others; 35MM. only. **STANDARD FILM SERVICE,** Box 782, Charleston, W. Va.

ATTRACTIVE BARGAINS — 16MM. VICTOR Factory Rebuilt Sound Projectors, $125.00 up. Westerns, Comedies, Cartoons, Features. Complete Programs, $4.00 reel up. **SOUTHERN VISUAL,** Box 2404, Memphis, Tenn. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue S free. **MOVIE SUPPLY CO., LTD.,** 1318 S. Wabash, Chicago. mh2x

CLEAN, NEW 16MM. SOUND FILMS—WEEK- ly Roadshow Service our specialty. Large library, attractive rates. **SWANK,** 5861 Plymouth, St. Louis, Mo.

GET OUR SPRING LIST OF 35MM. FILM BAR- gains—Westerns, Comedies, Action, Mysteries, $1.00 to $5.00 per reel. **ECCO,** Haddam, Kan.

SACRIFICING 200 REELS SOUND FILM — Complete subjects, excellent condition, $2.00 per reel. **PALADIA,** 50-27 39th St., Long Island City, N. Y.

WANT SILENT 2 REELERS—LLOYD, HAMIL- ton, Turpin, Seamon, Bevans, Chaplin. Condition good. No junk. Write **BILL HAYWARD,** Dolgeville, N. Y.

WANT SENSATIONAL ROADSHOW PICTURES —Must have state rights for central states. Also want High Intensity Arcs and Rectifiers. **BOX C-368,** Billboard, Cincinnati.

6-REEL PASSION PLAY, "THINE IS THE KING- dom"—Talking, showing the Nativity, Last Supper, Crucifixion, Ascension. New print, 20 M Heralds, 50 One Sheets, 50 Window Cards, 2 Talking Trailers and Stills, all for $150.00. Deposit $25.00, balance C. O. D. Subject prior sale. **INDUSTRIAL FILM LABORATORY,** 2733 Cherokee St., St. Louis, Mo. x

16MM. AND 35MM. NEW PRINTS—SOUND on Film, Complete Programs rented day or week at prices you can afford. **MERTZ AMUSEMENTS,** Virginia, Ill. mh2x

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — BAND ORGANS. CAN BE SEEN and heard at **2706 MAIN ST.,** Parsons, Kan.

VEGA TUBAPHONE BANJO — LONG NECK, Five String. Can be used plectrum. Like new, beautiful tone, lights, resonator. Cost $150.00. Sell $50.00. Leather case. Music included. **CARL ADAMSON,** Billboard, Chicago.

PARTNERS WANTED

WANT PARTNER TO FINANCE LARGE DO- mestic Animal Unit. Something new. **FRANK B. KELSO,** Figure Five, Ark.

PERSONALS

COME TO SCIENCE REST HOME, BROOKLINE. Arrangements made for treatment. **TERRY.** mh2

JUVA-TEX — SOMETHING ABSOLUTELY NEW in skin improvement. Live Rubber Foam Cleanser with a multitude of uses; boudoir, home, office. Postpaid 25 cents. **MOTHER NATURE CO.,** 1300 N. 12 St., Milwaukee, Wis.

NEED INFORMATION IMMEDIATE PRESENT address Charles Carr. Please communicate **BOX C-399,** care The Billboard, Cincinnati, O.

SURPRISE YOUR FRIENDS — THREE POST- cards, 25c, 10c each. Address, return for mailing. **DOYLE ENTERPRISES,** 206 Jefferson Ave., Endicott, N. Y.

PHOTO SUPPLIES AND DEVELOPING

DIREX DIRECT POSITIVE PAPER — NO FAD- ing, best gradation, highest speed. **THE POSITYPE CORP. OF AMERICA,** 244 Fifth Ave., New York, N. Y. je15x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO,** Unionville, Mo. mh9x

FREE — 1940 DIRECT-POSITIVE CATALOG. Just off the press, with biggest stock of equipment for 4-for-dime operators in the country. Write for yours now! **MARKS & FULLER, INC.,** Dept. BC-33, Rochester, N. Y. mh2x

SALESMEN WANTED

AMAZING SALES BOOSTER PLAN FOR FILL- ing Stations, all Retail Dealers. Fast seller. Big profits. Sample free. **PROFIT-MAKERS,** 160 N. LaSalle, Dept. B-8, Chicago. mh2x

NEW PROPOSITION FOR MAGAZINE AGENTS —Make more money selling this flashy specialized Farm Magazine. Best deal to men working east of Mississippi River. Write for details. **S. E. PETERSON,** Room 1201, 140 S. Dearborn St., Chicago, Ill. mh2x

SELL BUSINESS CARDS—$1.50 THOUSAND, Business Stationery, Book Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Social Security and Bookkeeping Systems. 40% commission. Free deals. Sales portfolio free. **DAVID LIONEL PRESS,** 312 S. Hamilton, Dept. TL, Chicago. x

WANTED — PERMANENT REPRESENTATIVE for Hoover Uniforms, Waitresses, Doctors, Nurses. Slack Ensembles, Aprons, Frocks. Smartest styles. Finest quality. Exceptional commissions. Line free. **HOOVER,** 251 W. 19th St., Dept. BK-4C, New York City. fe24x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI- val Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIOS,** 3544 North Halsted, Chicago.

BEAUTIFUL BANNERS, SCENERY, DYEDROPS —Colorful, artistic, durable. Famous for 35 years. Send dimensions for lowest estimate. **ENKEBOLL STUDIOS,** Omaha, Neb.

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels — Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. fe24

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. **SCHELL SCENIC STUDIO,** Columbus, O.

TENTS—SECOND-HAND

SHOW TENTS OF ALL SIZES AND TYPES— Write for winter prices. **HOGSHIRE TENT & AWNING MFG. CO., INC.,** 114 W. City Hall Ave., Norfolk, Va. mh16x

SLIGHTLY USED, GOOD AS NEW. LESS THAN half price. No rags, no mildew. State size, send stamp. Postals ignored. **SMITH TENTS,** Auburn, N. Y. mh16x

THEATRICAL PRINTING

HALFTONES, LINE CUTS, AS LOW AS 65c— Write for new prices on Art Work and Engraving. **MARK TWAIN ENGRAVERS,** Hannibal, Mo. mh2

LARGE COLORED HERALDS — 8x17, 1,000, $2.25; 3,000, $5.50. Special cuts for feature pictures. **THE PARAMOUNT PRINTERS,** Thomasville, N. C.

PERSONAL - PROFESSIONAL STATIONERY — 100 Letterheads, 7¼x10½; 100 Envelopes printed, prepaid $1.00; 250 each, $2.00. **RELIABLE PRINT SHOP,** 901 E. Jefferson, Louisville, Ky. mh16

WINDOW CARDS—14x22, ONE COLOR, 100, $2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Penna. x

WINDOW CARDS — 100 14x22", 2-COLORS Ink, $2.85; Handbills, 1,000 6x9", $1.75; Bumperettes, 50 6x20", $1.50; 100, $2.25. **SOLLIDAYS,** Knox, Ind.

WANTED TO BUY

WANT TO RENT OR BUY FOR CASH — HIGH Striker immediately. Air Mail. **BAKER,** Box 484, Miami, Fla.

WANT TO BUY—NO. 5 ELI FERRIS WHEEL. **BOX 505,** care Billboard, 7222 Lamport Road, Upper Darby, Pa.

WANT TO LEASE ADULT RIDE—PRIVILEGE buy end of season. Best references. Will buy Kiddie Ride. **BOX C-401,** Billboard, Cincinnati.

WE ARE INTERESTED TO BUY A COMPLETE Penny Arcade—Please state number of units and general description and price wanted. **REX AMUSEMENT CENTER,** Lowell, Mass.

WILL PAY CASH FOR FOUR-CAR ROUND Monkey Speedway. **W. M. MURRAY,** 513 Carondelet St., New Orleans, La.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at

5c a word—FIRST LINE IN THIS STYLE TYPE

2c a Word—FIRST LINE IN THIS STYLE TYPE.

1c a Word—FIRST LINE in this style type.

Minimum 25c — Cash With Copy

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY — ACROBATS

TEETERBOARD TOP- mounter—Do three high, fulls and double to chair. **JACK SCHULTZ,** 156 Ohio Ave., Tiffin, O. fe24

BAR PERFORMER — AERIAL OR GROUND Bars. **LOUIS OCZVIRK,** Billboard, Chicago, Ill.

AT LIBERTY — AGENTS AND MANAGERS

HAVE YOU ANYTHING for a man who has had own vaudeville agency in Loop of Chicago for sixteen years? Did a standard act in vaudeville of twelve different dialects in songs and stories for fifteen years. Capable of managing a movie celebrity in personal appearances, entertain audience while star is making change. Can arrange bookings. Know most all the agents and salaries. Can do stooge in any character, or manage a night club or tavern. Can secure gilt edge references. What can you offer? FRED HALE, 1741 N. Central Ave., Chicago. Telephone Berkshire 6646.

AT LIBERTY — BILLPOSTERS

2 MEN WITH CAR — ALL-ROUND BILLERS with a carnival or circus. Write **BILL JONES,** 20 Ellis St., Saugus, Mass. mh2

AT LIBERTY — BANDS AND ORCHESTRAS

4 GLASS SISTERS — NOVELTY SWING BAND available for night clubs, hotels, summer resorts, etc. Piano, sax doubling clarinet, standard guitar doubling Hawaiian electric guitar, drums. Two good vocalists, novelties, hillbilly and comedy entertainment. Good wardrobe and fine set-up. This is a real attraction. Write **MISS NAN GLASS,** Harlan, Ky. State all. mh2

AVAILABLE—Union, 11 Men. Sweet or swing. All essentials, library, P. A. system, uniforms, transportation, fronts, advertising. Cut or augment. Location or road. Go anywhere. Reliable. BLUE GLASS, 175 N. Kingston St., Caledonia, Minn. mh9

CLEVER TRIO—Young college husband. Wife double dozen instruments, vocals. Finest equipment, training, experience. Real producing concert-dinner-dance unit for hotel, resort. Locate, travel. Notice essential. For "Music With Style" write TRIO, 17 Walnut, Elmira, N. Y. mh2

FINE ELEVEN-PIECE BAND available soon—New soft swing style. Featuring nationally famous pianist. Complete equipment, vocalists, 4 saxophones, 4 brass, 3 rhythm. Now working 16th week on present job. Phone, write or wire LEADER, 518 Hiram, Wichita, Kan.

MANAGERS, AGENTS and Bookers — If talent, sobriety, personality, attractive appearance and professional knowledge of how to serve the public with real genuine entertainment is what you want, read this: The Hinton Novelty Trio, two young ladies and a man, now at liberty, want a good location. Novelty instrumentation, piano, xylophone, guitar, violin and drums. Can play any piece of music as written. Large library, including most of the old-timers as well as up to the minute selections. Can play any number requested. Feature lyric soprano soloist with a fine professional reputation and publicity to back it up, strong enough for any spot. Other first-class floor numbers such as comedy songs, harmony trio vocals and novelty trick instrumental features, M. C., etc. We are also thoroughly versatile actors with our own specially written tab and full versions script bills, special scenery and wardrobe. Can direct. Have one more man who is stage carpenter, electrician and doubles parts and violin. Same personnel for over seven years. Do not drink nor date. Have our own transportation and house trailers. Address, stating full particulars, to C. M. HINTON, General Delivery, Roseville, Calif.

SIX-PIECE Entertaining Orchestra—Available for location. Three singers, novelties, modern library. Sweet or swing. Augment if necessary. ORCHESTRA LEADER, care Radio Station, Gladewater, Tex. fe24

ORGANIZED Ten-Piece Union Dance Band—Available at once. Numerous doubles, splendid fronts and uniforms. Will take club dates but prefer location. Have photos, recordings and publicity. Can furnish Girl Vocalist. For more details write BOX 127, care Billboard, 1564 Broadway, New York.

VERSATILE EIGHT-PIECE BAND available March 1. Now playing 20th week in large midwestern club. 3 saxes, 2 brass, 3 rhythm, 3 vocalists, novelties. Special arrangements. Complete equipment, transportation. Feature many styles with specials with experience in name bands. Write or wire BOX C-402, Billboard, Cincinnati, O.

AT LIBERTY

CIRCUS AND CARNIVAL

CHAMPION ROPE SPINNER—FEATURE TRICK Eight Loop Spin; also use Whip. **JESS NICKELL**, Avondale, Ariz.

SOUND TRUCK — ATTRACTIVE, POWERFUL, beautiful sound; not a noisemaker. Also do advance and billing. Sober. Last year Johnny J. Jones. **AL BERESOFF**, P. O. Box 265, Canton, O. fe24

COMBO — For Girl Show Review or Unit. Work in and out entire show. M. C., do burlesque bits; also first-class clown. COMIC, Billboard, Chicago, Ill. fe24

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. ma16

AT LIBERTY

DRAMATIC ARTISTS

CHARACTER ACTOR — AGE 65, SOBER. FAIR specialties, up in acts, play violin, fake good piano and piano-accordion. A-1 banner man and painter. **DOC FRANKLIN**, Capron, Ill.

AT LIBERTY

MAGICIANS

FEATURE MENTAL ACT—Also Magic. Business builder for night club, theater, hotel. Palm or crystal readings. Salary for act, percentage on readings. PRINCE YOSE, The Billboard, Cincinnati, O.

AT LIBERTY

MISCELLANEOUS

BOOKKEEPER, CLERK, or what can you offer man of intelligence? BOX 414, The Billboard, Chicago, Ill.

UNIVERSITY STUDENT desires employment. Have taught school, booked Lyceum, lectured, sold merchants' tickets for a circus. Only responsible people need reply. SYLVIA LAMAR, 13542 Thompson, Detroit, Mich.

YOUNG MAN—28, versatile, well educated, likable, neat appearance, single, desires theatrical or club connection to learn more of business. Have had stage, dance band experience. EDDIE BEECHWOOD, JR., 2411 Genesee, Utica, N. Y. fe24

AT LIBERTY

M. P. OPERATORS

PROJECTIONIST - ELECTRICIAN — CAPABLE and reliable. A-1 Sound Man. Inventor safety device control and change over. Pennsylvania State approval. Wire or write **JOHN MARCUM**, Box 65, Independence, Kan. fe24

AT LIBERTY

MUSICIANS

A-1 TRUMPETER — FILL any chair. Swing vocals, double trombone. Young. Only reliable sources need answer. **"CHUBBS,"** General Delivery, Albert Lea, Minn.

CAPABLE VIOLINIST — Cocktail, strolling. Composer, Arranger. **WALTER FRANKLIN**, Pensacola, Fla. fe24

FAST TRUMPET—ALL ES-sentials. Address **TOAD THARP**, Throckmorton, Tex. fe24

HAMMOND ORGANIST — Specializing in roller rink work. Pittsburgh district preferred. **BOX C-390**, The Billboard, Cincinnati, O. mh2

STRING BASS PLAYER — Four years' experience with dance and radio bands. Schooled, union, college, neat, sober, single and ambitious. Age 23. Solid pizz. and arco tone bass, played in tune with a lift. Interested in connecting with a band that means business. Copyist. Some arranging. Write or wire **BERT PIERSON**, Elkview, W. Va. mh2

ALTO SAX, DOUBLING CLARINET — GOOD reader and have had plenty experience. Can join immediately. Willing to go anywhere. Can give recommendations if necessary. Address **MUSICIAN**, 820 S. 7th St., Goshen, Ind.

AT LIBERTY MARCH 15 — STRING BASS, double Guitar. Sing, yodel, good faker. Age 25, neat, sober, reliable. Two years featured vocalist Red Wahl's Waikiki Serenaders, six years cowboy and dance bands. Plenty memorized. Small combos preferred. State all in first letter. **PHIL GREEN**, 5 St. Johns Pl., Buffalo, N. Y.

Show Family Album

SNAPPED in the spring of 1915 at Springfield, Mass., this photo shows personnel of Advertising Car No. 1, Barnum & Bailey Circus. At the extreme left is Roy Feltus, contracting press agent, and next to him is W. C. (Kid) St. Clair, car manager. Later Feltus became partner of Edward Shipp in the operation of the Shipp & Feltus Circus in South America. He now resides in Bloomington, Ind., and is identified with Feltus-Shepard Outdoor Advertising Co., Inc., operator of the Hoosier Poster Advertising Co. in that city.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

AT LIBERTY — TRUMPET, DIXIELAND STYLE. Read, fake, experienced. All essentials. **JOE COLEMAN**, Francisco, Ind.

DRUMMER — UNION NO. 26. JUST OFF LO-cation. Age 23, sober. Six years' experience. Play solid drums. Go anywhere. White pearl set. Write or wire **R. K.**, 725 Second St., Peoria, Ill. fe24

DRUMMER — DANCE OR SHOW UNIT. GO anywhere for decent sure salary. Experienced, union. Cut anything. **ANDY HEATH**, 1915 Gilpin Ave., Wilmington, Del. fe24

DRUMMER — WORK GUARANTEED. COM-plete pearl outfit. Have car, go anywhere. **CHARLIE NOBLE**, 307 Summer St., Royersford, Pa., near Philadelphia.

HAMMOND ORGANIST — EXPERIENCED IN hotel, bar and band fields. Have extensive library and complete knowledge of all required essentials. Just completed year's engagement as feature soloist. **BOX C-373**, The Billboard, Cincinnati, O.

HAMMOND ELECTRIC ORGANIST — NOW playing roller rink, wishes new connection. Union. Address **ORGANIST**, Apt. 31, 2330 N. Clark St., Chicago, Ill.

TROMBONE — FULLY EXPERIENCED. GOOD range, read, fake, modern. Arranger. **26 E. 11 ST.**, Erie, Pa.

TWO TENORS — BOTH ARRANGE, DOUBLE clarinet, transpose. Have car. Drummer and Girl Vocalist also available. **MUSICIAN**, 173 N. Allen, Albany, N. Y. fe24

A-1 GUITARIST—Solo, read, jam and take off. Solid rhythm. Experienced name bands. Young, neat appearance, single, sober, reliable. Want reliable band or combo. No panics. EDDIE BEECHWOOD, JR., 2411 Genesee, Utica, N. Y. fe24

A-1 SWING DRUMMER—Age 21, single, sober, dependable, neat appearance, union. Rudimental, read, jam, speed. Theater, radio and floor show experience. Solid rhythm, flashy, fine take-off, four beat or Dixie. Gene Krupa pearl drums and toms. Good references. Swing band preferred. No panics, please. Don't misrepresent, I haven't. NEIL BELANGER, 917 4th Ave., S. W., Aberdeen, S. D. fe24

ACE ALTO SAXOPHONIST—Clarinet. Read and all essentials. Wide experience, competent, good character. Excellent references, dependable. Only reliable offers considered. Write JOHN KIDWELL, Crittenden, Ky. mh2

AT LIBERTY—Hammond Organist. Now working. Want to change. Go anywhere. Non-union, large library. Efficient, reliable. RAYMOND DARR, General Delivery, Miami, Fla. mh30

AT LIBERTY — Excellent Tenor, Clarinet. Age 25, clean moral character, consistent and dependable. Ten years' experience in radio, hotel and night clubs. Big tone, modern take-off. Am extremely confident in submitting this ad. Can fulfill any offer to fullest expectations. Will accept any reasonable offer two weeks from date contacted. References on request. LES LARSON, 2710 N. 22d St., Superior, Wis.

DRUMMER — Ten years' experience, both professional and semi-professional dance orchestras. Age 25, union, free to travel. Need job immediately, but it must be reliable; panic outfits, lay off. RAYMOND KOERNER, 116 Mississippi Ave., Joliet, Ill. mh9

RECORDING BASS — Trombone Double. Eight years' concert and dance experience. Want location with institution or plant band. Consider other jobs. College trained, chemistry. MUSICIAN, Box 114, Murfreesboro, Tenn. mh2

STRING BASS — Trombone double. Don't play for "kicks." Prefer commercial band (Cowboys, write). Institution or plant bands. Union, six years' experience. No panics. MUSICIAN, 2030 Grand, Joplin, Mo. mh2

STRING BASS — Sober, reliable. Read, fake. Tux, experience. Location. No panic. Can furnish other musicians. JOHN R. BROWN, General Delivery, Niangua, Mo.

AT LIBERTY

PARKS AND FAIRS

STRATOSPHERE FLIGHT — INVESTIGATE. WILFRID SNASHALL, R. 3, Binghamton, N. Y. ap13

THE DALTONS — ROPE SPINNING BLIND-fold by 16-year-old Slim, only person presenting rope spinning blindfold. Rifle and pistol sharpshooting, bull whip manipulating. Two people. Available after April 7 for circus, fairs, etc. Permanent address: Centredale, R. I.

CHARLES LA CROIX — Outstanding High Class Trapeze Artist. An original (Platform) Free Attraction. Now contracting outdoor celebrations, fairs, etc. Also indoor events. Committees wanting a real act, with attractive equipment, write me. Special large, beautiful advertising posters furnished free. For literature, price, etc., address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

CLOWN OF MERIT — Produce comedy for entire show. Work grand stand, burlesque acts, concert show. Plenty props and numbers. Best of wardrobe. CLOWN, Billboard, Chicago. fe24

FLYING COWDENS—Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. fe24

AT LIBERTY

PIANO PLAYERS

AVAILABLE IMMEDIATELY — NAME BAND Pianist. Vocals, Arrange. **PIANIST**, Radio Station, Tyler, Tex.

EXPERIENCED PIANO MAN — READ, FAKE, modern. Young, all essentials. Join immediately. **ART SIMS**, McAllen, Tex.

PIANIST — Single, Young Man, Accomplished, wide experience, concert, dance, desires hotel orchestra, radio work. Accompanist, soloist. Anything reliable. State particulars. RAYMOND DEMPSEY, Franklinville, N. Y. fe24

PIANIST AND ARRANGER—Solid rhythm and fill man. Also Hammond Organist. Age 27, sober and reliable. Experienced, union. No panics, please. BOX 12, Austin, Minn. fe24

AT LIBERTY

SINGERS

DESIRE JOB With Midwest Band as Male Vocalist —Nineteen years old, fine personality, good morals, voice training. Radio and club experience. BENNY CADE, Box 124, Walnut, Ia. mh2

AT LIBERTY

VAUDEVILLE ARTISTS

A-1 GUITARIST — Solo, read, jam, take off. Young, neat appearance, sober, reliable. Experienced stage, name bands. Want connection with vaudeville act or stage band. EDDIE BEECHWOOD, JR., 2411 Genesee, Utica, N. Y. fe24

AT LIBERTY—Young Man. Med, Vaude or Rep. Work in acts, bits and after pieces, straights or eccentric comedy. Song, dance specialties, double music. Trap drums, have outfit. State best salary, etc. Write or wire ROY WYANT, 721 S. Lincoln St., Ponca City, Okla.

MAN AND WOMAN Comedy Team—Man producing Blackface; Woman best Straight in the business. Change strong doubles for two weeks. Reliable med only. KRAMER AND LOUISE, Box No. 3, Eros, La.

PAMAHASIKA'S SOCIETY CIRCUS—Dog, Pony, Monkey, Birds, Clowns and Novelty Acts. GEO. E. ROBERTS, Circus Manager, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Sagmore 5536.

PIANO PLAYER—Wants job with show, night club or vaudeville act. Age 28. Read, take, plenty experience. JOE HOLLOWAY, Weimar, Tex.

UNIT NOTICE—Second Comic, Girl Show Reviews, Emsee. Play drums, plenty comedy. Unit, fairs, carnival, circus. No ticket needed, go anywhere. COMIC, Billboard, Chicago. fe24

550 AT IAS BALL

(Continued from page 39)

voted America's Favorite Outdoor Performer in *The Billboard's* 1939 Outdoor Performer Contest. She was the recipient of much applause when presented with a parchment scroll and *The Billboard* trophy by Frank B. Joerling. After the presentation, Larry Sunbrook proffered Miss Kyle a contract to appear with his Rodeo and Thrill Circus in the Auditorium here as the feature attraction. Miss Kyle promptly signed the contract and local newspaper reporters were on hand and the story of the ball and presentation appeared in the papers last Sunday and Monday.

Many Congratulatory Wires

Sunny Bernet, Globe Poster Corp., was emsee and, as usual, was a big hit in presenting the various entertainers and calling on notables from the floor. It was an odd coincidence that Dee Lang, IAS president, celebrated his birthday anniversary on the same day of the affair and when this was learned the assembly joined the orchestra and entertainers in singing *Happy Birthday to You*. Telegrams were received from the various showmen's organizations and many individuals, including Ray Marsh Brydon, International Congress of Oddities; A. C. Hartmann, outdoor editor, *The Billboard*; Hymie Schreiber, B. & N. Sales Co.; George Davis, Polack Bros.' Circus; Ned Torti, Wisconsin De Luxe Corp.; Oscar Bloom, Gold Medal Shows; Frank Fellows, Springfield Wagon and Trailer Co.; Doc Adams, Maryland Hotel Co.; John M. Sheesley, Mighty Sheesley Midway; Walter Hale, Fairly & Little Shows; Morris Fabick, John Fabick Tractor Co.; Jim Gordon, Gordon Radio Co., and Lee Sullivan and Ben Roodhouse, Eli Bridge Co. A beautiful 24-page souvenir program was presented to those in attendance. Proceeds from the program and dance are expected to add considerably to club's treasury.

Tom Allen Lauded

To Tom W. Allen, vet showman and partner with Clarence A. Wortham for many years, now a local resident, went the lion's share of credit in making the ball a pronounced success. President Dee Lang made a wise choice when he appointed Allen general chairman of the ball. Others on Allen's committee included L. S. (Larry) Hogan, Charles T. Goss, Leo Lang and Frank B. Joerling.

Sub-committees assisting Allen were Reception, Charles T. Goss, chairman; John Francis, Morris Fabick, and Dee Lang. Floor, Dee Lang, chairman; Art Giuliani, C. Gordon, John Sweeney and Matt Dawson. Door, P. E. Waghn, chairman, H. W. Smith, Emil Schoenberger and Phil Little. Publicity, Frank Joerling, chairman; Floyd Hesse and W. B. Wecker. Tickets, Leo Lang, chairman; Ruby Cobb and John Fabick. Music, Francis L. Deane, chairman; John Maher, Peter G. Rust and Harry A. Moore. Program, Elmer Brown, chairman; Morris Fabick and Don Leonard. Refreshments, John Maher, chairman; Powell Leonard. Prizes, Noble C. Fairly, chairman; Harry G. Coleson and Art Sand. Decorations, Sam Solomon, chairman; E. W. Weaver and W. H. Moore.

Missouri Show Women's Club cooperated with IAS members to put over the ball and much credit was given these prominent show women who lent a helping hand: Anna Jane Pearson, Grace Goss, Gertrude Lang, Norma Lang, Daisy Davis, Nell Allen, Kathleen Riebe, French Deane, Millicent Navarro, Judith Solomon, Peggy Smith, Viola Fairly, Lillian Murray and Mabel Pierson.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Round-Up On for Spring Promotion Merchandise

Items suitable for St. Pat's Day, Easter, April Fools' Day, housecleaning sought by salesboard ops, pitchmen, direct sellers—dearth of new items seen

NEW YORK, Feb. 17.—With spring scheduled to make its debut in just about a month, salesboard and bingo ops as well as pitchmen, direct sellers and other users of prize and premium merchandise are busy contacting wholesalers in search of items suitable for spring promotions. Daily many of the men may be seen making the rounds in search of items that will catch the public's fancy and reap cash for them. With St. Patrick's Day, Easter and April Fools' Day coming on successive week-ends, knights of the tripes and keister and others are going to have three of the busiest weeks of the year. Those who expect to work items on each of the three days are busy stocking up shamrocks, Erin-Go-Bragh buttons, clay pipes, silk flags, green paper carnations for March 17. Incidentally, since St. Pat's Day falls on Palm Sunday this year most of the Irish Day parades and banquets are being scheduled for Saturday, March 16, thus giving the boys two days to work.

One week later is Easter and with it the yearly demand for bunnies, chicks and other Easter novelties. Egg dyes and baskets will supplement the usual Easter numbers workers will purvey. While bunnies are expected to maintain their dominance, it is expected that Walt Disney's tribe of characters from *Pinocchio*, plus *Gulliver's Travels* characters will make inroads on popularity of br'er rabbit.

Eight days after Easter April 1 comes up on the calendar. With it comes the demand for trick and joke items such as skunk perfume, salt chiclets, foaming sugar, exploding matches, dishwater beer, hot pepper gum, shooting cigars, burnspots and rubber candy.

Once these three days are out of the way—and even during weeks preceding Easter—some members of the pitch and direct-selling fraternity will be busy demonstrating items such as spot removers, scratch removers and polishing cloths, which will make spring housecleaning easier for housewives.

Ops Busy

Salesboard ops are concentrating on Easter deals. Candy and stuffed animal deals are being banked on to bring in money again. Candy deals always click at this time whether the featured award be in the form of a giant egg or a fancy box. A twist more ops are using to good effect is candy put up in fancy mirror boxes which may be used as jewel cases or cosmetic boxes once the candy is gone. Eye-catching boxes come in a wide variety of mirror and wood designs. Stuffed bunnies sporting giant-sized ribbon bows are sure to appear on many deals, but the new *Gone With the Wind* dolls and Walt Disney's *Pinocchio* are sure to make competition interesting. Since there has been a trend in recent years to give more practical gifts at Eastertime, some ops are pushing radios, clocks and lamps.

Bingo ops, too, are giving their prize displays a spring touch. Bunnies and other Easter items are sure to appear on stands during the next few weeks. Greatest activity, however, is among ops who are lining up places for outdoor games. Some of the men already have contracted to take over the bingo concession on carnivals, while others are lining up with churches and other organizations for outdoor games. These same men are not overlooking the temporal element in making their present games a success, however, and are featuring various house-cleaning items in addition to Easter merchandise and their regular line-up of prize numbers.

Need for New Items

Outstanding note in the field at this time, however, is the earnestness with which salesboard and bingo ops, concessioners, pitchmen, direct sellers and demonstrators are searching for new items. To date too few items have come forth to meet demand. Certainly if any manufacturer can come forth with numbers that will satisfy this demand he can't miss cashing in.

BINGO BUSINESS

By JOHN CARY

The Philadelphia Daily News took to its editorial pages recently to criticize the local police department for raiding a bingo party at an American Legion Post and trying to make "criminals" of the families of Legionnaires, who found enjoyment in a "harmless game" to win merchandise instead of going after real "criminals." Saying that there are "lots worse ways that people could spend a few nickels and dimes," *The Daily News* took the police to task for a "hypocritical point of view," since the chance element in a bingo game is a "natural instinct."

The lead-off editorial on its page under the heading of "A Bingo Party Is Raided," *The Daily News* said:

"A bingo party at the Tioga Post of the American Legion has been raided, 100 persons present were ordered from the place by the vigilant gendarmes and the equipment seized. So what? These people are not criminals. What they were doing was merely a perfectly natural instinct. And all the police and all the bluenoses in the world never will be able to kill that instinct. It is the human desire to hit the jackpot or get the first prize or pick a winner, call it a gambling instinct or whatever you choose, but there it is.

"This constant interference with the private lives of the people who want to have the chance of thinking in a few hours they will be richer than they were before makes us wonder about this city's refusal to face the facts about gambling. This present drive on number writers, race track bookers, bingo and all the rest is nothing new. It has been going on for years and years, costing the taxpayers staggering sums for attempts to accomplish the impossible, while the business increases and pours more and more dollars into the pockets of the underworld. That is is result of our hypocritical point of view.

"In most parts of the country cognizance of the facts have been taken and various forms of gambling have been legalized. That is the only way to control this natural instinct and to divert the dollars from the underworld to the empty public coffers. We can regulate gambling as we have regulated liquor and go a long way toward damning the ever-increasing need for new taxes, since this will provide revenue the painless way.

"Raiding bingo games may be some people's idea of the way for the police to show the taxpayers they are earning their money. But to our way of thinking we would be much more inclined to sing the praises of the cops if they

(See BINGO BUSINESS on 4th column)

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

It would seem that an operator who is considering moving to a new town would first take the trouble to get the low-down on conditions there before stepping in. We would assume that he would do this instinctively in the natural course of running his business, and yet there are some operators who, either because they are not so bright or just don't give a hoot, will walk into a town cold and quite often into a headache.

The experienced operator will seldom make a move in a new town until he is reasonably certain he knows his way around and will always straighten himself out on local laws and local public opinion before laying a card. Only a fool will do otherwise.

* * *

Looks like it's going to be another radio year, which is not at all surprising, since small sets held the dominant position on cards for so many years. Premium Products Mfg. Co., Evans Novelty Co. and D. A. Pachter Co. are cashing in on this bread-and-butter item at the moment and should continue to pocket folding money for quite a spell.

* * *

This has been a tough, cold winter, but not for boys working fur cards. Reports come thru that fur coat deals are still going strong and prospects are that they will continue to hold up until March, at least.

* * *

That story about the captain who ran a boat along the Mississippi is still apropos. He had a whistle on the boat to warn other ships of his approach in foggy weather but never used it. A friend asked him why. "Well," he said, "when I start the whistle this old tub of mine stops."

Some operators are like that. They don't seem to be able to work a deal and plan ahead at the same time. They go along all right while the deal is clicking, but when it turns sour they just twiddle their fingers until they can put their hands on a new one. A little window shopping while the old deal is still working would prevent that and save workers some money.

* * *

HAPPY LANDING.

Dates Set for Chi Premium Show

CHICAGO, Feb. 10.—The 10th annual National Premium Exposition has been set for April 29-May 3 at the Palmer House here. Manufacturers and buyers of premium and prize merchandise are already showing keen interest in the exposition and predictions are that it will surpass all previous efforts in buyer attendance and exhibits.

As usual, the sponsoring organization, Premium Advertising Association, will hold its convention concurrently with the exposition. Exhibit space is already being assigned by A. B. Coffman, exposition manager.

Many bingo and salesboard operators and others whose business it is to select merchandise items for distribution in prize and gift channels are expected to take in the show to look over the large number of prize and premium items that are usually to be seen.

Will Radios Repeat in '40?

Ops seek answer to riddle as new sets bow on merchandise market

CHICAGO, Feb. 17.—Will radios dominate the 1940 salesboard picture as completely as they did in 1939? That is a question every experienced operator of salesboards is striving to answer.

There's no denying the fact that radios were the hot item of the past year. Ops found self-powered battery sets made to order for quick, profitable promotions from the moment they appeared on the market in early January. Popularity of portables skyrocketed still higher with the coming of the camera-sized set in June. In fact, so strongly did the portables click with the public that they brought about a revival of large-sized boards with a take of more than $35. This marked the first time a large-sized card had been used since the days of the Packard-Lektro Shaver deal when it was a $15 retailer. Of course, others such as Charlie McCarthy and Varsity sets and the Radio Lamp were given a good play, but on the whole it was the pick-up-and-go sets that dominated the salesboard market.

This Year

Opinion among many men seems to be that ops will concentrate on radio deals again this year. Some feel that the sets now making their appearance will score just as heavily as did the portable models of last year. Others state that ops have no other course to follow, for the dearth of new hot items on the market forces them to turn to radios, "as they are still head and shoulders above any other item when it comes to turning boards quickly."

New Sets

Altho the bed-lamp radio first made its appearance last October, many of the men feel that this item is latent with profit-making potentialities that have yet to be fully exploited. "Widespread interest in 11 p.m. newscasts have just about made 11:15 the nation's bedtime," these men say, "and no feeling is quite as luxurious as listening to news in bed with a good book or your favorite newspaper to fill in the time until the news comes on. Therein lies the appeal of the bed-lamp radio. It's a convenience which everyone wants."

Another radio combination that's attracting quite a bit of attention, according to reports, is the navigator radio, which combines the practicality of a good radio with smart appearance and general all-round usefulness of a world atlas in globe form. The combination radio and electric clock that's now on the market is also being used by many ops. Item combines the reception of a five-tube radio with the mechanism of a high-quality electric clock in an attractive ivory plastic cabinet.

BINGO BUSINESS

(Continued from 1st column)

hauled in the former city cabinet member who is reputed to be the local leader of the Christian Front; produced the slayers of Mary Vila and Harvey Ilten, secretary to New Jersey's State senator, L. Grant Scott. We'd like to see the police stalking criminals, instead of trying to make criminals of the families of Legionnaires who might want to play a harmless game to win a radio or a basket of groceries or some other worthwhile prize. There are lots worse ways that people could spend a few nickels and dimes."

To which we, together with all bingo counselors and bingo fans, say "bravo."

St. Patrick Day Novelties

	Per Gross
B03N15—Silk Shamrock	$ .50
B03N21—Shamrock With Hat	.70
B03N20—Shamrock With Pipe	.70
B03N9—Green Carnations	1.75
B03N40—Irish Flag, 1½x2 In., With Brass Pin	.45
B03N42—Bow Pin Combination Irish and American	.60
B03N41—St. Patrick's Blowout, 16 In.	.85
B03N28—St. Patrick's Blowout, 20 In.	1.20
B03N27—St. Patrick's 8 In. Horn With Tassel	.95
B03N26—St. Patrick's 14 In. Horn With Tassel	1.80
B03N32—St. Patrick's Crepe Hat	.90
B03N23—St. Patrick's Crepe Hat	2.75
B03N38—St. Patrick's Metallic Hat	3.50

N. SHURE CO.
200 W. Adams Street
CHICAGO

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.

Potato Cutter

A new-type French-fried potato cutter and vegetable dicer is offered pitchmen and store demonstrators by Gold Medal Products Co. The firm reports the device will cut a whole potato at one time into slices of uniform thickness and may also be used to dice vegetables, fruits, pickles and cheese. It is said to be adaptable to quick, easy and conclusive demonstration. Preliminary survey has shown that there is a good field for the item and that it should be a big seller.

Suction Hook

A suction hook patterned after the suction ash tray and suction coat hanger that were so successful in the pitch and demonstrating fields is now being marketed by Gordon Mfg. Co. Firm describes the item as being just the thing for fast sales to storekeepers and the general public, for it is made especially for holding pictures, posters and merchandise.

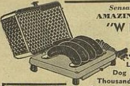
It's a 5-cent retailer that's priced right to make worth-while profits, the firm says.

Rocket Glider

A fascinating, low-cost child-appeal novelty that is headed for record sales is the sliding wing rocket glider, according to its makers, Spotswood Specialty Co. Wings are held back when the rocket is projected into the air by a strong rubber band. When the top of flight is reached wings slide into normal position and the glider loops-the-loop and floats in a number of graceful circles and glides. Its powerful appeal to youngsters and low quantity price assure a great future for the item, the firm states.

Beverage Tray

A Hostess Helper cocktail-beverage tray of steel finished in gold or silver is



Sensational Opportunity
AMAZING NEW ELECTRIC
"WIENIE-CHEF"
At Lowest Price In Field!

PROFITS UP TO 85 PER CENT. Just show Wienie-Chef, name the amazing low price—and pocket up to 85% PROFIT for yourself. Write for details!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager To Increase "Hot Dog" Profits

Men! Look! WIENIE-CHEF cooks 4 "hot dogs" a minute—up to 250 in an hour! And what frankfurters! Because cooked from INSIDE OUT by electricity, they taste utterly different. You never ate such sizzling, luscious, flavorful Wieners in your life. Take WIENIE-CHEF around and prove how SPEED and NEW TASTE THRILL combine to increase profits fast for restaurants, taverns, roadstands, drugstores, tourist camps, and hundreds of other places.

BIG BUSINESS--Big Earnings for You! You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits rolling in for months and years thereafter. J. E. Burke, of Iowa, sent in 23 orders in three days—over $60.00 in profits. J. F. Caldwell, of California, took one look at his sample and rushed an order for one dozen. As the lowest priced, efficient, GUARANTEED Hot Dog Machine on the market—capable of producing 200 to 250 per hour—you have a story for any eating place that will BRING BUSINESS, MAKE MONEY FOR YOU.

RUSH POSTCARD FOR DETAILS! Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect bite into it—tell him how the WIENIE-CHEF can MAKE MONEY for him, and you tell a dynamic sales story that tops everything else. Try it—see for yourself. Our MONEY-BACK GUARANTEE OFFER makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details NOW.

WIENIE-CHEF MANUFACTURING CO. 2301 W. Hubbard St., Dept. PP-14, Chicago

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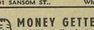

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Pass them out at 50c each. Everybody wants one—easy to demonstrate. A beautiful chromium finish product. Send only $2 for dozen or 25c (cash) for Sample. We prepay all shipments. AGENTS & DEALERS, ACT FAST.
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AMBER COLOR COMBS
Or Transparent Color and Black. Send for the Price List.
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16 MM Camera with 32 Subjects on film Doz. 4.50, Skunk Perfume (phoney) Doz. 85c, Puzzle Pants .65 Doz. Pee Pee Pillow 60c Doz. and Boy oh Boy

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4,000 BARGAINS
FOR SALESMEN & DISTRIBUTORS

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Order No. 185—Per Doz., $2.00.
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Introductory Offer:
5 Samples Postpaid for Only $1.00.

Write for copies of latest Merchandise Catalogs. Mention your business, we do not sell retail.

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RADIO-CLOCK

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ANNUNCIATOR AND BURGLAR ALARM

STORES, Homes, Taverns, Shops, Garages—scores of others—waiting for the RAY-ALARM Burglar Alarm and Annunciator. Real protection—guards against intrusions. Invisible beam of "Black Light," when interrupted, sounds continuous alarm. Plugs in any light socket. Unfailing demonstration takes 10 seconds—makes sales on spot.

SEND NAME Huge profits. Write AT ONCE for particulars of Distributor Plan or agent proposition. No money. Just send name.

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LOUIS PERLOFF
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claiming a lot of attention among prize and premium buyers, according to its maker, Charles D. Briddell, Inc. It has walnut handles and holds four beer or cocktail glasses between chrome spill-guard rails. Each comes in an individual tuck-end carton. Item is modern in design and will be wanted by every woman, the company states.

Pinocchio Doll

Walt Disney's lovable hero, Pinocchio, comes into full life and color in the authentic 11-inch doll just introduced by Ideal Novelty and Toy Co. Every part moves, and Pinocchio remains in any position desired. Licensed by Walt Disney Productions, the firm declares that the tremendous publicity given Pinocchio will make the doll one of the foremost numbers of the year.

FLUSHING FRONT

(Continued from page 34)

fair, but an "industrial sponsor" will be sought. It will unfold at the expo's opening on May 11 whether sponsored or not.

Jubilee is being pitted against Billy Rose's Aquacade for popular favor, altho the Bantam Barnum's show has the advantage of '39s tremendous buildup and financial and artistic success. Mr. Gibson parried questions as to the cost of the pageant, but indicated it would take fancy money. Site is the southern tip of the Amusement Area, in a plot approximately 600 by 600 feet. It is Mr. Gibson's and his colleagues' answer to a better balance between the Exhibit Area and the midway than existed last year.

* * *

Maurice (Mike) Mormey, former director of exhibits, says he has withdrawn his principals, from whom he had raised $50,000, from the Children's World, which he presided over for a time last year. Reason he gave is that an important arm of the site (Canine Capers) has been given over to the Parachute Jump, and that he therefore could not consider creating an "Arabian Nights" theme for the village without the advantages represented by all traffic arteries. Jump is being put up at a cost to be borne by the operating company. Hopi Indian Village, supplementary part of the village, is out. Village will be operated as part of the fair under amusement co-directors Smith and Shean.

* * *

Gilbert Noon will have three shooting galleries and one ski range. . . . Joe Hoefle is negotiating for several eat spots, plus the Borden building. . . . Mike *(Hot Mikado)* Todd is holding the say-so on an Old New Orleans Village to be transformed from Old New York. Destiny of *Mikado* is uncertain. Todd holds an option on the fair-owned building until March 1. There's talk of putting a motion-picture studio show in there. Jack (Able) Tavlin retains his novelty and field-glass privileges in Aquacade. . . . William de L'Horbe Jr., of Bisch-Rocco rides, is in town negotiating for Flying Skooter.

LOOS OPENER GOOD

(Continued from page 39)

M. Pate, of the committee, expressed themselves as being well pleased with business. Streamlined thruout, shows presented a neat appearance and all show fronts, rides, concessions and free-act apparatus looked like new, which is the case with most of the canvas.

Roster includes J. George Loos, owner-manager; C. N. Hill, secretary; Jack Edwards, general agent; Frank J. Lee, press representative; Evelyn Forrest, radio special agent; Al Coughlin, billposter; Fred Smith, sound car; Nora Cohan, cashier front gate; Buck Owens, lot superintendent; Lee Mounce, assistant; Buene Harris, chief electrician; Philo Rozzell, assistant; Jerry O'Hara, chief mechanic; Lonnie Jarvis, mailman and *The Billboard* agent.

Concessions

Maple Williams and Vess McLemore, eight, including cookhouse; Mrs. Maple Williams, manager; Opal Jarvis, cashier; James Warren Stewart, chef; J. B. McMahon and Chick Lowman, front griddle; Harry Lantz, head waiter; Cleve Reeder and J. C. McDairmid, waiters; Al Stevens, pantryman; Johnny Belton, dishes. Grab stand, Dick Tinkelpaugh and Whitie Leibile; bingo, Joe Williams, manager; Mrs. Vess McLemore, checker; Grady Hallum and Bill Crow, clerks; penny pitch, Pat Lowman and Bertha Allman; ham and bacon store, Tom Sweeney, operator; Jim Allman and John Stevens, assistants; grocery store, Jimmy Johnson, operator, Joe Lopez, assistant; bottle game, Jimmy Odea and Clyde Holbrook; cane rack, M. O. Williams and Lloyd Waller.

Pete and Eunice Benway have hoop-la, string game and cat rack, with Moe Sommers and Gus Bernal assisting; Juanita Edwards, pop corn, peanut stands; C. L. Staube, three concessions; penny pitch, Katherine Leibile and Dutch Valliere; pop corn and peanuts, B. Goldston and R. Burns; milk bottle ball game, B. J. Black and Robert Martinez; Ike and Faye Wolfinbarger, two photo galleries, with Mr. and Mrs. Jess Williams, Willard Holman and Jesse Davidson as agents; Wick Wolfinbarger, pop corn; milk bottle ball game, Boots Hansen; cigaret gallery, Art H. Hansen; R. V. Bay, two concessions, with R. Glass, Al Baird, Bill White, Jimmy Kelly, Jack Littlefreed, Eldred Simpson and Earle Wheeler, agents. Mr. and Mrs. L. T. Crawford, two concessions; cane rack, Howard and Esther Shaffer; milk bottles and cat rack, Mary and Juanita Stanley; candy floss, Eddie Springer; watch-la, pitch-till-you-win, Frank Platten; double milk bottle ball games, Joe Hurtt and Elmer Cohan; candy floss, Mrs. Fred Miller; candy dart, Harry LeVee and Bob Woods; candy apples and floss, Ed C. and Louis A. Johnson; monkey speedway, J. D. Rider, operator; Pauline Rider, cashier; Eugene Butler and Dick Hall, agents.

Shows

Circus Side Show, Gilbert Tracey, manager; John Lang, emsee and front Artie and Leonard Tracey, boxing and wrestling; Catherine Hurtt, woman with radio mind; Helen Mounce, sword box; Chief Leo Pinefeather, fire-eater; Captain Munroe, man with steel eyelids; Loretta Wheeler, headless illusion, and Temple of Knowledge, Gus Bernal, tickets. Two-Headed Baby, Signor Mark, manager; Billie Billiken, nurse and lecturer; C. J. Vanderwalker, tickets. Hall of Science, Dr. Edmund Breckenridge, manager; Jack Glassman, Eli Parkas, assistants; Ralph Glen, tickets; Mary Stoker, Iron Lung, and Bill Gambien, operator. India Oriental Illusions, C. J. (Magic) Johnson, manager; Ruth Contress, Helen Ridenour and June Trippe, assistants; Mysterious Fay, Fay Ridenour, illusions and front openings; W. C. Collins and Buck Davenport, tickets. Hawaiian Village, Clyde LeVee, manager; Peggy Dunn, Jean McPeak, Babe LeVee and Katherine Wodds, dancers. Bug-House, Mrs. Chris Miller, manager; Richard Jones, tickets; Tom Holmes, inside. Penny arcade, C. A. Pines, operator; Al Sigabee, assistant. Happy Family, Fred Smith, manager; Lawrence Baker, tickets; Smith Trio, Betty-Lou, Clementine, Richard. Mexican Theater, A. W. King, manager; Carlos Landerous, emsee. Harlem Follies, Elmer Welter, manager; Billy Seideman, tickets; Broadway Robinson, producer and chief comic; Willie Dixon and Bill Neighbor, comedians; Mary Allen, Margaret Mackey, Carrie Mason and Jean Wilson, chorus; Robert Collins, Lloyd Johnson, Earl Prior and Clyde Bell, musicians and dancers. Motordrome, Bigler Stoffer, manager and stunt rider; Emil Coker, tickets; Grant Pickett, front openings. Giggle Alley, Al Seideman, manager; Roy Wheelock, assistant; Midget Circus, Tracey Trio, Monkeyland, Texas Max, manager. What Is It, Fred Stires and Art Stires, managers; Lester Westenberger, inside lecturer.

Rides

Merry-Go-Round, Ralph Stoker, foreman; Robert Veazey, assistant; Helen Harris, tickets. Tilt-a-Whirl, R. A. McLeod, foreman; Ernest Kimball, assistant; Anita O'Hara, tickets. U-Drive-It, Neil Darrow, operator. Sky Ride, Jerry O'Hara, foreman; C. G. Metz, assistant; Marie Wilson, tickets. Octopus, Ralph Forsythe, manager; Ed Glantz, foreman; Slick Wunce, assistant. Ridee-O, Jack Oliver, foreman; Tom Walls, assistant; Lillian Parker, tickets. Skooter, Al (Dad) Steffens, foreman; Tony Pellegrini, Curly Parker, Bernard Black, Leo Rivas, assistants. Loop-o-Plane, Lee Mounce, operator; Velma Van Dyke, tickets. Pony Ride, Chris Miller, owner; Harry Wilson and Billy Satterwhite, operators. Rolloplane, W. H. McClanahan, manager; Mary McClanahan, tickets; Johnnie Blakely, foreman; Robert Carter, assistant. Twin Ferris Wheels, No. 1, C. N. Hill, owner; Eileen Miller, tickets; No. 2, H. C. Bondurant, owner; Alvin Van Dyke, tickets; Lowell Van Dyke, operator. Kiddie Rides, Mrs. C. N. Hill, owner-tickets; Lonnie Jarvis, operator; Joe Velencia, assistant. Free acts are the Four Flying Millers and Billy Shaffer.

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WALTHAM ELECTRIC DRY SHAVER— Leather Pouch, Ivory or Black Case. With $15 Price Tag. Based. Ea. . . . 75c
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ADHESIVE PLASTER — ½x5 or 1x2½ — Regular or Water Proof. Your Choice. Gr. 4.40
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ASPIRIN TABLETS—Certified Brand. 12 to Tin. Gr. Tins 1.35
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M. FRIEDMAN - 74 FORSYTH ST - N.Y.C.

FAIR MEN'S MEETING

(Continued from page 48)

meeting at their home in Dallas.

Mrs. Noble C. Fairly was unable to be in Dallas with her husband on account of illness.

George B. Flint, of Gus Sun's Chicago office, was jubilant over the fact that just prior to leaving for Dallas he secured the contract for the grand-stand attractions at the Monroe, Wis., Fair.

Patsy Tidwell, 3-year-old daughter of Mr. and Mrs. Tommie J. Tidwell, was showered with affection by both fair and show people.

LOS ANGELES

(Continued from page 41)

West Coast shows. Marshal Griffin is breaking menage horses for a free act for a carnival. Harry Horwitz is at Clark's Greater Shows' quarters. Fred Bingham is in the concession business at Venice, Calif. Business at the beaches is reported as fair. Ross Davis said business at the two parks in which he operates has been satisfactory. Mr. and Mrs. Harry DeGarro are in the concession business.

Plain Dave Morris is recuperating from a recent illness. G. Waldo Tupper and Earl Hall are working on promotions. Mr. and Mrs. Jack Schaller are at quarters breaking in two new acts. Ada Mae Moore is recovering from a serious illness. Marty Pauley and Jack Stein left for the East and may join an Eastern show. Dora Sprouse will have a concession in the Arcade Building. L. H. (Bill) Williams will have his rides on the Clark's Greater Shows. Mr. and Mrs. Walter Gregory came in from Florida and may locate at Golden Gate International Exposition, San Francisco. Mr. and Mrs. Harry Taylor are in San Francisco, where they plan to operate a concession there at G. G. I. E. Harry Tremaine, former trouper, is in the real estate business here.

Harry Pink came in from San Fernando, Calif. Mr. and Mrs. R. R. McPherson are with the Curtes Mile-Hi Cone Co. Olaf Alsing and Jed Hendricks are working kitchen gadgets successfully in downtown district. Mr. and Mrs. Bill Hellen are back from a trip to Omaha and will enter business in Hollywood. Billy Richards is handling the liquidation of Cal Zoopark. William Gold working novelties at week-end spots. Tessie Thorpe has the Talking Dog on a movie location. Ernest S. Fitzgerald will be with a West Coast show.

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Be Ahead of the Crowd

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

BERT GOODMAN . . .
and Harry Dempsey recently closed four weeks on foot remedy at McClellan's, Lynn, Mass., and are now in Sattler's Buffalo.

• • •

CHARLIE GOW . . .
is reported working gummy at Kresge's in Boston.

• • •

JEANNETTE FOX . . .
and Mabel Burns are working La Nu at Kresge's, Boston.

• • •

A HIGHLY SUCCESSFUL PITCHMAN once gave the writer the following explanation for his success: "I always make it a part of my business to watch other pitchmen work. Noticing his system of approach and the general effect on his audience add greatly to one's knowledge. I'm a firm believer in the old axiom: 'One can learn more by listening than talking!'"

• • •

"JUST CLOSED . . .
at Kinston, N. C., and have no worries about stock, as I brought the same out with me that I took in," inks Dr. Frank Curry from Clinton, N. C. He continues: "The weather is pleasant, tho, and as long as I don't have to dig in the grouch bag I'm satisfied to break even until spring. I spent a while with D. D. Lockboy, Greenville, S. C. He is vacationing at his father-in-law's estate there. Would like to hear from W. Y. Rowe, L. B. Earnest and Joseph M. Wallace."

• • •

JAMES L. OSBORNE . . .
comments from Hayti, Mo., that business since the holidays has been a shade rough. Says he saw Doc Bobby Dale at the sale in Cherry Valley, Ark., also Doc Leon Streets and family at Rison, Ark. Osborne declares he will beat the bluebirds north this year. Jack Flowers, Dutch Vargo, Curly Fredricks and Fido Kerr are asked to pipe in.

• • •

BLAINE YOUNG . . .
shoots from Sterling, Colo.: "It got too hot in Denver for yours truly—too much Green River, so I came here, as I have worked this town before. The powers that be here are 100 per cent. I am pitching three farm sales a week, and the other three days I while away the time with an old line household item. It's real winter here. Would like to read a pipe from Dr. Claude Heath, of med fame."

• • •

WHAT WITH the wintry blasts hitting nearly every section of the country, we wonder what has become of all the inhaler workers.

• • •

FRANK X. LAVELL . . .
general agent of Wilson's Variety Shows, tells from Ocilla, Ga., that cold weather in the Deep South has put most of the tent opries in the barn, but that Wilson's Variety Shows have just completed six years under canvas. The big top has been in the air every day and there has been a performance every night, says Lavell. Jimmy Heffner, of Heffner-Vinson Shows; Rev. L. P. Shaw, Lewis Shows; Ben Davenport, Ogden family, Preacher Leggette and Fat Price were recent visitors.

• • •

A. L. CLARK . . .
recently went from Dallas to Meridian, Miss., to work court and sale days, but he encountered bad weather. "It won't be long before I'll pack the old truck and take life easy," says Clark. "I just bought a ranch in Arkansas, about 1,400 acres, and I'm going to stock it with white-face cattle and white leghorns. Haven't worked since the day before Christmas, when I got worked for $50 at Pickens, Miss. The county attorney was the trouble. I find it getting to be trouble every place you get money, so that's why I am getting ready to retire up in the foothills of the Ozarks."

• • •

MARY RAGAN . . .
scribes from Miami, Fla.: "I visited Roy Smith's med show in South Miami. He had a nice crowd and good business. Show has nine people. Electric Ward is at the piano; Mrs. Smith, straights; Ray, blackface. Among visitors were Dr. and Mrs. Bob Ward and their son and daughter; Pat Smith, brother of Tom A. Smith, and Dr. Ross Dyer." Mary left Miami February 14 for New York. Said she expected a visit soon from Mr. Ferguson, of General Products.

• • •

PITCHMEN'S SAYINGS: "Doctor McGraw and Doctor McGee recommended these!"—Harry Maiser.

• • •

HIGH PITCHMEN . . .
is what Frank Drake called boys of the fraternity in an article in *The Atlanta Constitution* of February 10. First paragraph of the article reads: "If the high pitchmen come, can spring be far behind? The answer is no, because the high pitchmen and women are those super-supersalesmen who hawk odd and funny wares to passersby on busy city streets. And they've come to downtown Atlanta, where they apparently are doing a thriving business."

• • •

BLASTING . . .
from Alliance, O., where they are still in their house trailer, waiting for the bluebirds to sing, Bertha and Ralph Ruhl say: "We will leave here soon with solder and flukem and probably one or two other items. Would appreciate it if some of the boys and girls would advise of towns open to disabled veterans."

• • •

TRIPOD OPININGS: "Those city folks who imagine that pitchfolk earn their living easily should change positions with them some time."

• • •

A. J. BEARD . . .
pipes that he just finished two pages of puff advertising for *The Ferdinand* (Ind.) *News* and is headed for Clarksdale, Miss., to work on the Clarksdale paper. Says he would like to see a pipe from Cotton Williams and Parris, the scale man.

• • •

KOKOMO KID . . .
typewrites from New York: "Packed in the pencils for the winter and am working the new Confucius remarks booklets on newstands and wholesaling to the boys. This is a fast-selling number on the streets and is going over big in the metropolitan area. The real money is out of town wholesale with this item. There are a lot of phoney booklets on the market."

• • •

ROY THOMPSON . . .
is reported working the food shows in Boston and Cleveland.

• • •

PROF. WILLIAM O. SHULTS . . .
known as the "mathematical genius," has retired from the pitch field and is employed with King Cole's Sound Service, Inc., New York, according to George H. Cole, of that firm.

• • •

THE SUCCESSFUL pitchman promotes harmony and smiles instead of grouches.

• • •

ROY WYANT . . .
drummer and entertainer, who has been working night clubs around Ponca City, Okla., since the holidays, infos that he expects to hit the road again soon.

• • •

JUST CAME UP . . .
from Florida," pens Al Sears from Newark, N. J. "I found many leafies and pitchmen down there," he writes, "but I'd rather eat snowballs than the climate. Georgia was all right. I leafed it around Macon and worked out of Atlanta. Met Robert Ainsworth, pitching rad. I am going to leaf it in Newark for a while."

• • •

JACK KING . . .
and Aaron Stein and Company have sold enough radio plugs in New York in the last week to take the static out of every radio in the city, blasts Carl Herron. Tom Barrett is asked to pipe in.

• • •

UNUSUALLY COLD WEATHER in almost all parts of the country has put a crimp in many of the boys' and girls' winter business.

• • •

WALKER AND COZY . . .
Hav-a-Laf med show is playing Southern Indiana with two and three-week stands and report they are getting by nicely. Walker says he would like for some reliable med man to send in to the column

FEATURING . . .
New Engraving Pins with '40 year guards—styles that are clicking! . . . timely sellers like football, basketball, rollerskating and bowling . . . also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Lockets . . . Best Selling Whitestone Ring Styles . . . Cameo Rings . . . Billfolds . . . Compacts . . . Photo Jewelry. Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

PUSH BUTTON PENS
$18.00 PER GROSS Assorted Colors
Write for PRICE LIST
STARR PEN COMPANY
300 W. Adams Street, Chicago, Illinois.

FREE NEW CATALOG!
of latest popular sellers in Mother of Pearl LOCKETS, Cameo & Whitestone RINGS, ENGRAVERS' JEWELRY, CROSSES, NOVELTIES, etc. IMMEDIATE DELIVERY. Send $2.00 for samples.
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$2.50 per 100
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RETAILS FOR $1.00.
Each box holds 20 Cellophaned 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write
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FLASHES from REAR WINDOW—DASH Control
AGENTS A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demonstrator sample plan. All Free! Rush.
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SOCIAL SECURITY PLATE WORKERS!
Your stamping machine also stamps the individual license numbers on these miniatures. Blanks with state imprint, frames and chains complete, ready to stamp in numbers—$6 per 100. Stamping Machines, $39.50 and $59.50.

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The friends of my friends are MY friends
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Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
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NEW INVENTION
Face Powder Dispenser that holds a week's supply. No mess, no waste. Just tap it. Made in beautiful plastic colors. Sell to Drug Stores, Beauty Shops, etc., or on coupons; a good premium item. Dozen, $1.75; Gross, $18.00; Sample, 25c; Deposit 25%.
DEANS SPECIALTY SALES

ATTENTION, DEMONSTRATORS
To Work the New Glass Juice Extractor in Department and Chain Stores.
We do all bookings and furnish all stock. Good deal juicer going over very big. Work in your own territory. Write for details.
GENERAL PRODUCTS COMPANY
305 Broadway Mkt. Bldg. Detroit, Michigan

some real dope on med licenses in Florida. He writes: "James Perdon reported in the February 10 issue of *The Billboard*, 'The State is open for a small license and they say it is virgin for med shows.' Then in the February 17 issue a pipe from Dan Sherwin from Tampa said, 'It's too bad that this State has a prohibitive license on med. . . .' Now all I can say is how come? Boys and girls, send it in straight. Don't be selfish. There is enough business for all and the Pipes column is trying to shoot square with us all."

* * *

CHIEF MEX . . .
is reported to be in Miami, Fla.

* * *

THE BOYS AND GIRLS who wait for Dame Fortune to make a success of them have a 100-to-1 chance of being successful.

* * *

MIKE FLOOD . . .
during a recent hold-up, sustained a badly lacerated eye, which had to be removed, causing pneumonia to set in. He died January 11 as a result, according to Andy Martin, who writes from New York.

* * *

IT WON'T BE LONG . . .
now until the bluebirds and pitchmen begin to sing.

* * *

SOME PITCHMEN . . .
discontinue the practice of giving bad tips on good spots, only when some of the tips boomerang.

* * *

THINGS WE NEVER HEAR . . .
"Reason we don't object to pitchmen working our town is we've never been able to find anyone who can tell us why pitchfolk shouldn't be given the same opportunities to earn subsistance for themselves as are tendered to those in any other profession."—City Manager.

* * *

ANYBODY WORK . . .
the recent doin's in Tampa, Fla.? How was it?

* * *

NOW'S THE TIME . . .
for manufacturers and jobbers to announce their new items.

* * *

EVELYN MASOK . . .
has been working perfume at Grant's in Atlanta, and Marie Barton, jewelry, discloses a communique from that sector.

* * *

INDIFFERENCE in the summer makes for insolvency in the winter.

* * *

ACCORDING TO . . .
a letter from the National Orange Show, San Bernardino, Calif., to James Heard, of Ventura, Calif., sheet writers will not be permitted to work the National Orange Show this year.

Frank Gruber, former sheetie who turned author, has just had a new mystery novel published by Farrar & Rinehart. It's called *The French Key* and the leading characters are two pitchmen who because of a curious combination of circumstances are suspected of a murder and are therefore forced to turn detectives and solve the murder. Book is being well received, having obtained good notices in all parts of the country.

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Big Price Reductions. Send for List.
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$ $ $ $ $ $ $ $ $ $ $ $
GIANT BILLS! WOW! BIG MONEY!
Almost a foot long! Looks like real greenbacks. Make money fast with this while it's new and hot. BIG PROFITS! Everyone buys. Sample with large catalog 15c—25c per doz.—$1.00 per 100—$7.50 per 1,000. Postage prepaid.
KRINOG'S MAGIC SHOP,
536 Sixth Ave., New York, N. Y.

PITCHMEN! STORE DEMONSTRATORS!
Here's the KILLER-DILLER Item for 1940. It's a brand NEW French Fried Potato Cutter and Vegetable Dicer. Send for circular TODAY or 25c for sample.
Place Over Potato
Push Down
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131 E. PEARL ST., CINCINNATI, OHIO

Pitchdom Five Years Ago

Joe Silverberg, auction pitch exponent, opened a whitestone store on Broadway, New York. . . . Tom Sigourney rambled into Augusta, Ga., to find the town loaded down with pitchmen. . . . Harry B. Menefee, Fort Wayne, Ind., vet., was still working strops and razors on West Berry street there. . . . Nat and Al Morris were working peelers to good takes on Sixth avenue, New York. . . . Ray Herbers was playing Ohio towns to only fair returns after a successful stand in Pittsburgh. . . . Tampa (Fla.) Fair proved a bloomer for Joe Birdsong, with coils. . . . Joe Gregory and Phil Unger opened a store at 48th and Broadway, New York, and were buying old gold. . . . Doc McFarland was working to good results on Elm street, Dallas. . . . Slim Rhoades was managing to eke out an existence in Wilmington, N. C. . . . Lancaster and Harrisburg, Pa., were proving winners for Harry (Doc) Murray. . . . Doc Harold Woods, of Woods Med Show, purchased a large band wagon in Springfield, Mass., to be used as a feature of the unit in 1935. . . . Herbert Johnston, teamed up with George Smith, was working San Jose and other California markets. . . . Louis Palver, better known as the Belgian Kid, died in San Francisco January 31. . . . H. Tennez was clicking to good takes at Arizona rodeos, working the leaf. . . . Joe Irwin, production manager of Devore Manufacturing Co., and well known in pitch circles, returned to Columbus, O., from a business tour to Florida. . . . Morris Goldring was working pens in the San Francisco area to good results. . . . N. P. Tate returned to his Tate-Lax Medicine Co. quarters in Waco, Tex., from the West Coast. . . . William Carr was in Springfield, Mass., corraling the geedus. . . . Andy Stenson was still managing to garner the lucre in New York. . . . That's all.

Events for 2 Weeks

February 19-24

ARIZ.—Tucson. Midwinter Rodeo, 21-23.
CALIF.—Cloverdale. Citrus Fair, 21-25.
Los Angeles. Mid-Winter Regatta, 22-25.
COLO.—Lamar. Live-Stock & Poultry Show, 23-26.
FLA.—Eustis. Washington's Birthday Celebration, 22.
Tampa. Horse Show, 23-25.
MICH.—Detroit. Detroit Builders' Show, 16-25.
Ironwood. Winter Carnival, 22-25.
MO.—Kansas City. Better Homes & Bldg. Expo, 24-29.
N. Y.—New York Natl. Sportsmen's Show, 17-25.
O.—Cleveland. Grotto Circus, 19-March 2.
Akron. Tadmor Shrine Circus, 19-24.
TEX.—Laredo. Washington's Birthday Celebration, 21-23.
WASH.—Seattle. Gift, Lamp & Houseware Show, 23-28.
WIS.—Milwaukee. Shrine Circus, 20-25.

February 26-March 2

CALIF.—Los Angeles. Dog Show, 2-3.
MICH.—Detroit. Dog Show, 2-3.
Flint. Dog Show, 1.
MO.—Kansas City. Better Homes & Bldg. Expo., 24-29.
O.—Dayton. Indoor Circus, 26-March 3.
PA.—Philadelphia. Motorboat & Sportsmen's Show, 26-March 2.
TENN.—Johnson City. Mid-Winter Expo., 26-March 2.
TEX.—Dallas. Gift Show, 25-March 1.
Houston. Natl. Flower Show, 23-March 6.
San Angelo. Pat Stock Show & Rodeo, 1-4.

SHOWMEN'S LEAGUE

(Continued from page 40)

man, reported the following on the sick list: Mrs. Marie Brown, Mrs. Charles Driver, Rose Page, Fannie Plaisir, Virginia Laughlin, Mrs. Thomas Rankins, Mrs. John Francis and J. C. Ethel Weer. Members were pleased to have Francis Barth with them again. Francis thanked the club for flowers and gifts received during her illness. A card was received from Mrs. William Carsky, treasurer, who is in Florida. Mrs. Lew Keller and Mrs. Henry Belden also are in Florida. Correspondence also was received from Sally Rand, Ethel Weer and Mrs. Charles Driver. Nellie Ellen Mader was elected to membership. Club will stage a big benefit bunco and card party in Sherman Hotel on March 29, with Past President Leah M. Brumleve officiating.

All mail for the Ladies' Auxiliary should be addressed to the Showmen's League of America, Sherman Hotel, Clark and Randolph streets, Chicago. Mrs. Joseph L. Streibich will be hostess at the February 22 social.

Museums

Address Communications to Cincinnati Office

Business Continues Good For Pete Kortes' Units

CLEVELAND, Feb. 17.—Capacity patronage has prevailed during the first two weeks of Pete Kortes' World's Fair Museum's engagement here and business has been the largest experienced by the organization in any like period, reports Roy B. Jones. New attractions are being brought in weekly and newcomers this week included Gene Eddie Hayes, anatomical wonder, and Gravityo, man of a thousand thrills. Both came here from the No. 2 unit in New Orleans. Shackels, handcuff king, left here to replace Gravityo. Gilbert Reichter, Cleveland school-boy giant, left last week for same unit. Peter Kortes left for New Orleans for the Mardi Gras and Tampa (Fla.) Fair. Winona Smith (Zaza), Alligator Girl, is proving popular.

Roy B. Jones and Al Tomaine, Italian giant, visited the Sportsmen's Show in Public Hall here, where Al was photographed with log rollers and archery queen. Popeye Neigenfind is proving popular with the kiddies, as are Eko and Iko. New door attendants are Eldred Cooper and Ed Perry. Visitors included Ed Martin, P. G. Laurie and wife, Mr. and Mrs. Al Reese, Col. Harry Long, Louis Sletzer, Flash Williams and Mr. and Mrs. Walter Hale.

NEW ORLEANS, Feb. 17.—Attendance at Peter Kortes' World's Fair Museum No. 2 unit at 620 Canal street here has held up well despite competition from the traditional carnival functions and unfavorable weather. Attractions added recently include Bushe Marionettes; Tam-Tam, leopard man, and the Mystery of Bagdad. Featured is Shipwreck Kelly atop museum's flagpole. He plans a one week personal-appearance stand inside when he comes down.

Telephone operators at central switchboard spent an unhappy afternoon recently when Walter Williams, WDSU announcer, had Zandu, Quarter-Boy, play an unnamed selection during a broadcast, offering tickets to the first 50 who correctly named the numbers. More than 285 phoned, trying for the ducats. Ray Cramer, manager, staged a Sweetheart Day St. Valentine Day and femmes were admitted free if accompanied by a paid adult admission. Owner Peter Kortes, on his return from Tampa, Fla., visited.

Lexington, Hamilton Give Lewiston Good Attendance

LEXINGTON, Ky., Feb. 17.—After a week of good business in Hamilton, O., Harry Lewiston's World's Fair Freaks closed last Sunday and opened here on February 12 in the former Denton Department Store at 163 E. Main street. Store is ideally located, with large display windows, and has a large shipping room in the rear which serves as a garage for all cars and trailers with the unit.

At conclusion of first week's business, a check-up revealed that attendance surpassed any week of the winter tour. Unit was heavily billed and an extensive radio campaign was effected here. Two daily remote 15-minute broadcasts from the floor and numerous spot announcements resulted in good attendance. A group of city officials, including the mayor and chief of police, were guests of the management.

Miller's European Congress Clicks in Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Feb. 17.—Morris Miller's European Congress of Living Wonders chalked one of its best stands of the winter tour here. It was surpassed only by one other spot thus far. Show is using a new annex with Doc Seymour doing the presentation. Station WBAX carried several daily and nightly programs under direction of Harry Thomas, former showman. These include street, museum and studio airways.

Among those on the broadcast were Milo Vagge, bagpuncher; Captain Nelson, sword swallower; Pedro Lopez, blow torch; Wilbur Harris, big mouth; Carmen, mentalogist; Captain Lewis, rubber-skin man; Victoria Anderson, leopard-skin girl; Woody Woodards, composer-accordionist, and Francis H. Healy, publicity director. Station Director Harry Thomas formerly appeared with Col. Tim McCoy's Wild West Show in 1938.

Philadelphia Houses

PHILADELPHIA, Feb. 17. — South Street Museum reopened February 10 after being closed for some time for renovation and rebuilding. A new front, large lobby and new decorations now prevail. Main hall has been newly decorated and rebuilt and bill for the opening week on the stage was Walter Smith's Colored Revue; Sisto, iron-tongue demonstration; Nagama, Japanese foot juggler; Lady Dorathea, mentalist. In the annex are dancing girls. Eddie Moreno is manager and lecturer. Front is handled by Jack Leper and Joe Dockstadter. Business has been good.

Eighth Street Museum reports continued good business. This week in main hall were Tex Mahoney and Co.; Herbert, ventriloquist; Dorman, contortionist; Poses Plastique, Headless Woman and Mysteria Illusions. Dancing girls are in the annex.

"Liability of Owners or Lessors for Injuries to Amusement Patrons"

See Carnival Department of This Issue

Joseph Sr. and Richard F. Sell Holdings in Lusse Bros., Inc.

CINCINNATI, Feb. 19.—Joseph Lusse Sr., founder of Lusse Bros., Inc., and designer of the Lusse Skooter, and Richard F. Lusse last Tuesday sold their entire holdings in Lusse Bros., Inc., it was announced in a wire from Richard F. Lusse from West Palm Beach, Fla., yesterday.

High price was paid for their interests, it is understood. Richard F. Lusse said he would continue his association with Forest Park, Chalfont, Bucks County, Pa., where he has a factory for manufacture of Swan Rides and Kiddie Skooters and where with Joseph Lusse Sr. and Joseph Lusse Jr. they will continue business activities.

Joseph Lusse Sr. has been associated with Lusse Bros. since 1895, he and his brother, Robert Lusse, having worked together many years, proving their ability as engineers and business executives. Joseph Lusse is originator of the Auto Skooter. Joseph Lusse Sr., 74, now spends his winters in West Palm Beach, where he has a homestead.

POLACK GETS WELCOME

(Continued from page 30)

Intermission.

No. 15—Wire acts in Rings 1 and 3 by Grace Orton Trio (Tex and Grace Orton and Pete McMahon) and Bob Atterbury. Trick bicycle riding on stage by Harrison Duo. Speed as well as merit in this display.

No. 16—Comedy high-stilt dance by Billy Pape. Got many laughs.

No. 17—Menage horses, ridden by Maxine Penny and Jimmy Hamiter. A dandy presentation.

No. 18—Performing very capably on the Spanish web were Peggy Michell, Louise Atterbury, Teresa Morales and Vivian and Tiny Nelson.

No. 19—Mae West walkaround by elephant "Judy," presented by Harry Baag, followed by burlesque elephant, "Lena," offered by Eugene Randow and Company.

No. 20—Felix Morales did a nice piece of work, sliding down a wire while balanced on his head. Showered with applause.

No. 21—Head and hand balancing in Ring 1 by Howard and Wanda Bell; acrobatic specialty in Ring 3 by Dorothy Pape and Teresa Morales; stage, rolling globe by Tetu Marimoto, and Billy Irwin, table rock. Interesting display.

No. 22—Jimmy Hamiter presented his beautiful black and white Liberty horses (six), the steeds working nicely.

No. 23—Two of the best high perch acts in the business—Billy and Conchita Pape on stage, and Tex Orton and Tetu Marimoto in Ring 1.

No. 24—Bob and Louise Atterbury and Nelson Sisters offered double trap acts of a very high order and received much applause. Loop walk by Ruby Haag also scored. (Elaine "Tiny" Nelson did not appear after Monday night's performance due to having small bone in wrist fractured at rehearsal, Vivian doing her single acts.)

No. 25—Capt. John Snyder's Russian Bears, on stage, did a series of very amusing feats, including walking on stilts, bicycle riding, roller skating and walking on fore feet up and down pair of stairs.

No. 26—Eugene Randow and his clowns.

No. 27—A fine closing number was that of the Billetti Troupe, Eddie and Helen Billetti and Hermann Weinberg, on the high wire. Their various feats, including stunts on bicycle, brought them a fine hand.

In clown alley were Eugene Randow (producing), Mrs. Randow, Eugene Randow Jr., George Carr, Al Bernard, Billy Irwin, Herb Thompson and Charles Sells.

The band, numbering 10, was directed by Eddie Woeckener, the show's regular musical director. Jack Bell, being in Sacramento, Calif., for Polack last week. The band in Cincinnati was composed of local musicians with exception of James Slocum, trombone, and James Backness, drums, who are carried by the show. Martin Stodghill, Cincinnati cornetist, who was in the band, trouped several seasons with Woeckener on Hagenbeck-Wallace Circus.

The Concert

A very entertaining aftershow was presented by Julius Kuehnel, who had as attractions Mr. and Mrs. J. E. Pepin's long-tailed sacred roosters, tails being 24-feet long; Susie, "the Elephant Skin Girl," and Kuehnel's Tom Thumb Brothers, Jack and Bill, one being 19 inches in height and the other 21. Kuehnel also was emsee. Little Ginger assisted in stage presentations. Ticket sellers, B. W. Benson and wife and B. King and wife.

Notes

Felix Morales directed the tremendous task of rigging the building in the absence of Doc Goodwin, the show's regular property superintendent and announcer, who was in Sacramento. George Morfchak, assistant property boss, also was in Sacramento. Prop men with show in Cincinnati were Grover Burkheiser, boss; Roy Grimmett, Bill Blevins and Bill Seddor, assisted by several local men. Paul Ritterbush is master of transportation, the show moving on eight trucks.

George Davis is superintendent of concessions. In Cincinnati show had concessions only for prize candy, novelties and programs. Other concessions are leased out by the building management on a yearly basis. Seat butchers: Arthur Huber, Marshal Thomason, Lafayette Barnett, Paul Parent, James J. Donnelly, Steve Byrd, Joe Kelly and John Eisenaw. Maurice Frenzel, wife and daughter, Betty, were in charge of novelty stand.

The press for the local engagement was handled by Alvin Plough, of Cincinnati Shrine. He was assisted the first half of week by Justus Edwards for the show. *The Enquirer, Post* and *Times-Star* co-operated in fine manner and gave the show favorable reviews and much advance publicity.

Promotional director for local engagement was G. O. Dupuis. Sam Polack, general agent, was here for several days during the run, his first time back on show since his marriage in Ft. Madison, Ia., December 15, to Genevieve Hughes. Mrs. Duke R. (Opal) Mills is office manager.

Jimmy Hamiter's unit, consisting of Liberty and menage horses, pony drill and dog act, joined in Cincinnati. Hamiter's stock was trained by Frank (Pop) Asher, for many years trainer with the Ringling-Barnum circus.

Irv. Polack had nothing but praise for the local engagement, especially the committee.

Louis Stern, co-owner, and T. Dwight Pepple, special agent, were last week in Sacramento, Calif., where a show was presented under Shrine auspices.

The Cincinnati date was the occasion for a reunion of the Morales family, the first in about eight years. Felix has been with Polack Bros. for a number of years. Teresa, accompanied by the mother and Dorothy Pape, came from Georgia to join, and Conchita, with her husband, Billy Pape, came from a date in New England. Billy and Conchita were with the show for the Cincy date only, but their daughter, Dorothy, will continue with it in her acrobatic turn with Teresa, as well as swinging ladder.

Noble Hamiter's cat men are George R. Merrill and John Taylor. John Snyder's (bears) attendants are Mike Zibnack and Charles Arthur. Jimmy Hamiter's grooms are Johnny Herman, Timothy O'Neill, Cocky Carr and Ed Boon. Frank (Pop) Asher is trainer for Jimmy. Incidentally, Asher instructed six girls in menage riding in the mornings.

CITES CIRCUS NEEDS

(Continued from page 32)

with most American circuses are still run on the early 20th century basis. In order that the circus prosper it must first get rid of the old evils which I need not mention because I think what I refer to is clear. Performances move entirely too slow. What is needed are good property crews, who can get the rigging up and down in a hurry, and a well-planned program which goes off with a bang. Get a good program, run it off in an hour and a half, do away with the fill-in acts and give the public its money's worth and part of the problem will be solved. If you still raise a big piece of canvas with nothing under it you had better get out of the business because those days are gone forever.

Another thing which those who call themselves showmen completely lack in many cases is showmanship. Various acts should be run off with lots of zip and zest and not dragged out all night. A short time ago I visited one of the larger indoor circuses which had as fine an array of outstanding acts as I have seen but it totally lacked the vitality of good showmanship. A turn can be one of the best and still flop because of the lack of this important ingredient. A good many of you probably remember Con Colleano on the Big One and the true showmanship he displayed when he came on. Bored girls riding in a spec, chewing gum, always make a "big hit."

* * *

The ventriloquist was a thing of the past, but today Edgar Bergen and Charlie McCarthy are the toast of America because they have what it takes. Ice skating in a big way supposedly went out with the one-horse open sleigh, but how about Sonja Henie? The circus can go forward if the right men handle it in the right way. People still love trained animals and good circus performances, but they are tired of it in its Gay '90s costume. The circus had better quickly get with the wheel of progress or it will get nowhere. There is an old familiar saying around shows which I think justly fits the situation: "Get with it or get on down the road to oblivion."

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HUGHEY BROTHERS' SHOWS
West Shows with or without Outfits. Want Legitimate Concessions. Want sober, reliable Ride Help; come on. Winter quarters now open. Show opens early in March. Address NATCHEZ, MISS.

West Coast Showfolk Doin's

By WALTON DE PELLATON

LOS ANGELES, Feb. 17.—Battle for choice locations in Southern California to accommodate the many shows opening in this section continues and from indications Los Angeles will have its full quota of shows this spring. . . . Alton's Silver State Attractions closed at Bell, Calif., and returned to quarters for repairs. . . . Ben H. Martin United Shows are still holding forth in suburbs. . . . Johnnie Miller, cookhouse operator on Bowen's Joyland Shows, has an eating stand on North Figuera street. Mrs. Johnnie Miller, who has been on the sick list for more than a year, is recuperating. . . . Mr. and Mrs. H. Hertl and Henry Hens, operators of Bud Cross' rides on Silver State Attractions, reported fair business on the Southern California tour. . . . Carnival and circus executives and general agents continue to clutter up the Bristol Hotel lobby and sidewalk under the watchful eye of Manager Ed Walsh. . . . The Harry Suckers, of Monte Young Shows, are wintering at their home in Hollywood. . . . Bertha and Skinny Matlock are busy rehearsing their act.

Bill Holt arrived from his home in Aberdeen, Wash., and is visiting his brothers here. . . . Reggie Marrion canceled his Orient tour and will be with Hilderbrand's United Shows. . . . Harry Benard arrived from his home in Sacramento, Calif., on business. Jean Benard is with a night club in Sacramento. . . . Mr. and Mrs. Arthur Hockwald are vacationing at Bristol Hotel after their tour with the Georgia Minstrels. . . . Tommy Miller is the house guest of the writer until opening of Hilderbrand's No. 1 Unit, where he will operate the privilege car. . . . Ted and Mario LeFors are rebuilding their concessions at their home on 33d street. . . . Glenn Henry Duo has been wintering with its family in Pico, Calif. . . . Don Savage and Mlle. Rance are appearing at a night club in Ely, Nev. . . . Hazel Johnson is visiting her family in Spokane, Wash. . . . Mr. and Mrs. Lloyd Carson visited from their home in Salt Lake City. . . . Johnnie Ward's Dope Show on Main street has been playing to fair business since opening. . . . J. San Houston's new museum on Main street, featuring Ralph, Elephant Skin Boy, is clicking. . . . Dan Meggs is the lecturer. . . . Charles Mittens is with a local trucking company. . . . C. F. Zeiger, Zeiger's United Shows, is still in Montana on a booking tour, while Mrs. Clara Zeiger and Rosemary Loomis, secretary, returned to their quarters in Tucson, Ariz.

Mr. and Mrs. C. S. Wrightsman, Wrightsman Greater Shows, returned to their home in Oakland, Calif., after spending several days visiting friends here. . . . Ross Oglivie has been playing local stores and appearing in pictures all winter. . . . Ted and Mario LeFors placed on exhibition at the Pacific Coast Showmen's Association the trophy they won in *The Billboard's* recent Outdoor or Performer Contest. . . . After a short visit in the South, Ed Brown returned to his home in San Francisco. . . . Mr. and Mrs. Roland Tweedie are wintering in Seattle. . . . Al Fisher, general agent Clark's Greater Shows, left on another scouting tour. . . . Mr. and Mrs. Theo Forstall have been busy all winter entertaining friends at their home in Wrightswood, Calif.

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ROCK FALLS, ILL.

ROUTES

(Continued from page 20)

M

McCabe, Sara Ann (Roney-Plaza) Miami Beach, Fla., h.
McLean, Dolly (Pastor's) NYC, nc.
McCoy, Elena (Jimmy Kelly's) NYC, nc.
MacFarlane, George (Village Brewery) NYC, nc.
McHale, Jimmy (Westminster) Boston, h.
Mack, Bob (Benny the Bum's) Phila, nc.
MacPherson, Sandy (Club 15) Phila, nc.
Madison, Rudy (Bill's Gay '90s) NYC, nc.
Mae, Doris (Netherland Plaza) Cincinnati, h.
Malloy, J. R., Circus Unit (Shrine Circus) Akron 19-24.
Malvey, Hal (New Paradise) NYC, nc.
Mangean Sisters, Four (Diamond Horseshoe) NYC, nc.
Manning & Class (U. S. Music Hall) NYC, t.
Mansell, Margie (Imperial) Detroit, nc.
Mara & Maralynne (Cocoanut Grove) NYC, h.
Marcano, Grupo (El Chico) Phila, nc.
Marlowe, Selma (State-Lake) Chi, t.
Marlyn & Martinez (Maxim's) NYC, nc.
Marlynn & Michael (Rainbow Grill) NYC, nc.
Marque & Marlys (Wagon Wheel) Akron, nc.
Marr, Patsy (Roosevelt) Jacksonville, Fla., h.
Marsh, Lita & Jerry (Athletic Club) Milwaukee, c.
Marshall, Jack (Riverside) Milwaukee, t.
Martel, Arthur (Bob Berger's) Boston, re.
Martell, Louise (London Chop House) Detroit, re.
Matvienko, Dmitri (Casino Russe) NYC, nc.
Maurice & Cordoba (Plaza) NYC, h.
Maxwell, Marvel (Edgewater Beach) Chi, h.
May, Bobby (Buffalo) Buffalo, t.
Mayhew, Nye (Copley-Plaza) Boston, h.
Mabell, Lou (Parakeet) Phila, nc.
Mele, Al (Wonder Bar) Atlantic City, nc.
Mercer, Maryann (St. George) NYC, h.
Merril, Joan (Leon & Eddie's) NYC, nc.
Midnight in Paris (James) Newport News, Va., 21-22; (Victory) Charleston, S. C., 23-24; (Center) Rocky Mount, N. C., 26; (Carolina) Durham 27; (State) Winston-Salem 28, t.
Miles, Jackie (Maxim's) NYC, nc.
Miller, Juanita (Embassy) Phila, nc.
Mitchell, Frankie (Silver Dollar) Baltimore, nc.
Monolita (Casa Maria) NYC, nc.
Monteria, Mata (La Martinique) NYC, nc.
Montez, Mona (Havana-Madrid) NYC, nc.
Moriches, Jose (Casa Maria) NYC, nc.
Moya, Lita (Embassy) Phila, nc.
Murphy, Dean (Paramount) NYC, t.
Music Hall Girls (Stamp's) Phila, nc.
Musical Moods, Three (Harry's New Yorker) Chi, nc.

N

Nani, Nino (Spatola's) Phila, re.
Nathane Bros. (Riverside) Milwaukee, t.
Nelson's Boxing Cats (Brown Derby) NYC, nc.
Nevins, Thelma (Lido) NYC, nc.
Niesen, Georgie (Old Fashioned) Boston, c.
Night at the Moulin Rouge (Pal) Columbus, O., t.
Nightingale, Billy (Cozy Corner) Detroit, nc.

NONCHALANTS
WITH EARL CARROLL'S "VANITIES"
THIS WEEK, PITTSBURGH, PA.
Direction—Music Corporation of America.

Nolan, Peggy (Benjamin Franklin) Phila, h.
Nolan & Darling (Bartlett) Rochester, N.Y., nc.
Norman, Karyl (Frontenac) Detroit, nc.

O

O'Brien, Jimmy (Torch) NYC, nc.
O'Connell, Alice (Neptune) Washington, D. C., nc.
O'Connor, Eileen (New Yorker) NYC, h.
O'Dea, Sunnie (Chez Paree) Chi, nc.
Oliver, Jule (Travelers) Wilkes-Barre, Pa., nc.
O'Neill, Lee (Netherland Plaza) Cincinnati, h.
Ojedas, Los (Cuban Casino) NYC, nc.
Osborne, Phil (Gay '90s) NYC, nc.
Oshins & Lessy (Royal Box) NYC, nc.

P

Page, Ann (Belmont) Miami Beach, nc.
Parker & Daniels (Chez Paree) Chi, nc.
Parker, Lew (Capitol) Washington, D. C., t.
Parks', Frances, Debutantes (Gayety) Cincinnati, t.
Parrish, Johnny (Embassy) Phila, nc.
Payne, Billy (Cocoanut Grove) Boston, nc.
Pelletiers (Bowery) Detroit, nc.
Pennington, Ann (Belmont) Miami Beach, nc.
Peters Sisters (Roxy) NYC, t.
Picard, Proff (Bartlett) Rochester, N. Y., nc.
Ponti, Frank (Dutkin's Rathskeller) Phila, nc.
Powell, Eddie (Talk o' the Town) Peoria, Ill., nc.
Preston, Lois (Silver Dollar) Baltimore, nc.
Provost, Eddie (Brown Derby) Boston, nc.

R

Ralph, Wynn (Queen Mary) NYC, nc.
Ramsey, Mary (Yacht Club) Phila, nc.
Ray, Rene (Dutkin's Rathskeller) Phila, nc.
Ray & Trent (Earle) Washington, D. C., t.
Ray, Virginia (Silver Dollar) Baltimore, nc.
Raye, Martha, & Co. (Colonial) Dayton, O.
Rayes, Paul & Eva (Chase) St. Louis, h.
Red River Dave (Village Barn) NYC, nc.
Reed, Leo (St. George) NYC, h.
Renard, May (11 Club) Astoria, L. I., nc.
Renee & Rood (Edgewater Beach) Chi, h.
Reyes, Pura (London Chop House) Detroit, re.
Reynolds, Helen, Skaters (Shrine Circus) Cleveland.
Rhodes, Sylvia (Netherland Plaza) Cincinnati, h.
Rhythm Revelers, Four (Stanley) Pittsburgh, t.
Rhythm Rockets, Seventeen (Capitol) Washington, D. C., t.
Richards, Danny (Brunswick) Boston, h.
Richards, Cully (Pal) Cleveland, t.
Ringer, Jimmy (Crisis) NYC, nc.
Ringer, Mary (Taunton) Taunton, Mass., h.
Robbins, Betty (Colosimo's) Chi, nc.
Roberts, Beverly (Shubert) Cincinnati, t.
Roberts, Roberta (606) Chi, nc.
Rodriguez (Montparnasse) NYC, nc.
Rodriguez, Teddy (Benny the Bum's) Phila, nc.
Romero, Eddie (Travelers) Wilkes-Barre, Pa., nc.
Rooney, Pat (Palumbo's) Phila, nc.
Rosalean & Seville (Roosevelt) New Orleans, h.
Rossi, Pat (Pastor's) NYC, nc.
Russell, Lynn (Leon & Eddie's) NYC, nc.
Russell, Mabel (Brown Derby) NYC, nc.
Ryan, Sue (State-Lake) Chi, t.

S

St. John Bros. (Hofbrau) Camden, N. J., nc.
Sandan, Lily (Capitol) Washington, D. C., t.
Sandra, Edith (Dutkin's Rathskeller) Phila, nc.
Sandra (Parakeet) Phila, nc.
Santen, Lilli (Hofbrau) Camden, N. J., nc.
Santos & Elvira (Cuban Casino) NYC, nc.
Sarche, Bee (Commodore) Detroit, nc.
Satchel & Satchel (Rainbow Inn) NYC, nc.
Schenk, Al (Little Rathskeller) Phila, nc.
Sedley, Roy (Latin Quarter) Boston, nc.
Seton, Monroe (Pastor's) NYC, nc.
Setz, Val (Neil House) Columbus, h.
Sharon, Kay (Bartlett) Rochester, N. Y., nc.
Shayne & Armstrong (Chicago) Chi, t.
Sherman, Muriel (Cocoanut Grove) Boston, nc.
Shields, Peggy (Stamp's) Phila, nc.
Shor, Betty Ann (Walton) Phila, h.
Shura (Cocoanut Grove) NYC, h.
Shutta, Ethel (Chez Paree) Chi, nc.
Sieposhkin, Stephan (Casino Russe) NYC, nc.
Sloan, Estelle (Palumbo's) Phila, nc.
Spencer, Elaine (Bertolotti's) NYC, nc.
Spear, Harry (Royal Box) NYC, nc.
Spencer, Regal (Rumely) La Porte, Ind., h.
Spirits of Rhythm (Rendezvous) Phila, nc.
Stanley, Irene (Le Poissonier) NYC, re.
Starr, Jackie (Imperial) Detroit, nc.
Stevens, Mary (Barn) Warwick, R. I., nc.
Stevens, Roseanne (Blackhawk) Chi, nc.
Stevens, Harry (New Yorker) NYC, h.
Stewart, Bonnie (Cadillac) Phila, nc.
Stouch, Emma (Parakeet) Phila, nc.
Stowe, Carl (Westminster) Boston, h.
Swann, Russell (Savoy) NYC, h.
Swifts, Three (Roxy) NYC, t.

T

Tanner Sisters (Royale) Detroit, nc.
Taylor, Estelle (Capitol) Washington, D. C., t.
Taylor, Peggy, Trio (Pal) Cleveland, t.
Temple & Jaren (Club Ball) Miami, nc.
Terry, Ethelind (1523) Phila, nc.
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.
Thomas, Eddie (Cadillac) Phila, nc.
Tiebor's Seals, Capt. (Chicago) Chi, t.
Tornita & Pepita (Gaucho) NYC, nc.
Torres, Magola & Louis (Embassy) Phila, nc.
Town Hall Trio (Silver Dollar) Baltimore, nc.
Townsends, The (Mayfair) Boston, nc.
Toy & Wing (Buffalo) Buffalo, t.
Tremore & Clare (Stork Club) Phila, nc.
Tucker & Smith (Brown Derby) NYC, nc.
Tudell & Jean (Roadside Rest) Miami, Fla., nc.
Tung Pin Soo (Bismarck) Chi, h.
Turner, Joe (Cafe Society) NYC, nc.
Two Jacks (Delmonico's) Phila, re.
Tyner, Evelyn (Neptune) Washington, D.C., nc.

V

Valdez, Vida (Havana-Madrid) NYC, nc.
Van, Gus (Colosimo's) Chi, nc.
Van Zandt Sisters (Roosevelt) New Orleans, h.
Vanderbilt, Gloria (Bellevue Stratford) Phila, h.
Varone, Joe, & Three Sparklettes (Rudds Beach) Schenectady, N. Y., b.
Vaughn, Nancy (Barney Gallant's) NYC, nc.
Verdun Jitterbugs (Colosimo's) Chi, nc.
Vesta, Carlos (Imperial) Detroit, nc.
Vestoff, Floria (18 Club) NYC, nc.
Villa, Panchita (Trocadero) NYC, nc.
Villon, Renee (Embassy) Phila, nc.
Vincent, Larry (Commodore) Detroit, nc.

W

Waldron, Jack (Walton) Phila, h.
Wallis, Ruth (Queen Mary) NYC, nc.
Walsh, Sammy (Versailles) Hollywood, Fla., nc.
Wanger, Wally, Girls (Lido) NYC, nc.
Warner, Andree (Morocco) Detroit, nc.
Warren, Wanda (Morocco) Detroit, nc.
Warner, Jack & Jill (Harry's New Yorker) Chi, nc.
Watson, Eunice (Steve's) NYC, nc.
Wences (Colonial) Dayton, O.; (Oriental) Chi 23-28, t.
Wenton, Ruth (Village Brewery) NYC, nc.
West, Everett (New Yorker) NYC, h.
White, Danny (Delmonico's) Phila, re.
White, Geri (Caravan) NYC, nc.
Wicke, Gus (Gay '90s) NYC, nc.
Wiles, Three (Paramount) NYC, t.
Williams, Patricia (Bertolotti's) NYC, nc.
Williams, Louis (Dutkin's Rathskeller) Phila, nc.
Wilson, Leo (Rendezvous) Phila, nc.
Wise, Don (Frontenac) Detroit, nc.
Withers, Jane, Unit (Chicago) Chi, t.
Withers, Jane (Chicago) Chi, t.
Wood, Barry (Paramount) NYC, t.
Wright, Charlie (Weylin) NYC, h.
Wynn, Nan (Monte Carlo) NYC, nc.
Wyte, Una (Rainbow Room) NYC, nc.

Y

Yvonne, Bubbles (Nomad) Atlantic City, nc.
Yvonettes (20th Century) Phila, nc.

Z

Zeke & Stooges (Plymouth) Ft. Fairfield, Me., h.
Zimmerman, Al (Zero Hereford) Boston, nc.
Zoltt, Frank (Gypsy Camp) NYC, nc.

DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (Grand O. H.) Chi.
Bankhead, Tallulah: (Locust Street) Phila.
Bennett, Constance: (Cass) Detroit.
Burning Deck: (Hartman) Columbus, O., 22-24.
Cornell, Katharine: (National) Washington, D. C.
Draper, Ruth: (Carmel High School) Carmel, Calif., 20; (Lobero) Sacramento 21-22; (High School Aud.) Bakersfield 23; (Shakespeare Clubhouse) Pasadena 24.
Evans, Maurice, in Hamlet: (Erlanger) Buffalo 19-21; (Masonic Aud.) Rochester 22; (Metropolitan) Providence, R. I., 24.
Fifth Column: (Colonial) Boston.
Follies Bergere: (Shubert) New Haven, Conn., 21-24.
Hayes, Helen: (Hanna) Cleveland.
Hot Mikado: (Memorial Aud.) Louisville 19-20; (English) Indianapolis 21-24; (Taft Aud.) Cincinnati 25-28.
Huston, Walter: (Shubert) Boston.
Man Who Came to Dinner: (Harris) Chi.
Man Who Came to Dinner: (Biltmore) Los Angeles.
Margin for Error: (Plymouth) Boston.
Skinner, Cornelia Otis: (Wilbur) Boston.
Streets of Paris: (Forrest) Phila.
Thanks for My Wife: (Selwyn) Chi.
Three After Three: (Erlanger) Chi.
Tobacco Road: (Ford) Baltimore.
Vanities: (Nixon) Pittsburgh.
Waters, Ethel: (Royal Alexandra) Toronto, Can.
White's, George, Scandals: (American) St. Louis.

BURLESQUE

(Hirst Circuit Shows)

Burlesque Parade: (Empire) Newark, N. J., 18-24.
Co-Eds on Parade: (Trocadero) Phila, 18-24.
Funz a Poppin: Open, 18-22.
High Steppers: (Gayety) Baltimore 18-24.
Jazz Babies: (Casino) Pittsburgh 18-24.
Let's Go: (Old Howard) Boston 18-24.
Lovely Lassies: (Lyric) Bridgeport, Conn., 18-24.
Models From Montmartre: (Garrick) St. Louis 17-23.
Peek-a-Boo: (Gayety) Washington 18-24.
Red, Hot & Beautiful: (National) Detroit 16-22.
Revels of 1940: (Hudson) Union City, N. J., 18-24.
Top Hatters: (Mayfair) Dayton, O., 17-23.

MISCELLANEOUS

Arthur, Magician: Rutledge, Ala., 21-22; Ivory Creek 23-24.
Birch, Magician: Odessa, Tex., 20; Big Springs 21; Snyder 22; Slaton 23; Lubbock 26; Brownfield 27; Plainview 28; Floydada 29; Amarillo March 1.
By-Gosh Co.: (Max) Falmouth, Ky., 19-24.
Campbell, Loring, Magician: Menasha, Wis., 20; Beaver Dam 21; Madison 22; Milton 23; Waukesha 24; Milwaukee 26; Port Washington 27; Milwaukee 28-29; Racine March 1.
Daniel, B. A., Magician: Auxvasse, Mo., 21-22; Paris 23-24; Middletown 25; Moberly 26-27.
DeCleo, Magician: London, O., 23; Marysville 24-March 16.
Dorsey, Jimmy, Orch.: (Masonic Temple) Lansing, Mich., 23; (Hotel Cleveland) Cleveland 24.
Elwyn Spook Show (Duke Montague): Milford, Utah, 22; Beaver 23; (Park) Cedar City 24; (Rex) Caliente, Nev., 26; (Gem) Pioche 27; Lovelock 28; Winnemucca 29.
Joyce's, Jack, Animal Circus: Brawley, Calif., 19-24; (Fair) Imperial 26-March 2.
Kelly, Bernicce, Circus unit: (Elks' Circus) Sioux Falls, S. D., 18-24.
Lewis, H. Kay, & Hollywood Varieties: DeRidder, La., 21-22; Leesville 23-24.
Lippincott, Magician: Greer, S. C., 26; Westminster 27; Clarksville, Ga., 28; Cornelia 29; Lavonia March 1-2.
Long, Leon, Magician: Waynesboro, Miss., 20; Enterprise 21; Meridian 22-26; Brandon 27-28; Forest 29; Laurel March 1-5.
Lucy, Thos. Elmore: Minneapolis, Minn., March 1-10.
McCoy, Clyne, Orch.: (Michigan Theater) Jackson, Mich., 25.
Mel-Roy, Magician: Jefferson, Tex., 18-21; Linden 22-24; Oil City, La., 25-March 2.
Millo the Mystic: West Palm Beach, Fla., 25-29.
Slout, L. Verne, Theater Workshop: Beloit, Wis., 20; Rockford, Ill., 21; Sterling 22; Lamont, Ia., 23.
Taber's, Bob, Monkey Circus: Sedro Woolley, Wash., 23.
Tomlin, Pinky, Orch.: (Aud.) Lafayetteville, Ark., 24.
Virgil, Magician: Denmark, S. C., 20; Manning 21; Darlington 22; Marion 23; Chester 26; Union 27; Cowpens 28; Williamston 29; Clemson March 1.
Wardlaw, Jack, Orch.: (Boonesburg Country Club) Lynchburg, Va., 24.
Wright's Dog Circus: Sutton, N. H., 23.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Blumenthal United: Hemingway, S. C.
Bright Lights Expo.: Varnville, S. C.; Fairfax 26-March 2.
Cotton State: Haddock, Ga.
Crowley United: Port Arthur, Tex., 19-March 1.
Endy Bros.: (Miami Tropical Fair) Miami, Fla.; Homestead 27-March 2.
Great Southern: Chula, Ga.
Greater United: Laredo, Tex., 14-26.
H. B. Am.: Offerman, Ga.
Kline's Greater: Bay Minette, Ala.
Mighty Monarch: Canal Point, Fla.; Cocoa 26-March 2.
Royal American: Orlando, Fla.
Tassell, Barney: Lake Worth, Fla.; Cocoanut Grove 29-March 9.

CIRCUS AND WILD WEST

Davenport, Orrin: Cleveland, O., 19-March 2.
Polack Bros.: (Jefferson Co. Armory) Louisville, Ky., 19-25; Montgomery, Ala., 26-March 5.

Whitehead Control Of Outdoor Workers May Be Challenged

NEW YORK, Feb. 19.—Jurisdiction of non-performing workers in outdoors has been awarded to Ralph Whitehead by the American Federation of Labor and a charter to the Whitehead-led Circus, Carnival, Fair and Rodeo International Union will be officially presented soon by AFL President William Green. Disclosure was made over week-end that the AFL executive council, which met in Miami two weeks ago, had okehed giving control of outdoor workers to the new Whitehead group, organized in the last few weeks.

Details covering jurisdiction are to be worked out. Award is in line with lingering reports that a place would be found in AFL-sanctioned labor ranks for the former executive secretary of the American Federation of Actors, of which the American Guild of Variety Artists is successor, embracing outdoor performers in its jurisdiction. It is believed that the AGVA will challenge Whitehead worker control.

FINAL CURTAIN

(Continued from page 29)

later abandoned it for the production of his popular sporting sketches. Later he became identified with revues and appeared in *Hallo, Tango, Business as Usual, Push and Go, Joyland, Razzle-Dazzle* and others. Tate gave four command performances and was one of the first stage performers to broadcast. He also was featured in a number of British films and had made numerous recordings. In 1898 he married Julia Maude Kerslake Baker and had one son.

TAYLOR—William (Bill), 68, stage manager at the Stuart Theater, Lincoln, Neb., 11 years, in that city recently of a heart ailment. Deceased had been in show business in Lincoln for 40 years. Survived by his widow, three daughters, three sons and two brothers.

TRINZ—Samuel, 77, brother of the late Joseph and Henry Trinz, who founded the Luhliner-Trinz theater chain, of a heart attack at his home in Chicago. Services February 24.

WADDELL—Benson Forsker, 56, assistant to Lee De Forrest in the development of talking and silent motion pictures, at his home in Newark, N. J., February 11.

WHITE—Courtney, 54, stage and radio actor, at the home of a friend in Baldwin, Long Island, February 10 of a heart ailment. Among the legit productions wherein White appeared were *The Bat, Three Faces East, Strange Interlude, The Honor of the Family, Birthright, The Man of War, Field of Ermine, If a Body, Once Upon a Time* and in the road company of *Dracula*. More recently he had been in radio productions of Shakespearean plays and in the serial, *The Beachcomber*. He leaves his father, Charles C. White, and a sister, Mrs. Joseph L. Nolden. Burial in Escanaba, Mich.

WOLLCOTT—Fay, 35, acrobatic clown, in Sacramento, Calif., February 14 of a heart ailment a few minutes after his performance at the annual Shrine Circus there. He was a member of the team, Two Fays and Matlock, who work on a revolving ladder.

WRIGHT—Hugh E., 60, British actor, dramatist and songwriter, in Windsor, England, February 12. His first stage appearance was at the Victoria Hall, Portsmouth, England, in *The Romantic Knights*. Later he toured England with several variety shows. Among his many appearances were roles in *The King's Musketeers, The Follies* and *The Punch-mellos*. He appeared at Wyndham's Theater, London, January, 1910, as Simpson in *Captain Kidd*, and later in the same year appeared at the Prince of Wale's in *The Balkan Princess*. He was seen in a number of revues, including *All Change Here, Kill that Fly* and *Eighpence a Mile*. Wright wrote the libretto and lyrics of *All French* and *Keep Smiling*. He was part author of *Soup-La*, authored *Cheerio* and *Ha-Ha* and wrote many songs for the *Follies* and the late producer, H. G. Pelissier. He took part in the Malvern Festival in England last year and had appeared in motion pictures.

Marriages

BATY-WEAVER—Ed Baty, publicist for the Blackstone Hotel, Fort Worth, Tex., and formerly publicist for the Interstate Circuit Theater Co. there, and Mayme Weaver, nonpro, in Fort Worth February 9.

BOYD-DAVIS—Roger C. Boyd and Garnette Evelyn Davis, former members of Billroy's Comedians, in Indianapolis February 10.

BROWN - SULLIVAN — Leonard B. Brown, assistant to director and manager of attractions at Playland, Rye, N. Y., and Emily Winifred Sullivan (Winifred Colleano), featured aerialist with Ringling Bros. and Barnum & Bailey Circus, in Quakertown, Pa., February 14.

CASSINI-McDONNELL — Count Igor Cassini, columnist, and Austine McDonnell, actress, February 12 at Fredericksburg, Va.

CESPEDES-MacKINNON — Juan Luis Pachico de Cespedes, South American band leader and composer, and Kaye MacKinnon, Truro, N. S., stage and night club entertainer, in Europe recently.

GAMBA-STRAUB.—Daniel Gamba midget endurance show dancer, and Leola Straub, former endurance show contestant, in Norristown, Pa., February 4.

GREENFIELD-DOSSENBACH — "Long Tom" Greenfield, formerly of the Green Bay Packers football team, and Gertrude Dossenbach, of Station KTUC, Tucson, Ariz., recently.

GREGORY - GARDNER — Edward (Midge) Gregory, guitarist with Joe Reichman's orchestra, and Vivian Gardner, nonpro, n Kansas City, Mo., February 9.

LAHR-SCHROEDER—Bert Lahr, stage, screen and radio comedian, and Mildred Schroeder, actress, at Elkton, Md., February 11. Lahr is starring in the Broadway musical hit, *Du Barry Was a Lady*.

McWILLIAMS-MALONE — Patrick McWilliams, former carnival strongman, and Molly Malone, in Sacred Heart Church, Mt. Vernon, N. Y., February 20.

MORSE-REON—Jack Morse, son of Lee Morse, night club singer, and Robbie Reon, of Fort Worth, Tex., in Weatherford, Tex., February 1.

NICHOLAS-HILL—Ted Nicholas, manager of Orrin Tucker's band and former house manager at the Lyric Theater, Indianapolis, and Dee Hill, his former secretary, in Indianapolis February 18.

POLACK-HUGHES—Sam Polack, general agent of Polack Bros.' Circus, and Genevieve Hughes, rider, who has been with Russell Bros.' and Hagenbeck-Wallace circuses and the Poodles Hanneford troupe, in Fort Madison, Ia., December 15, it has just been learned.

RANDALL-STANLEY — Jack Addison Randall, screen actor, and Louise Stanley, screen actress, at Yuma, Ariz., recently.

SHAW-TURNER—Artie Shaw, band leader, and Lana Turner, film actress, in Las Vegas, Nev., February 13.

SHIRK-BROWN—Ken Shirk, chief engineer at station WIND, and Isabell Brown, nonpro of Gary, Ind., recently.

VENNARD-COSTELLO—William Vennard and DeLorie June Costello, contralto singer and dancer, in Sioux City, Ia., recently

WOLFF-BEST—Nat Wolff, agent, and Edna Best, English actress, in Las Vegas, Nev., February 7.

Coming Marriages

Dr. Irwin J. Littman, nonpro, and Henrietta Rosenberg, staff singer for Station WCAE, Pittsburgh, soon.

Frank Wagner, of the Union Grill staff, Pittsburgh, and Nita Snyder, professionally known as Nita Norman, night club entertainer, February 25 at her home in Lima, O.

Frank E. Matthews, manager of the Morrison Theater, Alliance, O., and Alice Jean Perry, Hempstead, L. I., soon.

Beatrice Landeau, Bridgeport, Conn., piano accompanist in Connecticut night spots, and Harry Mirman, of New Haven, Conn., soon.

Gertrude Sagel, daughter of Mr. and Mrs. Harry Sagel, Boardwalk concessioners at the Casino Arcade, Wildwood, N. J., and Albert Sternfield, nonpro, in Elkins Park, Pa., soon.

Harry Berv, formerly with the Philadelphia Orchestra and now a staff musician at NBC, New York, and Marjorie Runick, nonpro, in Philadelphia soon.

Kenneth Karpf, violinist with the Lee Kuhn band at the Hotel Philadelphian, Philadelphia, and Jean Bailey, employed at the hotel, in that city next fall.

Jimmy O'Neill, of The O'Neills, comedy barrel jumpers, and Virginia Randall, formerly of De Lane and Randall, acrobatic dancers, in Kansas City, Mo., soon.

Ralph G. Lockett, of Johnny J. Jones Exposition, and Frances Scott, daughter of Mr. and Mrs. Harold Paddock, of the same organization, soon.

Births

A 7-pound daughter to Mr. and Mrs. Howard Gilbert in Philadelphia February 8. Father is in the RCA Victor public relations department in Camden, N. J.

A 7-pound daughter to Mr. and Mrs. Lou West in Camden, N. J., February 8. Father is orchestra leader at Tom Kenney's, Camden, N. J., night club.

A son, Edward Daniel III, to Mr. and Mrs. Edward Allen in Chicago recently. Father is an announcer on WGN-Mutual, and mother is a radio script writer.

A seven-pound son to Mr. and Mrs Willard Nelson in Harris Memorial Hospital, Fort Worth, Tex., January 30. Father is in charge of exhibits and concessions at the Southwestern Exposition and Fat Stock Show in Fort Worth each March.

A 7¼-pound daughter, Joan Laura, to Mr. and Mrs. Snookie Lorow Jr. in Tampa, Fla., January 23. Parents are with Hennies Bros.' Shows.

A seven-pound daughter to Mr. and Mrs. Ray Campi recently. Parents were concessioners with Frisk Greater Shows the past season.

A nine-pound son, Charles Gerald, to Mr. and Mrs. C. Gerald (Buster) Rooney in La Combe Maternity Home, Massena, N. Y., February 3. Father was formerly with Hagenbeck-Wallace and Ringling-Barnum circuses.

A six-pound daughter, Chere LaRue, to Mr. and Mrs. Herman F. Weinberg in San Rosa, Calif., Juanary 26. Father is a member of The Billetti Troupe, high-wire act with the Polack Bros.' Circus.

An 8½-pound boy, James Edward, to Mr. and Mrs. M. B. (Tiny) Worden in Foote Hospital, Jackson, Mich., January 30. Father is a picture operator at Michigan Theater, Jackson, and sound man and announcer with Satan's Pals, thrill show.

An 8¼-pound son to Mr. and Mrs. Rollie Williams February 2 in St. Louis. Father is production manager of Station KMOX.

A seven-pound boy to Mr. and Mrs. Les Brogn February 15 in Doctors' Hospital, New York. Father is the orchestra leader.

Divorces

Otis Cannon from Mildred Cannon in Little Rock, Ark., Ark., January 25. Both are carnival employees.

Frank P. Meister, of Apopka, Fla., band leader and cornetist, from Louise Schdoesser Meister, nonpro, at Orlando, Fla., recently.

Mrs. Ruth E. Wenderoth from Albert W. Wenderoth, cornetist, of South Norwalk, Conn., in that city February 2.

Valdona Lipsey from Charles Lipsey in Baltimore February 15.

HAPPY MUSIC MEN

(Continued from page 9)

the trenches in the war and I feel now just as I did when we heard that the Armistice had been signed."

New system, proposed by Marlo and Diamond and indorsed by the other conferees, does away both with listing tunes in order of most number of plugs received and also listing the number of plugs. Instead, listings would occur in groups—the first 15 most played tunes, listed alphabetically, the second 15, and a final group of the remaining songs played on the air during the given week. Under this set-up the pressure of trying to land that extra plug or two to make a tune No. 1 would be obviated, since the actual winner would be shrouded in alphabetical anonymity. If the new set-up goes thru, as it seems certain to do, there will be much dancing in the streets by the boys who seek the plugs—and for once it won't bother them too much if the tune they dance to isn't their drive song of the moment.

MUSIC ITEMS

(Continued from page 11)

Keep Your Eye on the Girlie You Love.

Larry Taylor, former vocalist with Charlie Barnet, sold his first tune, penned with Jack Erickson, to Warners. Lindsay MacPhail and Morgan Barres have a new ballad in *You Didn't Even Say Goodbye*.

Al Friedman goes to Chicago as assistant professional manager for Irving Berlin, Inc. Erwin Barg started this week in the Windy City for Miller Music, while Milton Hammond will cover the Midwest territory for Miller.

Edwin H. (Buddy) Morris was operated upon for an ear infection last week in a New York hospital. Walter Blaufuss, NBC music chief in Chicago, wrote the music to Eileen Quinlan's lyric, *I'se Been a Fool*.

Sidney Mitchell and David Henry Lord are doing the lyrics and the story for a new type of screen musical fairy tale, *Beauty and the Beast*, with Bernard Phillish attending to the melodic end of the score.

The Professional Music Men, Inc., Chicago, will hold their annual Tin Pan Alley Ball in the Terrace Garden, Morrison Hotel, March 25. As usual, visiting and Chicago band leaders are expected to be on hand.

* * *

One of the new features planned for the World's Fair in New York when it reopens for its second season May 11 will be a gigantic historical pageant with music. Score and libretto of the extravaganza, to be titled "American Jubilee," are now being written by Arthur Schwartz and Oscar Hammerstein II.

* * *

Hollywood Highlights

MOE JEROME and Jack Scholl are penning several numbers to be inserted in the Warner flicker, *All This and Heaven Too*. . . . The current song revival is hitting the movie capital, with the studios going overboard on song titles as pic titles and themes. . . . Universal started it with *Oh, Johnny, How You Can Love*, which it followed with *Ma, He's Making Eyes at Me*. . . . Now 20th Century-Fox is calling a new one *Star Dust*, with John Payne singing the Hoagy Carmichael standard therein . . . and Bing Crosby has just started shooting his latest epic, to be released as *If I Had My Way* . . . all of which isn't making music pubs mad.

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BLUE RIDGE SHOWS

Open Maple, Miss., March 9th. Uptown Locations. Want Concessions of all kinds. Sell X on Cook House. Corn Game. Shows — With or without equipment. Rides — Merry-Go-Round or Loop-o-Plane. Address JOE KARR, Box 8, Maple, Miss. P.S.: Jack Duncan, Blackie St. Clair, come on.

PARTNER WANTED

Who is willing to invest and buy half interest in a new 8-Car Whip Ride to place on my show. I will open my season here in Charleston, W. Va., April 15th for ten days. Right in the heart of the city. First show in. I will play right in the center of the coal fields of West Virginia, where money is plentiful. Miners working night and day. Have good route booked, including a good list of Fall Fairs. A Whip Ride will get plenty of money in my territory. WRITE FOR FULL PARTICULARS.

LATLIP SHOWS 209 ELM STREET, CHARLESTON, W. VA.

P.S.: Legitimate Concessions, Take Notice! Want Bingo, Photo Gallery, Ball Games, Rat Concession, Scales, Penny Pitch, High Striker, Bowling Alleys, Fish Pond, Hoop-La or any other Legitimate Concession that will work for Stock.

WANT

TIP TOP SHOWS

30 Weeks' Season. 10 Fairs and Celebrations Booked. Want Shows with or without outfits, Merry-Go-Round, Ralio-Plane and Pony Ride. All Legitimate Concessions open. Cook House, Pop Corn, Eric Diggers, Shooting Gallery, Ball Games, Bingo, Hoop-La, Cigarette Gallery, Fish Pond and Balloon Dart. Positively no Flat Joints. Blackie Stark, write. Address: H. W. CAMPBELL, 118 So. Normandie, or PIERRE OUELLETTE, 623½ So. Grand Ave., Los Angeles, Calif.

Out in the Open

by Leonard Traube

Mr. Hewitt's Trapeze

IF anyone wants to know why people write letters to editors and columnists, he probably won't get the right answer from William Judkins (Red Onion) Hewitt, sage of outdoor amusements and of late years a country gentleman out of Norfolk, Va. Mr. Hewitt's answer is unique—unique enough to have him tell it direct.

"When I was about 10 years old I attended a performance of the 'ole' John Robinson Circus in my home town of Lynchburg, Va. Among the 'startling' aerialists with that circus was a man who did some form of double somersault from a flying trapeze into a net quite a distance away. When I got back to Tates Spring farm near the circus grounds I rigged up a trapeze on an apple tree and piled up a high mound of hay at what I thought was the proper distance from the trapeze. I found out later that it was too close to the rigging. Now for the feat 'about to be performed' by me, the 'daring young aerialist.' With bare legs dangling I climbed a rope to the trapeze, grasped the bar and, swinging high and lofty, I let go for the somersault, missed the pile of hay and landed kerplunk on my head to the grassy ground, leaving the mound of hay as originally laid, untouched.

"When I came to I decided I had a deep interest in the circus but not as an aerialist, so I took up tumbling on the ground that it was on the ground, and also juggling Indians clubs. As a professional tumbler I first appeared at the Pan-American Exposition in Buffalo, N. Y., 1901, doing rollovers down a hill as a ballyhoo for the boats on a lake within the exposition grounds. Later I joined an Arab troupe in Gaston Akoun's "Beautiful Orient" on the midway. The following year I teamed with Arthur Daly as Daly and Hewitt, comedy acrobats, and played theaters in Charleston, S. C. After that I did a single act as William Judkins Hewitt, "The Only Living Acrobatic Ballad Singer." I finally got enough of that. Now I am juggling Indian clubs as a hobby.

"I find that acrobatics are good for the body build-up, if not overdone. Juggling Indian clubs keeps the arms, legs and neck supple and the eyes alert and helps the think tank in figuring out new tricks and combinations in the manipulation of the clubs.

"However, nothing seems to have ever done my brain any real good since the day I fell from the trapeze on my head. This escapade appears to have left me with a desire to write letters to editors (and columnists) in my declining years."

We thought you'd like to know.

* * *

Irish Horan, the Wilmington wit (N. C., not Del.), whose regular job is drum-beating for Lynch's Death Dodgers, is handling the publicity for Frank Wirth's April Circus in Washington, D. C. It's for the Children's Hospital, for which Mrs. Franklin D. Roosevelt has been doing a little tub-thumping of her own. . . . Columbus discovered America, to be sure, but 'twas a day before, tho not exactly in 1492, that Herman Bantly, of Bantly's All American Shows, married Naomi. Theyre celebrating their 25th anniversary October 11 next. Mrs. B. picked an appropriate day to tell us about it—Valentine's Day. . . . Doc Kelley will be confined to Bellevue Hospital for another three weeks. . . . On the theory that fairs should provide attractions appealing to the young to win their future interest and patronage, Manager Win Kinnan of the Ohio State Fair and his colleagues are seriously considering "topflight, name orchestras" as added fare. . . . And John Tumino, manager of Fairyland Park, Kansas City, Mo., intends to inaugurate a policy of having one big-name band a week with fill-in bands for balance of week.

Hartmann's Broadcast

PROGRESSIVE merchants and business men are always on the alert for ways of attracting business to the cities and towns in which their business establishments are located. If there is more trade to be had thru new promotions they waste no time once they are convinced of the merits of the promotions.

In Bloomington, Ill., the Association of Commerce has hit upon an idea in the promotion line that appears to be entirely new. If it has been attempted before, it was before our time or so long ago that we don't remember.

The idea is to attract performers to Bloomington by building a ring barn in which they can rehearse during their off seasons or idle periods. Everything is to be gratis—and by everything we mean no rent charge and free light and heat. All the Association of Commerce expects in return is the patronage of performers—patronage to the stores and business places of its members while living in Bloomington during the periods when they are not engaged and while they are rehearsing in its ring barn.

Construction work on the ring barn, which is to cost $10,000, will start the coming spring. The building will be 80 feet wide, 100 feet long and 40 feet high. It will be erected on the 4-H Club fairgrounds and during the fair will be used as an exhibit building.

Bloomington has had a ring barn for years, known as the Eddie Ward barn. It has been used for rehearsals by various performers, but since becoming the property of Art Concello, he has found it impossible to let other than his own performers use it. Right now he has six acts in rehearsal. The new barn will be located on the opposite side of town from Concello's.

George F. Reeder is secretary of the Association of Commerce, and Clyde Noble, a former performer, is chairman of the committee in charge of construction of the ring barn.

Performers have to eat, sleep, buy clothing and other things no matter where they are, and they might just as well make Bloomington their home, at least during their off periods, and avail themselves of the free use of the new ring barn.

The Association of Commerce of Bloomington, Ill., is deserving of a real "hand." Performers, let's give it in the form of a note of thanks by letter or card.

* * *

WALTER D. NEALAND is now wrestling impresario and, should you care to know, he likes his new line of work very much. His boss is "Big Bill" Lewis, who was formerly with the William Glick Bernardi Shows, Morris Miller's carnival and other carnival organizations, and a near champion himself back in the old days. "Big Bill" several times in the past 20 years tried to persuade Walt to become a promoter, but not until this winter did he succeed. Walt has been in Lynchburg, Va., since the middle of December, and besides handling promotions takes care of the business details, the press and radio and the tie-ups.

Lynchburg, before "Big Bill" arrived there, was as dead as the well-publicized mackerel as far as wrestling was concerned, due to small-time promoters and local talent. When he went there after much success in Richmond, Norfolk and other larger Southern cities, many predicted dire failure, but, undaunted, he "struck oil" from the very first match staged January 4, when the City Armory was jammed to the doors and standing room was at a premium. "Big Bill" had Jim Londos in Lynchburg January 18 and there was an early sellout, playing to 2,756 people. Attendance has held up ever since, running from 1,600 and 2,200 people every Thursday night, with some of the best wrestlers in the country booked. Today Lynchburg is one of the best wrestling centers in the entire Southern territory.

Nealand's work in the wrestling field will end for this year when carnival opening time arrives. We think you can bank on finding him back with his old boss, John H. Marks, of the Marks Shows, about April 1.

Notes From the Crossroads

By NAT GREEN

CHICAGO roller rinks are having one of the best seasons in years, and the increased interest in the sport can be directly attributed to smart exploitation. Arcadia Gardens, Riverview, White City and Madison Gardens, to mention some of the more prominent spots, have been offering special events of various kinds and backing them up with publicity campaigns that have brought them many new customers. Doubtless some of the people who attend special events such as waltz nights, figure skating championship meets and the like go out of curiosity or to please a friend and may not again visit a rink for a long time. But many first-timers find the sport to their liking and become regular patrons. The magazine *Life* recently devoted a couple of pages to a society roller-skating party at a Chicago rink. Such publicity, reaching tens of thousands of people, is bound to have a beneficial effect. *Life* places the number of rinks in the country at 3,000. Quite a sizable industry which in its various ramifications gives employment to at least 50,000 people.

●

Sam J. Levy, of the Barnes-Carruthers office, back from a selling trip. . . . Ernie Young, of the same office, has been covering the eastern sector, while Fred Kressmann has been on the West Coast. . . . A. E. Selden, "The Stratosphere Man," is on a business trip thru Wisconsin. . . . Gerald (Frenchy) Snellens in Chi on business for the World of Mirth Shows. . . . Thanks to Sally Rand for an autographed copy of her Florentine Gardens program received from the West Coast. A beautiful piece of the printer's art, with Sally's own charms prominently displayed. . . . Walter Hohenadel, editor of *The White Tops*, in for one of his infrequent visits to Chi. . . . Eddie Kelly, skater formerly teamed up with Bobby McLean, is now on his own and lining up a seven-people act that will hit the road early in March. Incidentally, this pillar is receiving several inquiries a week as to the manufacturers of various synthetic ice surfaces; and several carnivals are considering having ice shows on their midways. . . . Charles Roth of Detroit has been conferring with Harry Rogers on an ice-skating show for the Latin countries south of the border. . . . Henry N. Frees, former juggler and circus performer, of Belleville, Ill., is a candidate for Congress. . . . Max Lavine, who combines newspapering with fair secretarying at Superior, Wis., in town on fourth estate business. . . . Frank P. Duffield, Showmen's League prez, off on a business jaunt to New York.

●

Mulling over the mail: Correspondents of the "Crossroads" lean heavily circuward these days. They all want to know what's what for the coming circus season. So do we, brothers! But who can tell us? W. A. Zastrow, of Fairmount, N. Dak., wants to know whether the Ringling show will carry baggage stock this year. Thaddeus Pial, of Garfield, N. J., would like to know what circuses will play his State. Charles Phil Hexom, of Decorah, Ia., is seeking information on Hutton Slack Rowe, who was owner of the Norris & Rowe Circus, and Mrs. Pearl F. Atwood, of Brockton, Mass., asks if Tex Cooper is living, and where. Well, Tex Cooper is still doing his stuff in the picture studios of the West Coast; Hutton Slack Rowe died along about 1914, and as to the other questions, only the circus men themselves can answer.

A. Morton Smith, of Gainesville, Tex., sends an annual pass to the Gainesville Community Circus, for which thanks. "We really have something worth while," writes Smith, "giving the folks much more for their money than any truck show on the road. Maybe not quite as big thrills as some of their acts, but a spec with actually 85 people in it, with wardrobe purchased in Mexico, a line-up of 24 clowns and 35 performers. They are not professional, it's true, but some of them have been at it for more than 10 years, which is more than some professionals have been in the business."

From Los Angeles J. W. (Patty) Conklin writes that he and Mrs. Conklin will remain on the West Coast until the middle of March. "I spent three days of last week in San Francisco," says Patty, "and while there had a very nice visit with Eddie Brown, Ed Foley, Walter Sibley and many others in outdoor show business. I also spent several hours on Treasure Island looking over the prospective set-up for this year, and from what I can observe they are making some very nice plans for 1940."

ANNOUNCEMENT

ENDY BROS.' SHOWS, INC.

Have just purchased the entire equipment of the former Max Gruberg, World's Exposition Shows, Inc. Same will go out Season 1940 under title of

ENDY BROS.' EXPOSITION SHOWS, INC.

And will be properly financed and operated under the same policy as Endy Bros. Shows, Inc.

ENDY BROS. SHOWS, INC., Will Open Chester, Pa., April 24, 1940.
ENDY BROS. EXPOSITION SHOWS, INC., Will Open Near Philadelphia, Pa., April 15, 1940.

WANT—Showmen for both Shows. Man to take charge of Ten-in-One, complete: Monkey Show, Snake, Unborn, Illusion; also Girl Reviews and Posing Shows open. Place Fun House, Penny Arcade and Rollo-Plane.
WANT—Cook House and all Legitimate Concessions open on both Shows, including Long Range Gallery, Ball Games, Candy Floss, etc. Help in all departments. Talkers, Grinders, Foremen for Caterpillar, Tilt-a-Whirl and Merry-Go-Round. Truck Drivers and Useful People.

Twenty-Two Fairs and Celebrations Now Booked Including:
THE QUEBEC, CANADA, FAIRS
TRENTON STATE FAIR
WASHINGTON, ROXBORO and GREENVILLE, N. C., and ATHENS, GA.

We present the greatest of all Free Acts
THE GREAT WILNO, HUMAN CANNON BALL, Daily
COMPLETE STAFF OF BOTH SHOWS TO BE ANNOUNCED NEXT WEEK.

All address: DAVID B. ENDY, PRESIDENT
RALPH N. ENDY, TREASURER
ENDY BROS. SHOWS, INC.
MIAMI, FLORIDA

P.S.: We have not ceased operations in five years. Now showing in Florida; Miami Tropical Fair this week, followed by Homestead, Sarasota, West Palm Beach and the Great Day Colored Fair, Miami.

CONCESSION WANTED
AMERICAN EXPOSITION SHOWS

All Concessions open except Bingo and Pop Corn. Howard, contact us at once; can use your Arcade and Fun House. Can always use good Shows. Good route, including complete circuit of large Fairs, commencing in July. Opening date April 25.

Address F. E. GOODING, General Manager
1300 NORTON RD., COLUMBUS, OHIO

Dual Loop-o-Plane For Sale

This ride in excellent condition for second-hand equipment.

$1,000.00 Cash
F. O. B. Columbus, O.

Address inquiries:
F. E. GOODING
1300 Norton Rd., COLUMBUS, O.

Wanted Motordrome Riders

Ladies and Men Trick Riders. Salary or percentage. Milt Camp wanted. Will buy Calliope. Important: Erie Sheriff, wire.

HENRY MEYERHOFF, Penticton, B. C.

LETTER LIST——

(Continued from page 28)

McGuire, Tommie
McIver, Wm. R.
McKeone, Ambrose
McKinney, Frank
McLaughlin, George
McMahon, Thomas P.
McManis, James Haircut
McNealy, Swing Ball Whittle
McNicholas, Mike
McNutt, A. W.
McNally, W. H.
McNulty, Thomas J.
McPeck, Royal
McPherson, Jimmie
Mack, Lyman
Macarie, Jack
Madden, James
Magnant, Eric Leo
Malcom, Jay
Maldonado, C. L.
Malone, Floyd
Mandela, Mickey
Manser, Harland
Mansel, Pete
Marchbank, A. J.
Marco, Billie
Marcus, M.
Marcum, Lew
Marine & Firestone
Marino & DeVall
Marks, Geo. W.
Marks, Grover
Marshall, Dick
Marshall, Thomas
Martin, Ed Blackie
Martin, Henry
Martin, John
Martin, Larry H.
Martin, Terry
Martin, W. Terry
Martini, Mike
Marion, John
Mason, R. Red
Mason, Dr. H. Ralph
Massie, Jack
Mattes, Clifford A.
Matthews, Bob
Mauch, Henry Babe
Mayer, George F.
Mayers, George & Vickie
Mayo, LaBean
Mayweather, Miles
Meacham, Homer
Meadows, Montana
Meade, Claude W.
Meara, Fred
Meeks, Leonard
Meikle, Seige
Melser, Floyd
Mendenhall, Jess
Mendez, Nicklos
Meredith, Louis
Merlino, H. W.
Meyers, W. E.
Messick, Jack
Meyers, Curley
Meyers, Harry
Meyer, Robert
Middle, M. W.
Miller, Abie
Miller, Carroll
Miller, Eli
Miller, Flying Fred
Miller, Fred
Miller, Herbert Smokey
Miller, Joe
Miller, John Kent
Miller, J. W. Dad
Miller, Kent
Miller Products
Miller, Ted
Miller, Tom G.
Miller, Willie N.
Mitchell, J. J.
Mitchell, Frank C.
Mitchell, Frank Slick
Mitchell, Geo. J.
Mitchell, Mark
Mitchell, Miller
Mitchell, Roy
Mitchell, Steve G.
Mitchell, Wiss
Mix, Texas Tim
Mizner, Joe
Moberly, Glenn
Mole Minstrels
Monroe, Jimmie
Montgomery, Buster Eddie
Montgomery, Lowrie
Moon, Doc H. E.
Moore, A. L. Dinty
Moore, Dan A.
Moore, Doc J. G.
Moore, Jack
Moore, John Francis Shandra
Moore, Park
Morris, Claude
Morris, John Smoky
Moran, Jack Judson
Moreen, Mac
Moreno, Tom
Morgan, C. H.
Morgan, Jimmie
Morgan, Ted
Morris, D. M.
Morris, Philip Jack
Morris, Robt. K.
Morrison, Bob
Morrison, Carl
Mort, Joe
Morton, Len
Moss, Chuck
Moss, Tom
Mottis, E. R.
Mozley, Ernest
Mullins, Moon
Mullins, Perry
Mulvey, Leo
Murdock, Robt. K.
Murphree, Jeff (Clown)
Murphy, Geo.
Murphy, Mike
Murray, Doc
Murray, Fred
Murray, Len & Peggy
Murray, R. E. Di
Myers, Bob
Myers, Randall
Myers, Sammy O.
Nader, Robert L. Doc
Nall, Thurley
Navajo Indian Remedy Co.
Neel, Barney
Nelson, Earl O.
Nelson, Harry S.
Nelson, Louis & Buds
Nelson, Vick C.
Nesbit Jr., Wm. T.
Nestor, Carl
Neville, Otis
New, Bert
Newell, Floyd
Newman, R. O.
Newton Bros.' Circus
Newton, Honest Bill
Nicholas, Green
Nicholas, Leo
Nichols, Percy D.
Nichols, Steve
Nixon, James Curley
Noch, Stuart M.
Norcross, Dard
Northern Expo. Show
Norton, Elmer
Nuelstel, Chas. Alrico
Nungesser, Lee V.
O'Brian, George F.
O'Brien, Jess John
O'Brien, M. R.
O'Dare, Barney
O'Day, Tim
O'Donnell, Don
O'Hanck, John
O'Neil, Eddie (Out West)
O'Neil, Frank L.
O'Neil, Bob Marrello
O'Neill, Peter Lawrence
O'Toole, Clifford
Oakleaf, O. G.
Oderkirk, C. J.
Ohio Ranch Show
Ollis, Paul
Omar, L. Don
Onofrey, John
Osborne, James Lifters
Osborne, Thomas
Owens, Marvin
Page, Gene
Page, G. W.
Page, Harry
Palcontini, Francis
Painter, Al
Palmer, Chas. Leslie
Palmer & Dorian
Palmer, Lew
Pangborn, Dr. A. R.
Park, Andrew
Parkinson, Tom
Parth, Steve
Patrick, D. H.
Faubert, Albert
Payne, Charles F.
Payne, Delbert
Payson, Ronald
Pelley, Whitey
Pendleton, C. T.
Pengelly, Dr. H. B.
Pepper, Harry
Perez, Frank
Perry, J. N.
Perry, Robert
Pesbong, Wm.
Peters Family
Peters, Wayne
Pfieffer, Jack
Phelps, L. L.
Phillips, Everett B.
Phillips, Robert
Phillips, Thomas, Tip
Phillion Bros.
Pickett, Joseph W
Pike, William
Pine, E. A.
Pioneer Shows
Placek, Stephen
Pollack, Joe N.
Pollack, John
Pollitt, John Alex.
Pollock, Sam Bat
Pontius, Ben G.
Porter, Charles B.
Potter, Al
Potter & Johnson
Potts, Harvey H.
Pough, Denny
Poyre, Frank
Price, Arthur
Price, Morton
Pueblo Indian Med. Co.
Pugh, George
Purcell, Anthony Mickey
Purdan, DeWise
Putnam, Cy
Quinlan, Joe
Quinn, Cecil
Raft, Tom
Ralston, Joseph
Ramirez, Tony
Randal, Earl
Rankin, Roy
Raoul & Virginia
Rawls, Willie
Ray, Arthur
Ray, Buster
Ray, Ernest
Raymond, Geo. G.
Raymond, Nickey Pollock
Rea, Ted
Reagan, Geo.
Red, Nubbin
Redding, Lyle O.
ReDon, H.
Reed, E. Stanley
Reed, Tuba
Reese, Joe (Monk Show)
Reeves, Johnnie
Regan, Joe
Reid Show, King
Reid, Stan
Reid, White
Reinhart, Jack (Cowboy)
Reitter, Eddie
Remifer, Joe
Reynolds, M. P.
Reynolds, Ralph
Rhea Attrs., Johnny
Rhoads, John Ducky
Rhodes, Lewis
Rich, Henry
Richards & Mannette
Richardson, George
Richert, Francis
Rideaux, Clifford
Ridge-O, Johnny
Riley, Capt. Dan
Riley, Carlee
Riley, Wm.
Risen, Toddle
Roach, George
Roberts, J. H.
Roberts, J. Stanley
Roberson, Bill
Roberson, Geo. Mgr.
Robinson, W. C.
Robinson, Willie (Tickle)
Robison, Wm.
Rockaway, Mexican Joe
Rockwell, E. W.
Rockwood, Donald L.
Rodgers, Johnnie
Rogers, Buck
Rogers, Gene
Roland, Oliver A.
Rollins, Joe
Rosalie & Rooney Circus
Roper, Victor
Rose, Ben
Rose, Harry
Rose, Prince
Rosen, Joe, Birdstore
Rosen, Leonard
Rosen, Mike
Rosier, Larry Richard
Ross, A. N.
Ross, Joey (Shoes)
Ross, Paul
Rossi, A. N.
Rountree, Bob
Rozier, Roy
Rothstein, Lewis
Rucker, Albert
Rucker, E. H.
Runge, Walter
Rusher, Al
Rushin, Jack
Russell, Billie W.
Russell, Charles
Ruter, Sam
Sakobie, James
Sambardino, Frank
Sanchez, Tony
Saylor, Jimmie
Schank, Homicide
Scheibler, Sam J.
Schneider, Doc
Schimmelpfenning, Jack
Schmitt, Chas.
Schneider Doc Ray
Schneider, H. L.
Schuler, Irving
Scott, Bob
Scott, Harrison
Scott Sr., H. G.
Scott, John
Segar, Frank & Gladys
Sego, Frank
Seig, Capt.
Seibert, Frank
Seiner, Ward M.
Sevand, Jack
Sewell, Garland
Seymour, W. O.
Shaffer, Geo. (Col.)
Shankle, Floyd
Shattuck, R. L.
Shaw, Geo. B.
Shean, Doc
Sheehan, Pat J.
Sheldon, James
Shepard, Eddie
Sheriff, Isle
Sherman Jr., Carl
Shriver, Eugene
Shroud, Richard
Shulman, Theodore
Sickel, Edward
Sigourney, Tom
Sikes, Oliver
Sikorsky, Frank Seibert
Silver State Attrs.
Simmonds, Lee
Simmons, S. S.
Sines, Roy A.
Singer, Dave
Sisk, Pat
Slonker, Eddie
Smart, Bob
Smith, Charles C.
Smith, Clyde L.
Smith, Del
Smith, Frank Nichols
Smith, Frank Polock
Smith, Geo. D.
Smith, Jack & Cliff
Smith, H. Norman
Smith, Horton
Smith Jr., J. B.
Smith, J. J.
Smith, Jack (Strong Man)
Smith, Jack Hocola
Smith, LeRoy
Smith, Wm. Bruce
Smithson, Charles C.
Smitty, Big Show
Smythe, H. Norman
Smythe, Ray
Snyder, Harry C.
Sonderland, Capt. Karl
Sontag, Eugene B.
Soren, John
Sorensen, Anger
Sorensen, Robert
South, Earl
Sparks, A. B.
Spears, Georgie
Speights, Sol
Spencer, C. L.
Spencer, Don
Spencer, Neil
Spencer, Red
Sperry, Chas. Chuck
Sperrys Picture Show
Spiva, C. C.
Stack, Richard C.
Stahnlak, John
Stahulak, Paul J.
Stanley, Arthur
Stanley Bros.' Show
Stanley, Doc W.
Stanley, George & Lizzie
Stanley, Gus
Stanley, L. J.
Stanley, Milford
Stanley, Steve
Stapleton, Charles
Starnes, P. M.
Starr, Lucky L.
Stearns Sr., Henry
Steele, R. L.
Steffens, Sammy
Steppe & Carlos
Stere, Pete J.
Steven, Abe
Stevens, Johnny
Stevens, Wallie
St. Marie, Tomas
Stockwell, Jay
Stone, Carl Glenn
Stone, Jimmy C.
Stoneman, Joe
Stopper, Kid (Colored)
Storey, Bill
Storey, W. J.
Stotts, K. N.
Strange, Frank
Strouther, Jesse
Student, Wm.
Stunbell, Fred
Sturchio, R. A.
Sturchio Mus. Co.
Sullivan, Frank
Sunderland, Walter K.
Sutton, Luther Hamilton
Swede, Big
Switzer, Jerry
Tack, Tick
Takayama
Talley, Happy
Talley, Kid
Tallie, Geo.
Tarrant, Bert D.
Tate, Russell M.
Tavlin, Jack
Taylor, Chas. A.
Taylor, Raymond
Taylor, Sammie
Temple, Johnny
Tempone, Gennaro
Terhune, Cleve
Texas Kidd Carnival
Texas Show Carnival
Thelle, John H.
Theis, Edward
Thomas, Albert
Thomas, Chuck
Thomas, Earl
Thomas, Fred
Thomas, James A.
Thomas, John
Thomas, Lee
Thomas, Nick
Thompson, Charles R.
Thompson, D. R.
Thompson, Joseph
Thompson, Mike
Thompson, Phil B.
Thompson, Robert A.
Thornbrook, Ellis
Thornton, Robt.
Tiggs, Tommie Sailor
Timmons, A. E.
Timmons, Robert
Todd, Buster
Togo, George
Tom, George
Tom, Miller
Tomaini, Al
Tomb, Doc
Tompkins, Tommy
Tomerlin, Jobie
Torry, Lee & Ray Nyles
Towle, Paul
Townsend, Chas.
Tracey, Gilbert
Trantham, Clifford
Trent, Paul
Trigg, J. M.
Tripp, George
Trout, Jess
Trueblood, C. D.
Trusler, James Bus
Tucker, E. H.
Tucker, Wm.
Tuthill, W.
Tuttle, Dan
Twohouse, Chief
Twyford, Mr.
Udell Triplets
Ullrich, Geo. F.
United Show Carnival
Urich, Dewey
Urich, Miller
Vandiver, Bob
Van, Jack G.
Van Tattooed Artist
Van Vactor, Chas. B.
Varga, D. J.
Veal, Fred Earl
Ventura, Angelo A.
Veres, Toby
Vitale Jr., Jas.
Vogstad, K. G.
Vogt, Al & Jessie
Vose, Harold
Volera, Stan
Wagner, Harry
Wagoner, Harry L.
Walker, James Clarence
Walker, James Tim
Walker, R. E.
Walker, Robert
Wallace, R. P. Snakeye
Wallace, Gus
Wallis, Eddie
Walsh, Arthur E.
Walter, Edward
Walton, Huck
Waltz, Earl
Wander, Dallis
Ward, Geo. Wm.
Ward, J. Robt.
Wards, Bob (Hell Divers)
Warner, H. M.
Warren, Joe
Wase, Edw.
Wasso, Ralph
Waters, Dr. Guy
Watson, Doc T.
Watson, Red
Watts, Charles Cotton
Watts, Roy Red
Weaver, Johnnie T.
Webb, Boston
Webb, Clyde
Webb, Frank H.
Webb, Joe B.
Webster, Harris
Weer, Roy (Rides)
Weiss, Louis
Wenger, John
Wentzel, F. F.
West, Art
West, Glenn
Westcott, Robt. H.
Western, C. W.
Wetzel, Chas. Baldy E.
Wheeler, Ben H.
White, Doc Ed
White, Chas. E.
White Feather
White Horse, Chief
White, Wm. A. 28
Whitney, Cyclone Jack
Whittington, Charles
Wigand Troupe
Wilber, James
Wilcox, Larry
Wiley, Oscar
Williams, Bobbie
Williams, Claude B.
Williams, Eugene
Williams, Randolph
Williams, Si
Williams, Texas Slim
Williams & Williams
Willis, Macon E.
Willis, J. A.
Wilno the Great
Wilson, Billy Mark
Wilson, Eddy L.
Wilson, Geo. H.
Wilson, Harry A.
Wimdman, Sully
Winstead, E. B.
Winters, J. A.
Wolfe, Bennie
Wolff, M. M.
Wood, Frank H.
Wood, F. M.
Woodall, Billy
Woods, Harold
Woodford, Fred
Wortsman, Ray
Wuss, Bill
Yacopis, Springboard Artist
Yhor, Mike
Young, J. J.
Young, Roscoe
Young, Roy R.
Youngblood, Zeke
Youngs, Toby
Zelmo, the Great Zancar
Zuravel, Stanley
Hansen, M. H.
Hanson, Willie
Hayes, "Doc"
Hedden, Fred
Hepner, Paul
Holzer, Harry P.
Horner, R. C. (Jack)
Jerome, Paul
Joyce, Robert
Klein, Sam
Knoll, William Tex
Kramer, Don
Krieger, E. R.
La Belle, Larry
LaRose, Harry Willis
Leon, M.
LeRoy & Pearl
Levy, Morris
Lewanda, Leo
Lockhart, Eddie
Long, Paul
Mack, Eddie (Happy)
Marrello (Fingerless Piano Player)
Massey, Alexander
McDermack, F. A.
McLean, Jack
Meekin, Sam
Milaki, C.
Mullins, Moon
Murphy, E. J.
Murphy, W.
Naylor, Thomas
Northrup, Bert
Nungesser, Lee
O'Brien, Eddie
Orlando, Joe
Owens, Jack
Parks, Sam J.
Peters, R. F.
Randall, Sammy
Rattington, Joseph
Reeves, G. C.
Reese, Tommy
Rhanah
Richard the Great
Robertson, Allan D.
Rodnik, W. M.
Ross, Harry W.
Rupp, Frank
Russell, Blackie
Russell, Ross
Schlemmer, Mr.
Schnell, Carlyle F.
Scott, John Lester
Shafer, Walt (Wingie)
Simonds, Rube
Smythe, Fred
Sparks, Robert
Sparks, George
Straw-Hat
Sullivan, William D.
Tambert, Danny
Van Sickle, Roy
Vantine (Magician)
Wagner, Howard (Whitey)
Wallace, J. H.
Weber, Sammed
Weiss, Jack
Williams, Leapo
Williams, TexVale
Woodards, J. C.
Zichy, Count Theodor
Zoumy, Renee
Christopher, George
Clarke, Christine
Collins, William T.
Coogan, Val
Croake, John J.
Delmar, John or Jack
Dillin, Jack
Duby, Ralph
Eggleston, Bill
Ellwood, Francis
Erickson, Pete
Frymark, Ralph
Funk Chemical Co., James A.
Gibboni, Angelo
Green, Abel
Hatch, J. Frank
Hayes, Eddie
Herrington, Bill
Hill, Will M.
Hoffman, Harry
Holder, Ernest
Hopkins, Bob "Franklin"
Horton, W. M. Foots
Howard, Bert
Hunter, Leroi F.
Hurd, Charles H.
Hye, Cy
Jerome, Paul
Johns, Harvey S.
Joy and Juanita, Billy
Kennedy, H. D.
Kopczak, William M.
Larson, Windy
Lee & Peggy
Lightner, William
Lottridge, Harry
Machedon, Nick
Marer Brothers
Manning, Otis
Mark, J.
Mennetti, Eddie B.
Mitchell, F. L.
Morton, Bob
Mulcahey, Joe
Mullins, Moon
Nelson (Sword Swallower)
Norman, Tom
Nungesser, Lee
Pedro & Luis
Plant, Phil
Ray, Yogi
Redding, Raymond H.
Robertson, Alvis
Rogers, George
Rosen, Mr. & Mrs. Mike
Rabold, Ralph
Russell, Ross
Signor, Sig
Sikorsky, Frank
Smuckler, Berney
Sweeny, Frank (Reach Over)
Taylor, Earl
Wilber, O. (Whitey)
Wolfe, Capt. Rocky
Wright, Earl
Yerro, Vincente
Cummings, Fred
Davis, Jimmy
Dennison, James
Dill, Elmer
Duffy, Roy T.
Elmer & Oswald
Emerson, R. C.
Finch, Harry
Flannigan, J. T.
Flannigan, Robert E.
Fletcher, Joe D.
Gehrig, Burton F.
Gerry Sr., Frank J.
Goad, Dude
Goody, Ray
Greek, John Maurice
Guinn, Johnny
Hansen, Al C.
Hansaldt, Frank
Harding, Steve F.
Hilderbrand, Roy
Hockwald, Arthur
Houser, Allie Ray
Hutton-Ardenger Exposition Co.
Kiner, Leo
Koch, Fred & Virgie
LaVelda, Ted
Learned, Raymond
Martin, Clyde
Martin, Terry
McKee, Charles "Chick"
McNeice, Doc J. A.
Miller, George
Miller, Melvin
Moran, Eddie
Mullins, Moon
Nestor, Richard Fix
Newton Jr., William
Perry, Captain
Polk, Pvt. J. C.
Rath, Fred
Raye, J. L.
Rhodes, T. A.
Roberts, Bill
Roberts, J. W.
Rosder, Roy
Rosin, Billy
Ross, Harry W.
Rossi, Tony
Roth, Fred
Rumbley, Eldridge
Russell, Ross
Scott, Fred
Shaw, George
Sheldon "Lead Gallery"
Shinault, Gene
Smith, O. H. (K. C. Smitty)
Smith, T. J.
Snoddy, Lee Roy
Springstine, John
Stanley, Jack or Red
Stanley, Lasle
Stevens, Vern
Sullivan, Blackie J.
Thompson, C. C.
Walker, James C.
Webster, Fred
Webb, Frank H.
Weber, Billy
West, Glenn
Wilson, Bill (Monk)
Wilson, Jack (Happy)
Wright, Warren
Zacchini, Fred

MAIL ON HAND AT

CHICAGO OFFICE

404 Woods Bldg.,
52 West Randolph St.

Parcel Post

Allen, Margie, 8c
Baird, Cay, 22c

Women

Allen, Margie
Arnst, Mrs. Verna
Bardin, Mrs. Chas.
Barr, Sally
Billiken, Billie
Bradley, Caroline
Brockleby, Sally
Carr, Jany
Davis, Dorothy Valerie
Delano, Marion V.
Ellison, Jean
Fowler, Pat
Garrick, Marie
Gibbons, Mary Ann
Hodberg, La Rosa
Hill, Ruth
Kelly, Mrs. P. B.
La Hage, Lillian
Mark, Mrs. Jas.
McKee, Mrs. Nancy
Miller, Ruth
O'Rourke, Helen
Ortiz, Violet
Purdie, Mrs. Kaul
Rassak, Mrs. F. A.
Seigfried, La Rosa
Vincent, Montine
Walker, Wanda
Weadon, Velma Miller
Webb, Elizabeth and Slim
Wentz, Wanda
Yeager, Joy
Zoro, Zada

Men

Adle, Joseph
Allen, Capt. Frank
Ames, Alfred B.
Anderson, Fred Joe
Armstrong, John & Jerie
Barone, Jackie
Barry, Charlie
Beck, Donald Stern
Bowen, Roy
Bresnahan, T. J.
Bryant, Otis
Bullock, R. T.
Burns, James A.
Carlson, Bill
Cash, Maurice
Chargin, Abdel Zader

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Hall, R. P., 18c
Wilson, Buddy, 6c

Women

Allen, Mrs. Gertrude
Bryer, Mrs. Harry
Byers, Dorothy
Cheyanne, Mrs. Louise
Cowan, Louise
Cutler, Rose & Louis
DeBan, Dorothy
Doby, Katharine
Duffy, Fern
Ellis, Madame Rose
Fortune, Mrs. George
Hobson, Mrs. Amanda
Hunt, Mrs. Walter
Johnson, Mrs. Mabel
John, Betty
Lee, Mrs. Carrie
Lorow, Mary Edith
McCoy, Madeline
McRoi, Violet
Moorehead, Mrs. C. R.
Norton, Mrs. Nellie
Smith, Elizabeth
Smith, Mrs. Mae
Smith, Maude C.
Stanley, Anna
Strong, Mildred
Thatcher, Mrs. Adam
Thomas, Mrs. Nellie
Turner, Mary
Wilson, Mrs. Bill
Willson, Mrs. Mary

Men

Alford, Allen C.
Bahnsen, Wm.
Barlow, Dick Wayne
Barnett, R. E.
Burns, Armless Bobbie
Bartholomew, H. W.
Bauttlaheimer, Alvin R.
Bisbee, Steve
Brown, Roy A.
Brues, Col. Wm. Ray
Butcher, O. J. & Betty
Carlson, Ernest
Cheyanne, Jimmy
Clark, Harry
Cox, Jimmie (Stormy)

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway.

Women

Benevente, Carol
Berry, Virginia
Brian, Virginia
Burnett, Edna C.
Carl, Mrs. James
Caswell, Marie
D'Arcy, Sisters
Dare, Yvette
DeLannon, J.
Galvin, Dollie
Cleary, Tonya
Diaz, Virginia
Dutches, Evelyn
Fate, Sally
Foley, Peggy
Fortuna, Margaret
Frankford, Mabel
Franks, Jesse
Hastings, Margaret
Herrin, Peggy
Hill, Margette
Hinton, Peggy
Johnson, Linda
Joyce, May
LaGrange, Helen
Little, Freda
Lola, Tona
Lovell, Carol
Loy, Jean
Loya, June
Mansfield, Audrey
McCray, Myrtle
Montoya, Fola
Mott, Blanche
Murphy, Mrs. J. J.
Murphy, Marie
Newman, Laura
O'Hara, Patricia
Phillips, Elsie
Reeves, Jean
Roberts, Geraldine
Rochelle, Jeanne
Rush, Edna
Scotti, Lena Nora
Shannon, Terry
Stilwell, Mrs. Frank
Velasco, Lola
Weeks, Dawn
White, Edna Margaret
Yacotino, Agnes
Young, Lucille Armstrong

Men

Andrews, Robert
Ayres, Ralston & Orchestra
Backer, Earl D.
Banks, Sam J.
Barber, Capt. James
Barth, Charles
Bee Bee & Co.
Ben-Ali, Hadji
Berger, Harry
Blake, Ross
Braden, Paul
Brennan, Michael J.
Brown, Ralph
Burke, Murray
Clayton, Frank
Coakley, Walter
Collins, Bob
Conway, Thomas
Corey, Tex
Couture, Leo J.
Davenport, Jimmy
Day, John
Day, Pat O.
DeMont, Charles
Denaiker, Paul
Di Amore, Franklin & Anita
Dodlin, Rich
Dubois, George
Dunn, Tiney
Elwood, Philip
Emerling, Alex
Faust, Jack
Fenton, Jack
Finck, Jack
Fisher, Lucius
Flanders, Ray
Fox, Major (Midget)
Franklin, Anthony (Jerry)
Gallagher, E. J.
Gaynor, William
Gaston, George Rhody
Gettler, Millard F.
Halloran, Pat
Harold, Ben

With the Ladies

By VIRGINIA KLINE

TAMPA, Fla., Feb. 17.—After getting thru all the deep snow and cold weather in Chicago, St. Louis and Kansas City, Mo., I had to come to Florida to get the worst cold I have had in years and also a touch of the flu that kept me in bed for several days. It was nothing short of murder to be kept away from the fair here. There were so many showfolks on hand it looked like a Chicago meeting. I was entertained at breakfast as soon as I could get out to the home that was taken for the winter by a group from Hennies Bros.' Shows. Rose Hennies and Lolita Kemp set up a swell breakfast. Jack Dondlinger took Ruth Brecount and me for a drive over to Cortez, Fla., at the Gulf Camp, where Mr. and Mrs. Gean Berni and daughter are living, to get Jackie Dondlinger, who spent a few days fishing with the Bernis.

Sunday night (4) the crowd at Casa Blanca, Hennies Shows' home, gave a big spaghetti supper for all showfolks who could be located. Rose Hennies, Lolita Kemp and Jackie Dondlinger, hostesses, served, with Ned Torti taking care of the chef's duties. He did a masterful job. Hosts Bill Kemp and Jack Dondlinger kept the crowd refreshed with cocktails and busy at the bridge and rummy games. Guests included Ruth Brecount, Ida Cohen, Mr. and Mrs. Walter Kemp, Mr. and Mrs. Mike Rosen, Mr. and Mrs. Gean Berni, Louie Leonard, Lew Keller, Bernie Mendelsohn and Abner and I. After dinner Walter Kemp showed movies of the travels of the Royal American Shows and other interesting subjects.

A popular spot on the midway for showfolk was Peazy Hoffman's cookhouse. Mrs. Cleo Hoffman is a perfect hostess and never too busy to introduce visiting women and keep them amused and comfortable. The food must be good because Dick Lusse, Joe Redding, Al Sanders and George Raley came over from Palm Beach, Fla., for one of Peazy's steaks. Abner ate with them. On Gasparilla Day at the fair Mrs. Morris Miller, Mrs. Fred Beckmann, Mrs. Bertha (Gyp) McDaniels, Mrs. Virginia (Zeke) Shumway, Rose Hennies, Lolita Kemp, Jackie Dondlinger and I spent most of the time renewing acquaintances. I saw Mrs. Ethel Purtle entertaining a group at one table. Mrs. Jean Dellabate had friends to show around but stopped by now and then. Mrs. Mildred Cuddy came over from the Coast, where she and husband have been doing much fishing. Mrs. Marie Simpson, looking sweet in a new spring outfit, visited, as did Esther Wallace.

Sammy Smith, Royal American trainmaster, bought the crowd a round of coffee and told me he was on the Gaskill-Mundy Shows with my old friends Mr. and Mrs. J. T. Porter, who now live in Kansas City, Mo. Mr. and Mrs. H. E. Watson, of Arnolds Park, Ia., were on the grounds, as were Mr. and Mrs. Yeager, of Brandon, Can. Yeager is in the fur business and he and wife are wintering in Florida. Mr. and Mrs. George Lucas, who are wintering in Florida, visited me while I was ill and brought Mr. and Mrs. Anthony along. Cocktail bar at Tampa Terrace Hotel was a meeting place for many showfolk. I spent one rainy evening there with Ida Cohen and Chick Starkweather and it was almost as full of showfolk as the Celtic Room at the Sherman Hotel, Chicago. I met Mrs. Marjorie Story and her husband there. He was announcing for Red Norval's Band at the fairgrounds and Mrs. Story is an Oregon fan, so we had much to talk about. Frank Shean, Al Shaffer and Roger Littleford Jr. were in one party and Clif Wilson, Fred Beckmann and Max Goodman were in and out.

Somebody should write a book about some of the large families in show business. This year I have met some more of the Lorow Family, including Ginger Ray Lavins, Laura Manus, Epple and Skeeter Lorow from Hennies Bros.' Shows. All in the family are talented and use their talents in many branches of show business. Another is the Zacchini Family here in Florida, which has two beautiful homes a few miles out of Tampa. Seven brothers live there with their wives and children. They also have a workshop, practice ground and a bird and pet museum.

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.

Cities Need—

Revenue to provide hospitals, health work and many other humane needs

While sick a-bed for two weeks, there was ample time to consider many of the charitable opportunities and ideas reflected in the provisions for taking care of the sick in modern cities.

During the recent epidemic in Chicago the hospital facilities, both public and private, were completely swamped and in many instances only emergency cases could get near a hospital. This was only an ordinary epidemic common to the season and hence indicates the totally inadequate equipment in the city for taking care of the sick. Reports indicate that similar conditions prevail in other cities, and also in small towns and rural areas all over the nation.

The fact of these conditions becomes very discouraging as they are viewed in modern times, and it is also reasonable to wonder why such conditions continue in a progressive city or nation.

In order to provide ample hospital facilities, health care and other humane projects billions in revenue would be needed, of course. It is in finding sources of revenue that much thinking needs to be done and also many changes made in our ideas of life and morals.

There are millions of people like myself who would never give $5 a year to any charitable program for hospitals, but who would spend five times that much in a year on some lottery, bingo, coin-operated game, salesboard or other devices which would contribute revenue to maintaining hospitals and other health work.

The fact that there are millions who will not support such work in any other way poses some very serious questions for modern America to face.

It poses the serious issue that there are also millions who had rather see the poor and the sick suffer than to strain a moral or legal point to allow the legal regulation and operation of devices that would contribute revenue for the support of hospitals, etc.

The crucial issue can be aptly illustrated by the situation in Chicago. Chicago is one of those cities that had its crusade a few years ago and pinball games were banned from the city. To further indicate its piety, for some strange reason the city government went on to ban cigaret machines lest the youth of the city be corrupted.

Today, there are thousands of children slowly starving in the city, and during the recent epidemic the tragedy of many of their cases was pitiful indeed. There are charitable organizations and workers in the city making frantic pleas that some source of help be found. The pleas are being carried to the State and to Washington, but everybody knows that the final help will be very inadequate.

This is no fanciful tale but the situation actually exists in a large city. Probably very few people have ever stopped to inquire what strange quirk of conscience it is that leads a mayor and a city administration to work themselves up against pinball games and cigaret machines, "in order to protect the youth of the city," and yet have to be prodded into action by the frantic pleas of charitable organizations and workers in behalf of the children of the poor who may be sick and starving.

The same condition exists in other cities as well as in Chicago. Conscience must be a very funny thing after all.

Not only the city administration, but there are thousands of voters also in Chicago who would work themselves up about such things as pinball games and cigaret machines, and yet they are missing when it comes to working for the sick and the poor. In fact, there are many of these people who had rather see the children of reliefers slowly starve to death than to accept revenue from such things as bingo, pinball games and the like to provide hospitals and medical care. Such an idea may seem very screwy and yet that type of people actually exist by the thousands.

There really must be something wrong with our systems of religious education. Religious educators have succeeded for years in instilling a widespread taboo against gambling that amounts almost to chronic fear. But they have not been so energetic in instilling a conscience about caring for the sick or bringing help to the poor when they may be slowly starving due to unemployment.

The same fear that exists about gambling was at one time instilled against cigarets and liquor. The progressive advances of time have overcome the taboos against liquor and cigarets, and it may be confidently expected that the next progressive step will bring about a more common sense view of games of chance.

At least, we can be sure that more and more people are coming to feel that if they have to make a choice between letting people go without hospital care, etc., and licensed games, bingo, salesboards and the like, they will say license the devices so that the needed revenue may be had.

Progress moves painfully slow at times, but progress is being made. Speakers at our conventions have tried to encourage the operating fraternity by saying that the amusement games industry is still in its infancy, and that many other industries have had to go thru a long period of trial. That is true and the amusement games industry may confidently expect that it will more and more come to have a part in providing revenue for charitable purposes.

The issue then will be to get reasonable license fees. It will have to be stressed all the way thru also that phonographs do not lend themselves for revenue purposes as do amusement games. Music operators, naturally, should have their own charitable work and programs. Records can contribute much to the blind and the sick. Music therapy is an established fact in modern care for the sick.

Vending machines are least of all able to contribute revenue to support health work, or any other charity. But the vending machine division should give its vigorous moral support to the ideals of charity which prevail in the other divisions of the trade.

JOBBERS IN NEW ENGLAND

Write, Wire or Phone Us Quick for Special Deal on A.B.T. CHALLENGER, Greatest LEGAL Money-Maker Ever Made, AND ALL A.B.T. LINE! WE ARE SOLE New England Distributors!

FREE PLAY GAMES

Chief	$22.50	Big Six	$50.00
Box Score	17.50	White Sails	45.00
Davy Jones	22.50	Vogue	45.00
Stop & Go	20.00	Pick Em	45.00
Cowboy	35.00	Airliner	40.00
Topper	32.50	Headliner	35.00
Flash	30.00	Variety	35.00
Majors	22.50	Ali-Baba	35.00
Twinkle	30.00	Up & Up	17.50
Thriller	42.50		

ARCADES SAVE MONEY Tell Us What You Need! We Have Every Type of Arcade Machine in Stock, New or Used!

1/3 WITH ORDER, BALANCE C. O. D.

MIKE MUNVES CORP.

593 TENTH AVE., NEW YORK

Cable "MUNMACHINE"

FREE PLAY GAMES

Bubbles	$22.50	Majors	$22.50
Circus	24.50	Natural	16.50
Contacts	22.50	Paramount	17.50
Golden Gate	44.50	Rebound	46.50
Jumper	64.50	Risk	22.50

Majors, With Register 14.50
Paramounts, Reserve 15.00
300W G. E. Converters 27.50

Many Other Bargains. Write for Price List on New Machines. All Machines Are in A-1 Condition, Ready for Operation. 1/3 Deposit With Order, Balance C. O. D.

DOMESTIC NOVELTY CO.

202 G St., N. W., WASHINGTON, D. C.

SEEBURG RAY-O-LITE CHICKEN SAMS

Complete With Base

$135.00

One-Third Deposit, Balance C. O. D.

L. BERMAN & CO.

112-114 N. W. First St., EVANSVILLE, IND.

PHONOGRAPH BARGAINS

1/3 Cash With Order—Balance C. O. D.

Wurlitzer 412	$34.50
Wurlitzer P12 in Universal Illum. Cab.	65.00
Wurlitzer 412 in Universal Illum. Cab.	75.00
Wurlitzer 616 in Universal Illum. Cab.	99.50
Wurlitzer 616	79.50
Wurlitzer 24	139.50
Rockola Standard 1939 Model	175.00
Rockola DeLuxe 1939 Model	189.50
Rockola Windsor	99.50
Seeburg Selectophone, 10 Record	17.50
Seeburg Gem 20 Record	149.50
Seeburg Casino 20 Record	159.50
Seeburg Plaza 20 Record	179.50
Seeburg Crown 20 Record	189.50

Distributors in Colorado, Wyoming and New Mexico for SEEBURG Phonographs and the new "Jailbird" Ray Gun. Operators, write us for details.

MODERN MUSIC COMPANY

1318 11th Street, DENVER, COLORADO

"IMP"

The NAPOLEON of Counter Machines. 1c Cig. or 1c & 5c Fruit Reels. Metered, $1.50 Extra. Size 5x5x6, Weight 5½ lbs. 6 for $67.50. Jobbers, write for quantity prices. Immediate delivery. 1/3 Deposit with order. ORDER TODAY.

MARION COMPANY, Wichita, Kan.

$12.50 Prepaid

GET WISE—GET OUR PRICES

On Anything With a Slot. All Makes Phonographs, Cheap. Rockola Ten Pins—Part Trade. Free Play Games—We Trade Even.

P. K. Sales Company

8th & Hyatt Ave., CAMBRIDGE, OHIO

Boost Production At Chicago Coin

CHICAGO, Feb. 17.—Sam Gensburg, official of the Chicago Coin Machine Mfg. Co., today announced that continued demand for Roxy, latest convertible free game to be released under the Chicago coin banner, has made necessary additional production activity at the factory.

"Roxy has created a tempest of enthusiasm among coin game operators all over the country," reports Gensburg. "We are constantly receiving messages from operators who boast of Roxy's earnings, and the repeat orders for the game continue in almost as great a quantity as did the original orders which swamped us when the game was first announced. Tho it took us several weeks to catch up with the demand, we still find it necessary to work our plant at full capacity to take care of present requirements from our distributors."

Sicking Opening Set for Feb. 22

CINCINNATI, Feb. 17.—New and spacious showrooms of Sicking, Inc., are nearing completion and everything will be in readiness for the grand opening to be held February 22. William Marmer, vice-president and general manager, who has been supervising the job, advised this week that he had received assurance that 15 factories will have personal representatives at the affair. Hundreds of operators are expected to attend.

The Sicking firm is recognized as one of the oldest distributing organizations in the country. It was founded in 1895, since when it has been engaged in the coin machine business without interruption. Its file of customers takes in operators in all parts of the country. The firm grew steadily in importance, but in recent years, under the leadership of Ben Goldberg, its president, and Bill Marmer its growth has been of such nature as to make larger quarters necessary. The persistent demands of operators for a more centrally located showroom played an important part in the selection of the new quarters. Located at 14th street and Central Parkway, just a few squares from the center of town, with plenty of parking space available, Sicking's will be the headquarters for many local and out-of-town operators.

Keeney Shipping Anti-Aircraft Gun

CHICAGO, Feb. 17.—William J. Ryan, sales manager of J. H. Keeney & Co., announces that first shipments on the new Keeney Anti-Aircraft Gun began today (17) in heavy volume.

"The tremendous number of orders that have been taken for the Anti-Aircraft Gun since it was first announced some weeks ago have kept us hopping on the production line in our new plant No. 2," said Ryan. "We are now shipping on those advance orders.

"In spite of this fact, the pile of orders on my desk shows no indications of diminishing. On the contrary, it grows larger with every passing day.

"The only explanation I am able to make is that Keeney's Anti-Aircraft Gun is so overwhelmingly tops as an amusement game that operators are ordering them as fast as they can line up locations for them.

"Its legality, its simplicity of operation, its fine construction and, above all, the realism of its swift, exciting airplane and machine gun action have brought forth tributes from some of America's foremost distributors."

Good Service Means Big Sales

CHICAGO, Feb. 17.—"Give and ye shall receive," is no empty phrase, especially in the field of coin machine distribution and sales, says Monarch Coin Machine Co.'s Al Stern.

It's an old axiom of business that good service brings its own reward in more sales, and we have been proving it right along at Monarch. Service is a high art with us, and it has been reflected in steadily increasing numbers of loyal customers.

"We believe in taking care of not only our clients' immediate needs, but in keeping an eye out for his future needs, a phase of Monarch service that is much appreciated by coinmen. To do that, we have in our warehouse and on our display floors what we believe to be one of the largest stocks of finely reconditioned equipment in the world.

"Not only do we have those games in every classification, as well as phonographs, consoles and vending equipment, but we have a reconditioning department that takes a great pride in making those games performance-perfect, and a shipping department that gets them to our customers without delay."

DON'T MISS—

KEENEY'S FULL PAGE ADVERTISEMENT ON PAGE 90

WEEKLY SPECIALS RECONDITIONED GUARANTEED

Pace All-Star Mystery Comets, refin., 5, 10 & 25c play ....$24.50 Or Ten for $200.00.
Mills Cherry Bells, 5, 10 & 25c play 39.50
Mills Blue Fronts, 5c play, refinished 29.50
Double Jack Pot Columbias, like new ..$39.50
Pace Deluxe Comets .. 39.50
Jennings Silver Chiefs . 39.50
Pace All-Star Comets, 1c play 19.50
One Pace Saratoga, 25c play, slug proof $89.50
MISCELLANEOUS
Groetchen Metal Typers $147.50
Rock-Ola World Series 59.50
Dixie Spelling Games . 7.50

Above offered subject to prior sale. On receipt of one-third deposit will ship subject to inspection. Write for complete Price List on Pin Ball and Counter Games.

AUTOMATIC SALES CO. 416-A BROAD ST. NASHVILLE, TENN.

Atlas Service Gets Op's Thanks

CHICAGO, Feb. 17.—"Operators in the Midwest have paid some fine tributes to the Atlas Novelty Co. during the past week," reports Eddie Ginsburg, official of the Atlas Novelty Co. "It goes to show that conscientious care in doing the best one can to give service and satisfaction to operators is appreciated," he declared.

"One letter which I particularly liked was from an operator who had paid us a visit on what was his first trip to Chicago. While he was here he visited all the places of interest, such as Marshall Field's great store in the Loop, museums, planetarium, aquariums and other outstanding Chicago attractions.

"When he arrived at his home he sat down and wrote us his thanks for directions to see these places and made an analogy between some of the sites he had seen and applied them to us in a most complimentary fashion. He declared that there was a lot of difference between the gorgeous Marshall Field store and a one-counter store he had seen on the outskirts of the Chicago Loop. 'I could not help likening the service and completeness of merchandise in Marshall Field's store to the comparative large stocks of games and supplies I saw at your showrooms and offices,' he wrote. 'Yes, Atlas is like the great Marshall Field store in service, efficiency and satisfaction—and the best store always gets my trade.'"

MERIT CUTS PRICES ON

Rinks, f.p. . $15.00
Spottems, Contacts, f.p. . 17.50
Up & Up f.p. 25.00
Red Head Skill Times 30.50
Wurlitzers Illuminated by Experienced Factory Men. 1940 Trend. Original Cabinet Modernized. Send for Photograb $60.00
Bally Alleys. Write for Prices.

MERIT MUSIC SERVICE, 622 N. Eutaw St., Baltimore, Md.

FOR MEN ONLY

. . . for real business men, who understand it's the NET PROFIT that counts, the sound, steady, legal PHOTOMATIC is the ONLY coin machine to operate!

INVESTIGATE

International Mutoscope Reel Co., Inc.

44-01 11th St., L. I. City, N. Y.

BIG BARGAINS IN RECONDITIONED MACHINES

ALL READY TO OPERATE ONE-BALL AUTOMATICS

ARLINGTON	$ 7.00
CLASSIC	8.00
DERBY DAY	6.00
DERBY DAY WITH CLOCK	9.00
FAIR GROUNDS	17.50
GOLDEN WHEEL	6.00
GOLDEN WHEEL (Tkt.)	7.50
JUMBO	5.00
PADDOCK	7.50
PREAKNESS	8.50
CONSOLES	
LIBERTY BELL (Flat Top)	$22.50
LIBERTY BELL (Slant Top)	27.50
ROLETTE (Evans)	12.50
TRACK TIME (Black—Cracked Glass)	10.50

Terms: 1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO.

BARGAINS FROM DAVE MARION

Vest Pockets, Reconditioned, $28.50, 3 @ $27.50

Our Ads. Different Each Week—SAVE IT.

Tokette, 1c	$15.00	GrandstandToken	$2.50
9 Daval Races	3.50	6 Centapacks	5.00
4 T.T.T. 1c Cig.	3.50	Dicematic Cig.	3.50
3 Red Spot	4.00	High Stakes	4.50
3 Tally	7.50	4 1c O.T.'s	22.50
2 Bally Baby	6.00	5 Bingo	7.50
10 Crisp	7.50	4 Official Sweep	3.00
5 Duo Vend.	8.50	2 1c Pace	12.50
5c&25cW.Eagles	17.50	J.Dutchess, 1c-5c	12.50

1/3 Deposit Required—Bargains Every Week.

Write for Complete Bargain List.

MARION COMPANY, Wichita, Kansas

15 Rock-Ola Monarchs	$125.00
6 Western Baseballs, Metered	60.00
1 Flash, Free Play	20.00
1 Tom Mix Rifle	40.00
1 School Days Rifle	20.00

The Warren Novelty Co.

4310 S. 24th St., OMAHA, NEB.

MILLS FREE PLAY 1-2-3

Late 1939 Model. Like New

$79.50

1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY CO.

12 W. Court St., CINCINNATI, O. 715 E. Broadway, LOUISVILLE, KY.

SMALL CHANGE--BIG BUSINESS

Biggest Publicity "Break" of Show Lauds Coin Machine Biz

Story tells importance of industry to city and nation —tells immensity

(Reproduced by special permission of Chicago Times, Inc., Chicago)

CHICAGO, Feb. 17.—Undoubtedly the biggest publicity "break" received by the coin machine industry during the 1940 Coin Machine Show and Convention was in an article published by *The Chicago Sunday Times* in its issue of January 14.

Written by David C. Teague and profusely illustrated with pictures and cartoons, some of which are reproduced here, the article covered two full pages in the tabloid-size newspaper. It follows:

"If you want to have some fun this week stroll into the Sherman Hotel lobby and yell 'slot machine'! There will be a lot of men standing around with badges on their lapels and these will all start shinnying up the marble pillars and diving under the cigar counter.

"They will be delegates to the annual convention of Coin Machine Industries, Inc.—and how they hate and fear that word 'slot machine,' you have no idea!

"Slot machines are bad, slot machines are evil and wicked. There are laws against slot machines and the newspapers carry on crusades against them. The slot machine, called (to the point of nausea) the one-armed bandit, is a gambling device.

"Somehow, tho, the public has hung the name 'slot machine' on all machines —except telephones—into which you drop a nickel and expect to get something out.

"That libels one of America's fastest growing and most recovery-producing industries.

* * *

"The coin machine (THAT'S the proper designation) industry is employing, directly or indirectly, some 500,000 workers. It manufactured approximately $75,000,000 worth of new equipment last year. Plant investment, 95 per cent of it in Chicago, is estimated at $50,000,000.

"Coin machines are largely assembled jobs, with most of the parts purchased from outside manufacturers. *American Business Magazine* reported the coin machines industry consumed in one year more than 3,000,000 square feet of glass, 10,000,000 dry-cell batteries, 26,500,000 feet of electric wire, 240,000,000 feet of lumber, thousands of tons of fabricated steel and other metals, thousands of gallons of paint and millions of light bulbs, contact points, switches and other electrical parts.

"That adds up to a contribution to the nation's business—and you can be pretty sure all the material wasn't used for gambling devices. For an idea of the coin machine's importance in the strictly legitimate vending field, consider that approximately 11 per cent or $100,000,000 worth of this country's annual cigaret sales are now made by machines.

"There are an estimated 3,000,000 mechanical venders selling penny articles alone thruout the United States. In the New York subway pennies and nickels bought 480,000,000 sticks of gum, 180,000,000 bars of chocolate and 6,250,000 pounds of peanuts in one year.

* * *

"According to official sources, the coin machine industry has grown tenfold in the last 11 years—and the variety of items you can buy from a cabinet full of springs and gears must have increased at least 20 times. If the nickel-in-the-slot business expands much more, folding money will soon circulate only among curio collectors.

"Already you can drop a coin, push a plunger and buy:

"Cigarets, cigars, candy bars, chewing gum (old stuff in the coin machine trade, but how sales have gone up!), books, bottled carbonated beverages, carbonated beverages mixed at a central plant and dispensed in a cup, carbonated drinks MIXED BY THE MACHINE; ice cream in cups, sticks, bars and cartons; pop corn, pencils, razor blades, hard-boiled eggs, fresh fruit, orange juice, milk, postage stamps, perfume, powder, aspirin, cough drops, social security plates, identification plates, postcards, breath sweeteners, sandwiches, cakes, slabs of pie and horoscopes.

"A Chicago manufacturer is busy designing a glove machine—which will join the handkerchief and shoe-lace machines in a blitzkrieg on the clothing industry. Pants next!

"In the service field coin machines are offering the usual telephone calls and restroom accommodations plus peeks thru telescopes, shoe brushings, use of washing machines, weight and fortune, admittance to the New York subway and parking space along the curbs of some 90 cities. The parking meters, which usually whip up a fine froth of protest when they are first installed and then come to be lauded as a convenience, have been having various strange troubles.

* * *

"In Toledo they 'contributed to the delinquency of minors,' four boys having been caught cracking them for the nickels. In Omaha a local breed of big black spiders has taken the meter boxes over for homesites. The city has a spider-evicting detail, which operates with screwdrivers instead of warrants. Ten to 15 meters a day have to be repaired.

"It's in the amusement field that the coin machine industry has got into all its hot water, for slot gambling machines are classified as amusement devices and so are the pinball games which pay high scores in cash. But it's in the amusement field that the coin machine people have really put on a fascinating show.

"This started 40 years ago or more with the penny arcade—and think not that the arcade has passed with the daguerreotype booth which once was one of its main money-getters. There are penny arcades on S. State and half the traveling carnivals and amusement parks have them.

"The coin machine industry is still turning out peep shows—which are never as sexy as their titles. The strength testers, punching bags, electric shocking machines (good for what ails you) and all the other paraphernalia are still coming off the production lines—but streamlined and chrome-plated now.

* * *

"The old animated peep show worked by flipping a set of picture cards. The new ones have regular film. Latest wrinkle: peep show news reels, with the film changed thrice weekly!

"Lineal descendant of the daguerreotype booth (never coin operated) is the portrait machine which has appeared in most Chicago railroad stations as well as in arcades. Sit in front of the camera, put a dime in the slot (coin chute to a coin machine man), hold still for a second—and out pops a recognizable photograph of yourself.

"The pinball game, of course, is the coin machine industry's great contribution to the nation's amusement. Starting as little more than a box, a set of marbles, some nails and a spring plunger, these have been so fancied up with lights, paint, springs, devious obstacles and automatic illuminated scoreboards they now wholesale for an average price of $100.

"Pinball games have been banned in some places, notably Chicago, and heavily taxed in others, but their manufacture is still big business. Most now are strictly amusement devices, with no 'pay-off' mechanism.

* * *

"The newest pinball variation is a bowling game developed by a Chicago manufacturer. The table, under glass, is a little bigger than ordinary and the bowling pins are about two inches high. The ball isn't driven with a spring, but is set spinning (up to 15,000 revolutions a minute if the player wishes) by an electro magnet.

"A button releases the ball from the magnet and it spins up the alley and into the pins. These fall with an authentic clatter and are jerked out of sight, giving the player another chance at any that might be left standing. When all pins are down an 'automatic pin boy' mechanism sets them up again!

"The ball can be regulated for speed and direction, and one can even put the authentic kegler's hook on it. Six tries for a nickel.

"Never lacking in showmanship, the coin machine boys are preparing to spring the ultimate in war games at the convention. The customer sits back and shoots flaming airplanes out of the sky —in some manner yet to be explained.

"There are several target practice games about, notably in the taverns, which operate on the photo-electric cell principle.

"In one, you shoot flying ducks; in another the maker, with a nice play on words, gives you a chance to shoot a bull. It is understood not to be Ferdinand.

"The games are wondrous to look upon, and their rise is quite a story—but the real Cinderella tale in the coin machine amusement business has to do with music makers.

"First came nickel-in-the-coin-chute player pianos. Then came automatic violins and phonographs. Then nothing happened for many a decade until a Chicago concern saw a demand for cheap entertainment in the depression and did something about the slotted phonograph.

"Today there are an estimated 300,000 coin-operated phonographs taking in nickels all over the United States. They're big, illuminated, well-toned and they offer the jitney spender a choice of 20 or more records.

"The enormous increase in record production (one of this decade's business miracles) is ascribed in large measure to the demand of these 'juke boxes' (coin machine people hate 'juke box' almost as much as 'slot machine').

"*Fortune* magazine estimated coin phonographs used 13,000,000 records in 1938, with 'a modest increase' for 1939 and 1940. Walter W. Hurd, coin machine editor of *The Billboard* magazine, declares they used 30,000,000 records in 1939 and will use 50,000,000 in 1940.

* * *

"Many a famous orchestra and famous singer has been 'made' by the juke boxes. Ballroom managers attribute to them much of the success of Tommy Dorsey, Orrin Tucker, Artie Shaw, Glenn Miller and Dick Jurgens. Bonnie Baker's song, *Oh, Johnny, Oh* has made her America's 'sweetheart'—and all the coin phonographs have the record.

"A new angle which is expected to increase production enormously is the penny machine—for installation in spots where a nickel machine can't make money.

"Here is the very newest twist, quoted from *Automatic Age*, one of several magazines devoted to the coin machine business:

"'You put a nickel in the slot of a cabinet that looks like the regular public phonograph and you mention to the machine the name or number of the piece you want. A feminine voice acknowledges your order and the piece starts playing. You may select . . . from a list of 250 pieces on the cabinet or any piece, classic or popular, from about 2,000 records.

"'The music is "piped" from a central station . . . Two girls operate the central station, one receiving calls at the control board and the other manipulating the turntables.'

"With music well under thumb, the coin machine crowd has gone after another field of culture—to wit, literature. The *Little Blue Books* of the E. Haldeman-Julius Publishing Co. are on sale in machines at several spots in Chicago. More than 200,000,000 of these little capsules of knowledge, wit, mathematics, classic writing, inspiration, curiosa and advice are said to have been sold thru regular channels—and early coin machine returns indicate they will have an enormous sale in their new medium.

"Even into the esoteric field of stamp

A CARTOON in The Chicago Sunday Times, dealing with the Annual Coin Machine Show and Convention in Chicago, spoofs humorously the automatic phonograph. This cartoon is reproduced with the special permission of Chicago Times, Inc.

WE'VE GOT IT!
DAVAL'S NEW SENSATION
HEADS OR TAILS
The first really different play action counter game in 50 years! Player matches Heads or Tails of his own coin on reels—center reel gives odds.
A PROVEN WINNER! Doubled and Tripled AVERAGE PROFITS FOR 3 SOLID WEEKS ON TEST LOCATIONS IN MANY STATES! Rush YOUR order QUICK! Enclose 1/3 Deposit — Balance Shipped C. O. D.
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Badger's Perfect Reconditioned Legal Machine Bargains
All Guaranteed Ready To Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

Seeburg Chicken Sams	Write	Bally Alleys	Write
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Write for Our New Catalog. The Most Complete Coin Machine Catalog Ever Offered to the Operator Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.
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MILLIONS DEMAND IT!

THOUSANDS OF LOCATIONS ARE WAITING FOR...

FOOT EASE VITALIZER

GREATEST LEGAL PENNY MACHINE - MORE PROFITABLE THAN SCALES. Investigate NOW! Term Payments if Desired . . . Write.

EXHIBIT SUPPLY CO. 1123 W. LAKE ST. CHICAGO

collecting have the knights of the slot cast an eye. The claw machine, with its little player-operated steamshovel, has been outlawed in many States. *Automatic Age* suggests a pile of stamps instead of the usual cheap merchandise for the steamshovel to bite into.

"Used stamps, the magazine explains, can be bought at 10 pounds for $5—and the steamshovel will always get SOME, eliminating the gambling angle. Every variety of stamp is valuable to one collector or another, and a few of real intrinsic value can be stirred in to sweeten the pot.

* * *

"So far as known no one has tried this scheme yet. But in a liver stamp field the coin machine industry has just scored a notable victory. In the lobby of the New York general post office stands a coin-operated postage meter!

"It was installed last fall for an extended official test, amid ceremonies attended by high postal functionaries. Stamp vending machines are an old story—but this gadget has nothing to do with stamps. IT PRINTS the correct postage on a letter, just like the meters in a big business office.

"You put in the machine any amount of change you wish, up to 60 cents, dial the denomination of stamp your letter should carry. Then you stick the letter in a slot and the machine prints stamp and postmark on it and kicks it into a mail hopper.

"You can mail any number of letters, with any number of stamp denominations. You could deposit 30 cents, for example, and mail two 6-cent letters, five 3-cent letters and three postcards.

"The machine, which works like lightning, is a miniature post office in itself, eliminating the work of clerks who must cancel and postmark ordinarily stamped letters. It eliminates the nuisance of buying stamps and the unsanitary business of licking them.

"You buy your postage (regular prices) and mail your letter in one operation, and the machine never 'runs out of stamps.' Plans are in the making to install them in railroad stations, hotels and other public places—just like telephone booths.

* * *

"The octopus who haunts the coin machine man's dreams is named 'slug.' When you tax the slot machine boys with the charge that they cheat the public, they tell you their biggest worry is to keep the public from cheating them.

"Thousands of spurious coins jingle each year into the chutes of the legitimate vending and amusement devices, as well as into the gambling machines. Here's a description of the latest slug catcher, from *Automatic Age*:

"'First the coin is tested for physical dimensions by the size of the slot which receives it. If it is too big it won't go in. If it is too small it will drop back thru the return chute because it will fail to jump a gap provided for that reason.

"'Next the coin passes thru a horseshoe magnet, which tests for iron and steel. If the coin has magnetic properties it will follow the edge of the magnet until it drops into the return chute.

"'If the coin passes the first two tests it is directed against a spring-loaded pendulum. A good coin will push the pendulum aside far enough to permit it to pass. A light coin (defaced, aluminum, pewter, etc.) will not have sufficient momentum to operate the pendulum and will be deflected into the return chute.

"'The fourth test is a metallurgical test designed to catch "coins" of the proper size and weight, but which do not have the correct composition, such as foreign coins. A satisfactory coin passes a large permanent magnet without interference, but one of improper composition sets up eddy currents which delay the coin in its path and sidetrack it into the return chute.

"'Passing the fourth test, the coin drops at an angle onto a hard steel "anvil," which bounces it over a hurdle into the "pay" slot. If the coin doesn't bounce high enough the hurdle catches it and drops it into the return chute.'

* * *

"Any genuine coin can get thru all this with a passing score in less than five-eighths of a second. The United States mint should be proud it can make such nickels!

"In China (yes, they have coin machines there), slugs are quite a problem, but nothing like the headache real money is. Chinese coins, of the same value, come round, square, hexagonal and with or without a hole in the middle!

"Real money is a problem in New York State, too. There a heavy tax has boosted cigaret prices 2 cents above the usual nickel and a dime. One answer is a machine that makes change from 20 cents. The other, and more practical, is a cigaret package with three pennies pre-inserted into the cellophane jacket.

"You can't lick the coin machine.

"The firms which manufacture coin machines sell them to distributors, who wholesale them to operators. The operators 'spot' the equipment in stores, taverns, factories, theaters, railroad stations and other places where people might spend money.

"An operator usually specializes in one field, such as phonographs, beverages or cigarets, and his 'string' of machines may be as small as 10—or as big as that of the Automatic Canteen Co., which employs hundreds of men just to keep its candy venders serviced and repaired.

"The operator may pay as little as $10 for a gadget selling penny articles or as much as $750 for a particularly gaudy phonograph. Some phonographs sell for around $200. The price tag on the bowling game, mentioned earlier, is $235. There is a second-hand market for all types of coin machines.

"Besides buying his equipment, the operator must keep it in repair and must keep the vending machines filled with fresh merchandise. The man who owns the premises on which a coin machine is spotted collects 10 to 20 per cent of the gross take if it's a merchandise vender, 50 per cent if it's an amusement device and 20 to 50 per cent if it's a phonograph.

"An operator can make money, but not unless he's pretty smart about where he spots his machines—and how much he pays for the privilege.

* * *

"The charge that coin machines are 'robots' that throw store clerks out of work is hooted at by the industry. Venders, the manufacturers point out, only relieve the clerks of bothering with routine, small-profit items. In many establishments they are an added source of income, selling merchandise which the store would not consider handling over the counter.

"In theaters and filling stations the machines inspire sales that would never otherwise be made—and thus compete little, if at all, with established merchants.

"On the other side, the industry is immensely proud of the direct employment it creates. *The Billboard* says there are 21,000 operators in the United States, employing an average of 24 persons each; 934 distributors, employing five persons each and 30,000 small-time operators without any employees.

"Nearly 20,000 are directly employed making the machines, and hundreds of thousands work (on coin machine orders) in the firms which supply materials, parts and merchandise.

"So it's a big business and puts a lot of money in circulation. The fact SOME of the manufacturers make SOME gambling equipment along with their merchandise and amusement lines isn't any reason, declare coin machine people, for the whole industry to have a black eye.

"The convention, Monday thru Thursday, will feature a huge display of all the new machines. It will also feature a speech by Father Flanagan, of Boys Town, and one by Dr. Preston Bradley, famed pastor, on 'Tolerance.'"

WURLITZER PHONOGRAPHS were highly praised at a showing held in Indianapolis, at the showrooms of the Guarantee Distributing Co. Left to right are Wurlitzer District Manager Ralph Rigdon, Abey Abrams, of Garrett, Ind.; Paul Jock, Guarantee Distributing Co., and William Brase, Wurlitzer service instructor.

They're a Scream!

ZITO'S DOGS WILL DO TRICKS FOR YOUR CA$HBOX IN MUTOSCOPE'S NOVELTY CARD VENDER

SENSATIONAL FREE OFFER!

(FOR A LIMITED TIME ONLY)

Here's your chance to cash in on the national fame of Zito's side-splitting dog cartoons! Everyone goes for them in a big way. 32 different belly-laughs like the card above in this brand new Mutoscope series. As an introductory offer, enough ZITO'S DOGS CARDS WILL BE GIVEN FREE WITH LIGHT-UP MODEL CARD VENDER TO PAY FOR THE VENDER COMPLETELY AND SHOW YOU A PROFIT ON YOUR FIRST ORDER! TAKE ADVANTAGE OF THIS AMAZING OFFER TODAY! ZITO'S DOGS will go out as fast as you put them in. You can see for yourself what swell gags they are. THIS OFFER GOOD FOR LIMITED TIME ONLY. SEND FOR YOUR NOVELTY CARD VENDER AND FREE ZITO'S DOGS CARDS IMMEDIATELY!

INTERNATIONAL MUTOSCOPE REEL CO., INC.
4401-ELEVENTH ST., LONG ISLAND CITY, N.Y.

Exclusive Mfg. and Dist. Rights for the use of Zito's Dog Cartoons in automatic machines

YOU'RE OUT IN FRONT with GARDNER'S NEW BOMBSHELL!

ROYAL RACES combines the thrilling appeal of real horse racing with a host of exciting new features! $15 top Race Track section contains advances to 7 Royal Races Jackpots with $25 big money winner! Consolations galore! Dazzling full-color design! Race-horse symbol tickets!

1600 Holes—5c Play—semi-Thick
TAKES IN $80.00
PAYS OUT (Average) ... 45.63
PROFIT (Average) $34.37

NEW! WRITE NOW FOR CIRCULARS B3 and B7, JUST OFF THE PRESS, SHOWING 10 LATEST GARDNER HITS!

GARDNER & CO. 2309 SO. ARCHER CHICAGO, ILL.

Ask Bingo and Pinball Okeh

RACINE, Wis., Feb. 17.—"Allow and tax lotteries, bingo and pinball games," asks a letter addressed to a columnist editor of *The Racine Journal-Times*. The letter was published in a recent edition of the newspaper.

The writer comments on the "excessive tax burden" and declares that the city fathers should consider seriously other forms of taxation to help alleviate the burden on property owners. "It is far easier to pay rent than to own property now," the letter laments. "Taxes are increasing and valuations are down to nearly half of investments on many homes. Some other way must be found to solve this tax burden. I like the idea of the article in Sunday's *Bulletin* suggesting taxation of lotteries, bingo and pinball games. Let those incomes from same be made to carry much of the real estate tax burden."

Further comment calls upon the city fathers to call an open meeting to entertain ways and means of solving the pressing taxation problem.

KING Jr. 3.95
(Send for Circular)
Peanut Machines, $2.40 & UP
SPECIAL DE LUXE
Vends everything. Two-tone Porcelain finish trimmed in Chrome. De Luxe Streamlined Globe. 5-lb. capacity, smooth, easy lever-type action. Automatic return.
New Low Prices
1 to 5 $5.00
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Satisfaction guaranteed or money refunded, so take advantage of this amazing offer today. NOW! Write for full information and easy terms to
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EXTRA PROFITS
GET YOUR SHARE WITH AMERICA'S LOWEST PRICE PRECISION BUILT VENDORS
Thousands of operators have accepted Tom Thumb as a NECESSITY—its compactness opens up new profit possibilities—They replace bulky machines on bars, counters, etc.—Fill in your route with 1½ or 3-pound machines—Sold on money-back guarantee.
NOW
is the time to start a route of these money makers. INVESTIGATE this wonderful opportunity AT ONCE.
Not a toy . . . but a compact die cast machine. Just the right size for beaches, bars, tables. Write Dept. 59 for low quantity prices and bulletin on finest line of vendors for every purpose. Some choice territories still open for jobbers and salesmen.
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Order This Coin Counter
Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels (like magic) flared, oversize mouthpiece for tube wrapping. Only $1.00 each prepaid; cash with order, no C.O.D. Write for complete details and low prices on the finest suit Vendors obtainable, TOPPER, CHALLENGER and SPECIAL. Also Stands, Wall Brackets, etc.
VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

Sure Lab Offers Pellet Venders

CHICAGO, Feb. 17.—Sure Laboratories, Chicago, are offering a new breath pellet vender together with their Sure Breath Pellets, as well as a vender for Sure Chewing Gum in pellet form.

F. P. Fox, managing director of Sure Laboratories, declares: "We are most enthusiastic about these vending machines, particularly those dispensing the new, deliciously attractive, light green, glossy finished Sure Breath Bee-Bees.

"Sure Breath Bee-Bees have been selling like wildfire. One of the reasons is that the count per pound is high, running well over 10,000 Bee-Bees per pound. Since the machine is set to vend from 20 to 25 Bee-Bees for a penny, you can readily figure how much this machine takes in for a single pound of the Breath Bee-Bees.

"With minimum initial orders for six or more machines we are offering free two pounds of the Sure Breath Bee-Bees for each machine. Returns from just this loading should be more than enough to pay for the machine.

"For the vending of Sure Chewing Gum, the machine is simply changed over by changing the vending cup and changing the decal display piece. The machine vends about 288 helpings for each bowlful of gum.

"The machines themselves are the finest, with center leading, positive agitation, easy adjustment of portions, pick-proof screw top lock, slug rejector, aluminum mechanism, alloy trimmed in stainless steel and polished aluminum, Chinese red wrinkle finish, four large suction gum feet and a separate globe-hold-down-rod."

Sure Laboratories also handles a line of carded items in the breath purifying and perfume fields. Aspirin, toothpaste and cough drop products are also made by the firm.

New, Improved In-a-Bag Vender

CHICAGO, Feb. 17.—In-a-Bag, automatic vender of nuts and confections in glassine bags, which was introduced only a short time ago by O. D. Jennings & Co., has been further improved by the increased use of stainless steel in virtually all parts of the machine.

In announcing the improvement, O. D. Jennings, president of the company, said: "The public is sold today as never before on having everything sanitary, especially in connection with food products.

"In keeping with this trend, we recently originated and put on the market, In-a-Bag, designed to vend nut meats and bulk confections without their being touched by human hands. The public has welcomed this innovation enthusiastically. It has met with the hearty indorsement of physicians, nurses and parents. We have now gone still further and made the entire machine practically rust-proof—a most important feature.

"Letters received by O. D. Jennings & Co. state that In-a-Bag has proved sensationally popular wherever it has been introduced."

Sodamat Tells Low Operating Costs

NEW YORK, Feb. 17.—Sodamat, automatic drink vender, which has caused much comment since its introduction recently, is sailing along at a rapid pace, according to reports.

Julius A. Levy, sales manager, claims he has booked orders for many machines, altho he hasn't had time to see all the operators who have requested he see them.

"I've been very busy," claims Levy, "and have missed seeing quite a few interested operators. However, I don't intend to pass anyone up and shall see everyone in a short time. All the operators who have been in to see me have been enthusiastic about the low operating cost of running a battery of Sodamats. This is possible because of the many features incorporated in the planning and construction of our drink vender, which has been proved by 12 years of operation."

Mutoscope Issues Zito Dog Cartoons

NEW YORK, Feb. 17.—An avalanche of approval greeted the announcement of International Mutoscope Reel Co. Inc., of Long Island City, that it had secured the exclusive right to manufacture and sell the nationally famed series of dog cartoons by artist Zito thru its Novelty Postcard vender.

Mutoscope already has a series of 32 different bellylaugh cartoons by Zito ready for delivery, the same cartoons that have been sold thruout the country for much higher prices than they'll be sold for in Mutoscope's Novelty Postcard Vender.

In addition to the acquisition of this popular series of postcard money-makers, Earl Winters, Mutoscope sales manager, announced a unique offer. Enough Zito's dogs cards will be given free with the purchase of each Novelty Postcard Vender to give the operator an immediate profit on the deal.

The use of this riotous series assures immediate increases of profits and many new repeat customers for the postcard venders, operators say.

"A MILLION-DOLLAR SALE of Bally Beverage Venders is formally closed," declares Bally Mfg Co officials in giving a caption to the above picture. Left to right: W. B. Paul, president of Cola Self Service Co., Inc. of Indiana; Stuart G. Lyon, president of Cola Self Service Co., Inc. of New York; Bert Perkins and George Mooney, of Bally's sales staff.

January Bulk Vender Favorites

CHICAGO, Feb. 17.—Willard Seefeldt, official of Pan Confections, Chicago, releases monthly a list of candies which he terms "the big 10 of the small confections vending field." The current release tells of the candies which were most popular in bulk vending machines during the month of January, 1940.

The list follows: 1. Pee Wee Boston Baked Beans, hard shell; 2. Teeny Beans; 3. Boston Baked Beans, hard shell; 4. Cocoanut Cream Nibbles; 5. Chocolate-Coated Raisins, sifted; 6. Assorted Licorice Pastels, hard shell; 7. Chocolate-Coated Wee Bits; 8. Chocolate-Coated Spanish Peanuts, pee wee; 9. Pee Wee Smooth Burnt Peanuts; 10. Jelly Cup Beans.

OPERATORS, HERE'S SUPER VALUE
Northwestern
MODEL 40
★ Chute Cover Lock
★ Vends All Products
★ Accurate Portions
★ Positive Agitation
★ Simple Mechanism
★ Easy To Service
★ Built Like a Safe
★ Eye-Catching Appearance
★ Hammerloid Finish
★ Variety of Colors
$4.95
In Lots of 100
F. O. B. FACTORY
Write Today for Complete Details!
THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS

COLUMBUS VENDORS MAKE MORE MONEY AND GIVE LESS SERVICE CALLS
Increase your collections by installing "Columbus" Machines in your locations. Send for Catalog and Special Trade-In Offer.
BARGAIN
WHILE THEY LAST
Reconditioned Ever-Ready Bulk Merchandisers. Samples, $5.00. 5 or More, $4.75 Ea. 10 or More, $4.50 Ea.
4.00 Each (25 or More)
Write for Complete List of New and Used Machines.
RAKE
5 S. 22ND ST., PHILADELPHIA, PA.

Snow Joins Sales Staff of DuGrenier

NEW YORK, Feb. 17.—Joseph A. Snow, well known to cigaret machine operators thruout the country, has joined the sales staff of Du Grenier Sales Corp.

Snow will cover Michigan, Northern Ohio, Kansas and Missouri with the exception of St. Louis.

Walter H. Mann, president of Du Grenier Sales Corp., who made the announcement, stated: "It is a great pleasure to again have Snow with our organization. He knows cigaret machines from operation to sales. He formerly operated in New England and was at one time with our sales force. He rejoins our sales staff confident that he will this time create a new sales record for the States he will cover."

Snow reports: "I firmly believe that the new Du Grenier Champion is the world's finest cigaret machine. I have been closely connected with the cigaret machine picture for some years and therefore have an inside view on operating and selling machines, that's why I say that the Champion is the greatest machine that the industry has ever had."

TWO "Sure" WINNERS

THAT BRING "Sure" PROFITS FOR OPERATORS

If you don't answer another ad in your life, answer this one. And rush your answer—today—because this is the hottest, fastest selling proposition you have ever seen.

SURE LABORATORIES are now offering to the vending machine trade two of their **nationally advertised** products, which means operators can now sell nationally advertised merchandise thru vending machines.

TWO NEW "Sure" VENDING MACHINES NOW READY

BEE-BEES, the popular new candy breath pellet with a count running well over 10,600 BEE-BEES per pound. The SURE vending machine only vends about 20 to 25 BEE-BEES for a penny. You can readily see how big the profits are.

"SURE" CHEWING GUM—is another popular product that is fast making sales records thruout the country. The vender holds about 2¼ pounds of gum in one filling and this dispenses about 288 helpings. A very generous profit for any operator.

★ PROPOSITION EXCEPTIONALLY LOW PRICED ★

14 POINTS ABOUT "Sure" VENDING MACHINES

1. Center loading.
2. Positive agitation.
3. Easy adjustment of portions.
4. Pick-proof screw top lock.
5. Stops oversize or undersize slugs, also washers with hole.
6. All aluminum mechanism.
7. All alloy, trimmed stainless steel, polished aluminum.
8. Beautiful Chinese red wrinkle finish.
9. Four large 1½ suction cup feet.
10. Separate glove-hold-down rod.
11. Three-color Decal label.
12. Only two moving parts.
13. Size 6-6-10½ inches high.
14. Holds 2¼ lbs. BEE-BEES, 2¼ lbs. Gum. The ideal size for most counters, bars and booths.

★ WRITE OR WIRE FOR FULL PARTICULARS ★

SURE LABORATORIES, Dept. BB, 841 NO. WABASH AVE., CHICAGO, ILL.

"ALSO COMPLETE LINE CARDED COUNTER DISPLAY MERCHANDISE"

Cigarette Merchandisers' Associations

Weekly meetings are the rule for the members of the CMA of New York now that its fourth annual banquet and dance is only three weeks off. Matthew Forbes' reports that Bob Hawthorne and his committee are concentrating all their time and energies on making the coming affair a memorable one.

Over 500 guests are expected to be present in the banquet room of the Hotel Pennsylvania Saturday, March 9. Marty Beck's Orchestra, which scored heavily with the ops last year, will be back to vend an evening of toe-tickling tunes. A floor show composed of name talent is being lined up, and the Pennsylvania's chef has been warned that his steaks had better be thick and tender—or else!

Reservations are pouring in at a merry clip, Forbes reports, not only from New York and New Jersey CMA members, but from ops thruout New England. A good representation from the machine manufacturers, cigaret companies, the tax service and other allied groups will be there, too. Only one thought predominates—a deep-seated hope that the weatherman will be more kind this year.

The ops are still talking about the New Jersey CMA affair of last Saturday (10). The efficient manner in which the affair was conducted was proof of the hard work John Sharenow and his committee expended to insure its success. The meal, the floor show, the journal, etc., all were the source of many well-deserved compliments.

* * *

In the article which Walter Guild, executive secretary of the CMA of New England, contributed to the New Jersey association's journal, some worth-while suggestions are made that all ops would do well to think about.

". . . More normal conditions are indicated in 1940" writes Guild, "and while we are being granted a breathing spell from our major problems, we might well turn our efforts toward developing better public relations.

"In formulating a public relations program for this industry, the following points should be considered:

"1. A more co-operative attitude should be developed between cigaret machine operators and members of other branches of the tobacco industry.

"2. Statistics to show the size, development and importance of the industry should be prepared and published where they will do the most good.

"3. Machine manufacturers might well be made associate members of CMA, so that problems of common interest can be considered from both points of view at regular meetings.

"4. Associations to which different types of location owners belong should be informed of CMA activities.

"5. Provisions should be made to assure location owners of receiving the best possible service from CMA members.

Prompt payment of commissions, consistently good servicing and replacement of old and inadequate machines should be a requirement of membership.

"Cigaret vending machines will continue to gain in public favor," Guild concludes, "because of the service they perform; but the speeding up of the expansion of this industry could be aided materially by a well-planned public relations program."

"BY JOVE, am I really as handsome as I look on the Photomatic picture-," asks Arthur (Perfect Butler) Treacher, picture comic. "Oh-h boy!," rejoins stage and screen star, Martha Ray. Both are much interested in the Photomatic, manufactured by International Mutoscope Reel Co., of Long Island City, N. Y.

JOSEPH A. SNOW, well known to cigaret machine operators, has joined the sales force of the Du Grenier Sales Corp. to cover Michigan, Northern Ohio, Kansas and Missouri (with the exception of St. Louis) on the new Du Grenier Champion.

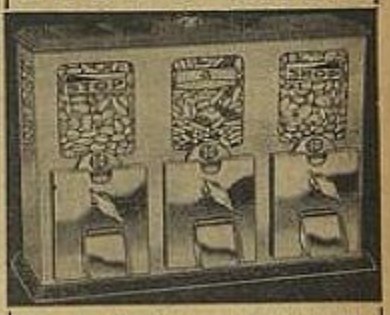
CLEARANCE SALE

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT	$19.50
NATIONAL 6-26	22.50
NATIONAL 9-30	59.50
MILLS—9 COLUMN—PRACTICALLY NEW	49.50

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1842) 250 W. 54th St., N. Y. C.

STOP & SHOP



Now the World's Lowest Priced Quality Triple Vender.
The Ideal Vender for All Types of Locations.
WRITE FOR NEW LOW PRICES

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Sodamat

The Automatic Soda Fountain with years of proven operation

OPERATORS

Get on board the band wagon for quick and sure profits by purchasing *Sodamat* now for early delivery.

Sodamat Measures, Mixes, Carbonates and Delivers the Drink in a Sanitary Cup in 6 Seconds.

Sodamat Has the Largest Capacity of Any Drink Machine on the Market. 360 Drinks.

Sodamat Is 100% Automatic.

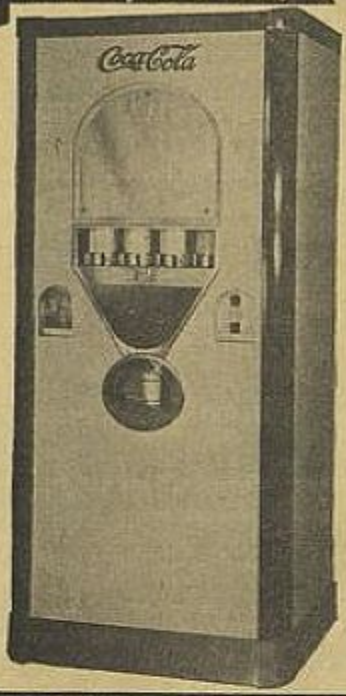
Sodamat Delivers a Cold Even Temperatured Drink at All Times. See Our Improved Method of Refrigeration.

Sodamat Is Clean, Sanitary and Easily Serviced.

Sodamat Has Beauty of Design and Will Harmonize With All Types of Locations.

Install *Sodamat* for low operating costs and substantial profits.

Call, write or wire for complete information



AUTOMATIC SODA FOUNTAIN CORP.

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VENDS NUTS AND CONFECTIONS IN GLASSINE BAGS

NEW! IMPROVED! SANITARY!

Be FIRST in Your Territory with

IN-A-BAG

Nothing like it on the market. Developed and exclusively patented by O. D. Jennings & Company. Now further improved; the most sanitary way to vend nut meats and bulk confections ever invented. Will win the endorsement of your local health authorities. Going like a whirlwind wherever introduced. Get the jump on competition, with 1 cent IN-A-BAG. Get new and better locations; bigger play; more profits.

WRITE FOR FULL DETAILS

O. D. JENNINGS & COMPANY

4309 West Lake Street Chicago, Illinois

RING OUT COMPETITION
RING IN NEW LOCATIONS
RING UP BIGGER PROFITS
With the NEW PENNY BACK MODEL 39 BELL

Take Advantage of Our Free Trial Offer—Today.

USED MACHINE BARGAINS

SNACKS 5c SLUG EJECTOR	14.00
SNACKS 1c DROP SLOT	8.95
STEWART-McGUIRE 1c-5c, Late Mod.	5.95
SILVER KING, Perc.	4.00
JENNINGS 1c IN-A-BAG	8.95
NORTHWESTERN DELUXE	11.00
NORTHWESTERN STANDARD	7.00
TRI-SELECTOR 1c-5c	20.00
MODEL 33 1c	3.75
MASTER 1c, Perc.	4.50
MASTER 1c-5c, Perc.	4.50

NUTS—CANDY—CHARMS—BALL GUM—STANDS. WRITE, WIRE OR PHONE.

Northwestern Sales and Service Co.

560 CONEY ISLAND AVE. (BU-4-2770) BROOKLYN, N. Y.

EASTERN FLASHES

NEW YORK, Feb. 17.—After his long sojourn in Baltimore, Dave Simon is back in town, getting acquainted all over again. Dave says he's resting for the time being. . . . Joe Darwin, Wurlitzer representative, is back from Florida, looking like a million. He took in the opening of the Modern offices in Newark last Saturday, along with Spence Reese and Ed Wurgler, of the Wurlitzer firm. . . . Milt Sofer, of Allied Wholesaling, awaits the arrival of the first games to be handled by this distributing combine, so that he can make his opening splurge on the market. . . . Jack Mitnick, of the George Ponser Co., has proved himself a crack ad writer in addition to being one of the best dialect story tellers in the business. . . . Earle C. Backe, of National Novelty Co., Merrick, L. I., reports the type of reconditioning done by his firm is winning more friends every day. . . . Ben Haskell, too, is winning more friends all the time. He's one of the most experienced coin machine attorneys in the country. . . . Al Simon and Jack Semel, of Savoy Vending Co., Brooklyn, are clicking big with Chicolin's current success, Roxy. "Ops are going for it 100 per cent," they say.

* * *

SETTING 'EM UP . . .
Fred Iverson, Seaboard Sales territorial manager, is putting in plenty of time in Upstate New York these days, setting up distributorships for the new Gabel Kuro phonograph, in addition to taking plenty of orders for Genco's new Big Town. Bert Lane, Seaboard head, reports, "Joe Hart is doing the same in the New England territory."

* * *

DELIVERIES OKEH . . .
Dave Robbins reports that deliveries on his hit counter game, Totalizer, are going thru at a merry clip. "My headaches are over now," he says. "No longer do I have to parcel out games among the boys. Now I can fill orders immediately."

* * *

JERSEY JOTTINGS . . .
Social season has taken a swing to Newark in the past few weeks. Three parties were held there last week-end. Archie Kass' two-day showing of the new Rock-Ola, Nat Cohn and Harry Rosen opening the new Modern Vending offices and the Cigaret Merchandisers' Association banquet kept the boys on the go. . . . Eddie Corriston, of Palisades Music Co., was elected to the board of governors of the Automatic Music Association of N. J. . . . Irving Orenstein, of Hercules, is preparing to leave for Florida, and Jack Kay, who is in Miami, hates to come home. . . . Dave Stern's policy of selling only to "professional operators" has won him much acclaim from Jersey ops. . . . Barney Surgarman, of Royal Music, is readying a surprise for the boys. . . . Jack Berger, of Newark Coin Distribs, says he never realized how busy one man could be until he got into the jobbing biz. . . . Dave Engel, of Dee & Bee Distribs, Newark, reports his used game business is increasing every week due to the swell job his firm does of reconditioning games, Dick Stelberg, of Sterling Distribs, is as busy as usual.

* * *

OFF TO CHI . . .
George Ponser sped to Chicago this week to confer with Mills Novelty Co. officials and heads of other factories he represents here. His object is to obtain speedier deliveries on equipment. George was particularly enthusiastic over the way the new Mills Empress and 1940 Throne of Music are catching on with ops here. "We are enjoying the biggest business in our history," he said.

* * *

HARD AT IT . . .
The snow did not slacken the merry whirl of business at the offices of Mike Munves this week. With the distribution of the A. B. T. line for New England, Mike is now working harder than ever. "And Joe, with the arcade equipment, and Marc, at our uptown offices, are just as busy," he reported.

* * *

HEADING FOR TOWN . . .
Al S. Dougis, of Daval, expects to be in town soon to show his new game. . . . Bob Gabel is another Chi exec who is due here soon. He's coming to tell the ops about the Gabel Kuro phono. . . . In town this week was Eddie Rosa, along with Sam Mantell, of Baltimore. They were seen in the company of Bill Hicks, of Penny Phono.

* * *

"BEST GAME . . .
in the history of the business," is the way Jack Fitzgibbons is describing the new Bally Triumph. "Here's one game that's appropriately named," he went on. "It has everything. It sure is a triumph of play appeal, ingenuity and manufacturing genius. We've been booking a large number of advance orders for this game," he concluded.

* * *

NIGHT WORK . . .
"We're working far into the night to get shipments out on time," reports Roy McGinnis, from Baltimore. "At this rate it will be Easter before we get caught up. Best thing about this spurt is that it looks like it will keep up thru the spring and on into the summer."

* * *

"BARGAIN YEAR" . . .
is the way Joe Ash describes the sales policy his firm will follow this year. "We feel that to get better acquainted with ops thruout the country we should do everything we can to make the best bargains possible available to ops this year. In anticipation of the increased business, we've enlarged our staff and are clearing the decks for some fast and furious action thruout the months ahead."

* * *

PAST FLASHES . . .
Nat Cohn is planning to fly to Miami, Fla., at the end of the month, to visit his family. . . . Rose Brofman, formerly assistant to "Schoeny" Schoenberg in the record department of Modern Vending Co., is now in charge of that department at the Newark offices of the firm. . . . Babe Kaufman has some interesting plans in the works. . . . Hymie Budin says his present organization is the best he has ever had. "Everyone is working at top speed," Hymie says, "and with some of the new games coming in we're going to be hitting the ball harder than ever." . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement Co., are sitting on pins and needles, awaiting the arrival of that new Evans game that's reported heading this way. . . . Interest in beverage venders is increasing among ops in this vicinity, according to reports. Seems that many of the ops are considering addition of these machines to their routes. . . . Mac Feinstein, fast-stepping music op from Woodside, L. I., braved the weather to be on hand for the Modern opening in Jersey last Saturday.

* * *

BIG BARGAINS . . .
"The biggest bargains we have ever featured," says Joe Calcutt in describing his present list of used machine buys. "We're getting plenty of action these days on the machines we're featuring, and it looks as tho the demand will keep up indefinitely.

* * *

SAVOY VENDING . . .
reports that Chicago Coin Machine Mfg. Co.'s game, Roxy, is keeping them busy, as operators are constantly coming in and demanding immediate delivery on the game. "Operators are really going for the game," Herman Budin, head of Savoy firm, says.

SAVE ON STANDS

PENNY · NICKEL · COUNTERS

National Headquarters For PIPE · ANGLE IRON · SHEET METAL STANDS · FILLED · UNFILLED

$1.00

QUALITY VENDORS, and Up. Write $3.25

AUTOMATIC

2425-K Fullerton, Chicago, Ill.

Special on FREE PLAYS

BIG SIX	$32.50
THRILLER	42.50
C. O. D.	60.00
REBOUND	34.50
AIRLINER	37.50
FOLLOW UP	25.00
CHEVRON	19.50
UP & UP	18.50

1/3 With Order, We Ship Balance C. O. D.

1c . . . Yes, sir, a 1c postcard with your name and address on it brings you Ponser superservice, courtesy and co-operation, PLUS complete details on any machine you want. Send that 1c postcard to us TODAY!

George Ponser Co.

11-15 E. RUNYON ST., NEWARK, N. J.

MUSIC MERCHANDISING

Why Are Phonos Called Jook Organs? Florida Offers Clue

TALLAHASSEE, Fla., Feb. 17.—Terminology used by writers describing automatic phonographs has descended in many cases to the use of the words "juke boxes" or "jook organs." It is suggested that the term may have come from the States on the Southeastern seaboard, where these terms are much in use.

Lon Bagnall, Tallahassee operator, recently contributed an article to his State association publication, Needle Point Notes. The article serves to give some idea of the popularity of so-called "jook joints" in Florida. The association is the Florida Music Operators' Association.

The association publication published the article, saying: "We have left the Tallahassee local color in the article. . . ." As did the association paper, The Billboard publishes the article "as is."

Goin' Jookin'

It's 8:30 at night and you're jookin'.

If it's summer and you're a girl you're wearing (starting at the feet and going up) oxfords or moccasins with thick rubber soles, anklet sox, a wool swing skirt, a blouse, a bright sweater and, to top off the whole ensemble, a hair ribbon which doesn't do any good but looks sort of cute.

If you're a boy put on your rubber-soled gunboats and leave your coat and tie at home. They'll only get in your way.

You're ready to go to the first in a long line of jook joints now. And what are jook joints? Well, the name originated in Tallahassee, Fla., in a dine and dance place with an automatic phonograph in one corner. When the guests wanted music they dropped a dime in the slot, punched a button, and instead of candy and chewing gum, music came out. Somebody called the automatic machine a jook organ (don't ask me why) and the name stuck.

Before long everybody was calling automatic phonographs jook organs and the dine and dance places immediately became jook joints, and there you are!

It naturally follows that jooking is what you do when you make the rounds of two or more jook joints in the course of an evening.

And you're going jooking, so hang on!

It's 8:45 as you drive up to the first "joint." It's called Wilder's Place. You're too early to see the crowd that starts coming about 9:30, but you go in anyway to have a bottle of soda pop and look around. Yep, it's a jook joint all right. See, there's the jook organ beside the wall.

In case you have never seen an automatic phonograph, it's about the size and shape of a modern radio and it's lighted up like a Christmas tree. There are 20 records on it and the hardest job you'll have in your evenings of jooking is deciding which record you want to hear most. Remember your coins are not going to last indefinitely, and there's no such thing as hitting the jackpot on a jook organ.

This particular organ is boomping to the tune called "Scatterbrain" and five or six couples are dancing around the floor trying to keep up with it. They're all young and you watch them and you recognize three or four of your friends on the dance floor—Oh, yes, jooking is a very popular sport with the younger set and you'll see nearly everybody you know before the evening is over. In fact, you'll probably run into the same crowd at another jook joint later on. They're making the rounds just as you are.

You decide to sit down and have a bottle of soda pop, so you slide into the nearest booth and relax. It's a funny thing about jook joints, almost all have booths; more than that, the walls are of fantastic colors. It's for atmosphere and after you get used to it you agree that the place has a sort of charm.

As you watch the dancing you realize that there's not a jitterbug on the floor. How come?

A young girl and her date dance by, and you ask them about it. The girl laughs. "Jitterbugging's on the blink," she says. "Everybody's doing the plain old fox trot now, with variations, of course."

So it's finally happened! No more jitterbugs!

You glance at your watch and notice it's after 9. Nobody ever stays at any one joint more than half an hour, so you and your date leave and drive down the street or road, as the case may be, to the Rendezvous.

And guess what's playing on the jook organ—"Scatterbrain." You can hear it as you get out of your car.

You go into the building and right away you see some friends. You join them in booth 4. "Tell me," you ask them, "Is it true that jitterbugs are washed up?"

They don't answer you—they don't need to because the jook organ swings into a hot number called "Yodelin' Jive" and the dance floor is packed with jitterbugs in about two seconds flat. Two of them, high-school age, are experts. They do a step that looks like an old man with the gout walking on hot coals and everybody stands around to watch. You get up and watch, too, and you can't help wishing you could twist your feet around that way.

When the dance is over you ask a couple of jitterbugs if it's true the fox trot is coming back into style.

The fox trot went on the skids five years ago, they tell you. "Jitterbugging will never go out of style."

Somebody produces another coin and the dancing starts again, this time to the tune of something called "Oh, Johnny, Oh." A boy in blue sweater tells you that "Scatterbrain" is undoubtedly the most popular jook song, but "In the Mood" runs a close second.

You glance at your watch again and it's 9:30, so you head for Edgewood, another jook joint across town.

More booths. Two other couples arrive as you do and just out of curiosity you ask them why it is that all these places have booths.

"Booths are more romantic," says one of the girls. "When we sit at a table we're on exhibition like fish in a bowl, but in a booth we can be ourselves."

Her date adds, "We go jooking a lot. Would you believe it," he tells you, "some couples get so attached to a certain booth that they're all upset if another party beats them to it?"

One booth is as good as another to you, so you choose a seat halfway between the phonograph and the door. A boy in a brown suit feeds a coin into the jook organ, then he pushes a button. I'll bet it's "Scatterbrain," you say.

And darn if it isn't.

You wander over to the organ where a crowd is trying to decide on the next record. It's a draw between "Scatterbrain" and "Shoot the Sherbert to Me, Herbert." "Herbert" wins for a change and while the boys are trying to outfumble one another for coins you ask the crowd in a general way why it is that everywhere you go you hear "Scatterbrain."

It's our favorite song, they tell you, but when you ask them why, they don't know. "I guess it's because the rhythm is so danceable," a girl in bright red suggests.

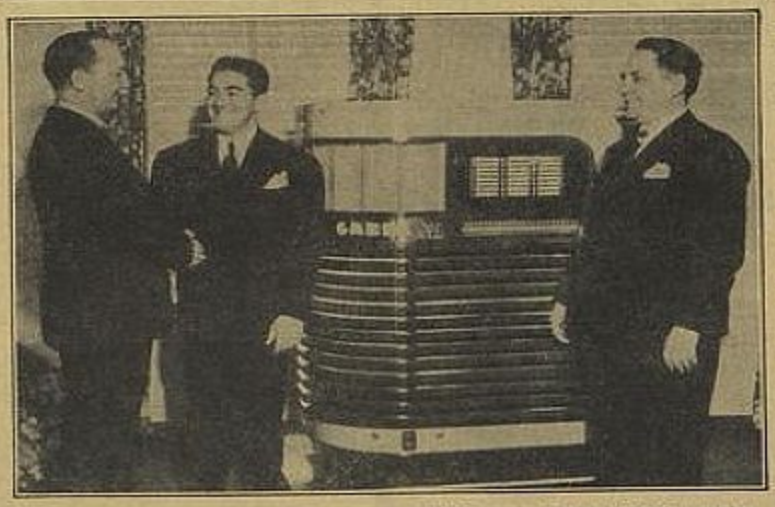
The next jook on the list is the Cotton Club. It's quite a way out of the city, so you don't arrive until 10:30.

"Scatterbrain" again. You just can't get away from that tune. Funny thing, tho, everyone is dancing the fox trot. If there are any jitterbugs present they're under control.

A boy and his dancing partner join the crowd and he tells you he and his five friends are from Quincy, Fla. "We drove all the way from home so we could dance to the jook organ tonight," he continues. "No, we're not celebrating anything. We just wanted to go jooking. Watch and I'll show you how we dance in Quincy." You watch and it looks just like Tallahassee dancing to you.

Then you remember the time and you hurry back to the city and stop off at the Seminole before you turn in for the night.

You've had a lot of jooking and you're ready for a good sleep, and up in the morning feeling fine and ready for work.



"CONGRATULATIONS AND GOOD LUCK," says Robert Gabel, of the John Gabel Mfg. Co., Chicago, to Bert Lane, of Seaboard Sales, Inc., New York, newly appointed Eastern factory sales agent for Gabel. "Congratulations to you," says Lane, "on the glorious new Gabel Kuro phonograph." Left to right: Gabel, Lane and Sales Manager Fred Iverson of Seaboard.

Southern Automatic Opening New Office

NASHVILLE, Tenn., Feb. 17.—Southern Automatic Music Co., with headquarters in Louisville, has taken over Tennessee territory east of the Tennessee River and will officially open new offices here next Sunday and Monday.

Bernard Radford, of Huntsville, Ala., will be in charge of the new outlet, which will handle the Tennessee and Southern Kentucky trade. The office, which will occupy a large building on Broad street, is said to have one of the most modern and up-to-date showrooms and service departments in the coin machine industry. Spacious parking facilities also have been provided.

One of the oldest coin machine and phonograph distributors in the territory, the company already represents the J. P. Seeburg Corp. in Indiana, Kentucky and Southern Ohio. New office will be a distributing and service point, dealing only with the operators. Firm will not operate itself.

All operators and others in the coin machine industry are invited to drop in for a visit during the opening, at which time there will be many representatives of the coin machine industry present. S. L. Stiebel and Leo Weinberger are in charge of the company's Louisville office. The Cincinnati office is managed by Joe Weinberger, and Sam Weinberger handles the Indianapolis headquarters.

Changeovers Keep Miraben Co. Busy

CHICAGO, Feb. 17.—"Whew! I've got to come up for air," exclaims Ben Lutzke, head of Miraben Co., Chicago. "Our phonograph modernization equipment is moving so fast that we are having a hard time keeping up with orders.

"Ever since the 1940 Coin Machine Show, at which we exhibited, we have been working at a high pitch to remodel phonographs and furnish supplies to those who wish to do their own remodeling.

"We call it 'Adding 1940 glamour to your old phonographs,' and the operators have caught the meaning of our statement—to their benefit—for they are now realizing greater returns on otherwise out-moded phonographs.

"We are specialists in this phonograph remodeling field. We find that many operator send us a few phonographs to remodel and then order the materials and remodel the music machines themselves. With Miraben precision parts it is simple to do this work."

Keeney Wallbox In Distrib's Hands

CHICAGO, Feb. 17.—J. H. (Jack) Keeney, head of J. H. Keeney & Co., reports that shipments have started on the new Keeney Remote Selector Wall Box for phonographs.

"The sudden rise to popularity of this new Keeney product is quite understandable," said Keeney. "The simplicity of construction and installation has amazed those who have seen it. There are only four wires to connect and the cable is hardly thicker than a pencil. It has an illuminated dial and cabinet and affords instant, easy selection. One of the big features of the Keeney Wall Box is the fact that it is adjustable for 12 to 24-record phonographs.

"But," he added, "what has proved to us that we were on the right track in designing this Wall Box, and is proving a great factor in present volume sales, is the fact that this remote control is upping profits greatly in actual operation on a number of locations!"

IT'S THE Repeat Play
THAT COUNTS MOST!

The Country's Biggest
Money Making Music Machine
Novelty Hit

THE WOODPECKER Song

Recorded by

- GLAHE MUSETTE ORCH. — Victor V 743
- GLENN MILLER — Bluebird 10598
- RUSS MORGAN — Decca 2954
- GEORGE OLSEN — Varsity 8167
- BEE GEE TAVERN BAND — Vocalion 15998
- ANDREWS SISTERS — Decca
- KATE SMITH — Columbia
- GENE KRUPA — Columbia

DON'T MISS A NICKEL—Order Today!

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, New York

OPERATORS! Stock up now on this new smash hit picked by THE BILLBOARD and WALTER WINCHELL!

SHEP FIELDS
AND HIS ORCHESTRA'S
MENE MENE TEKEL
BLUEBIRD No. 10546
Vocals by HAL DERWIN

From The Billboard's Record Buying Guide Feb. 17, 1940:

"*MENE MENE TEKEL.* Shep Fields has a recording of this number, which is styled more or less along *Bei Mir Bist Du Schoen* lines, that has enough of what it takes to make a worthy music machine bid."

From Walter Winchell "On Broadway" Jan. 24, 1940:

"NEW YORCHIDS TO SHEP FIELDS' PLATTER OF *MENE MENE TEKEL.*"

Order it today from your Bluebird Distributor!
It will be one of your biggest money-makers.

IMPORTANT NOTE: Shep Fields is the only recording artist to make Mene Mene Tekel. It's a one-time hit played by the only band that could have played it!

NOW NEW UNEQUALLED CLARITY
ON LONG LIFE MATERIAL
Just hear . . .

8183 YOU'D BE SURPRISED —F.T.
VOCAL BY JOHNNY MESSNER AND JEANNE D'ARCY
AH! —WALTZ (The Vocalizing Song)
JOHNNY MESSNER AND HIS MUSIC BOX BAND

VARSITY RECORDS DOUBLE YOUR TAKE!

United States Record Corp. 1776 BROADWAY, N. Y. C.

Phono Ops View Voice-o-Graph

NEW YORK, Feb. 17.—Leading phonograph operators thruout the country are reported attracted to the new Mutoscope Voice-o-Graph machines, which was first shown at the 1940 Coin Machine Show in Chicago.

Bill Rabkin, president of International Mutoscope Reel Co., Inc., Long Island City, stated: "Since the first day we displayed our automatic voice recorder, the Voice-o-Graph, we have found that music machine operators were among the very first to believe the machine a definite adjunct to their present operation.

"It seems that the fact the Voice-o-Graph is so completely automatic in operation and so simple and easy to service as well as so clearly understood by the public makes it one of the real profit-getting machines for the operators. The music machine operator who has had experience with recordings finds that the Voice-o-Graph fits into his present route and therefore many of the most important requests we have had have come from leading phonograph operators who want to get started immediately with Voice-o-Graph."

"One of the country's best known and pioneer music machine ops, Morris Hankin, of Atlanta, who is also an operator of the Photomatic, our automatic picture taking machine, writes: 'How soon can we get delivery on the Voice-o-Graph machines, as we are very anxious to get started with them.'"

Record Buying Guide

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

You'd Be Surprised. Despite its title, it's to be doubted that any music-machine operator or anyone in the music business is surprised to see this one jump into the blue-ribbon class. The record is Orrin Tucker's, of course, and it has turned in one of those quick, clean performances since the day it was released. Now that it is solidly intrenched as a leading phono hit it's pretty certain to remain as such for the next few weeks. The disk has had a rapid rise; if there are any ops who might have been caught napping a week or two ago, there is no excuse now for not having it on the turntables.

In the Mood. (12th week) Glenn Miller.

Careless. (7th week) Glenn Miller, Dick Jurgens.

All the Things You Are. (6th week) Tommy Dorsey, Artie Shaw, Frankie Masters.

Indian Summer. (4th week) Tommy Dorsey, Glenn Miller.

Faithful Forever. (3d week) Glenn Miller.

At the Balalaika. (2nd week) Orrin Tucker, Abe Lyman, Victor Silvester.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

The Gaucho Serenade. One of the broadest jumps to be achieved in a single week must be credited to this ballad. A "possibility" last week (and for a couple of weeks previous), it has shot ahead during the past seven days with such express-train speed that, if it keeps up the pace, it may land in the section directly above this in very short order. There's no question about this one now; it should be in the machines, in either Glenn Miller, Sammy Kaye, Frankie Masters or Dick Todd versions.

Darn That Dream. This is not exactly acting like a world-beater in spite of a most promising start, but it's maintaining an even keel, not losing any ground even if it hasn't gained any the past week. Benny Goodman and Blue Barron are the standard bearers for it in the machines. Either disk should be made available to your patrons, for the song is a profitable item even if it continues to stand still.

The Man Who Comes Around. Also remaining status quo is this Tommy Tucker novelty record, which disk, incidentally, is good proof that a great start can be synonymous with a false start. This one began its career in a real blaze of glory and there seemed to be nothing in the way of its attaining the heights. It struck a snag in midstream, however, and it has been stymied ever since.

In an Old Dutch Garden. Climbing up there slowly but pretty steadily, this appealing little number has been making a lot of friends for itself among patrons and operators. It's difficult to see the song as a strong front-runner, but it's one of those items that the machines need as a sort or secondary nickel-puller. Glenn Miller, Eddy Duchin and Dick Jurgens still have the only recordings that have any voice in the boxes.

Between 18th and 19th on Chestnut Street. This is another one that probably will never hit the first line, but that's no reason operators shouldn't be playing it to fair enough returns. For that matter, a great many of them are doing that right now, particularly with the Bing Crosby-Connie Boswell record. Some ops are also finding Charlie Barnet's disk a profitable venture.

Confucius Say. Rising a little bit this week is the song-that-started-thru-a-gag. Guy Lombardo, Kay Kyser and Frankie Masters contribute the leading phono versions, with no one of them having much of an edge on the others. This number is more or less a weak sister in the current music-machine scheme of things, but it can be left in the boxes safely enough just as long as it shows as much life as it did this week.

Ma, He's Making Eyes at Me. The past week produced enough stir on this oldie—in Dick Robertson's version—to include it in the "coming up" category. This department feels, tho, that it may be only a flash in the pan. The song's style is a little too close to *Oh, Johnny,* and for some reason the nickel-droppers don't want to accept similar follow-'ups, but watch it. A few ops are finding something in it, according to reports.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Tuxedo Junction. For the first time in the Guide's history, a song goes in reverse, from "coming up" back to "possibilities." For a good reason, however. Erskine Hawkins, who wrote the tune, recorded it some weeks ago and it enjoyed a slight measure of phono popularity. Glenn Miller then picked the song up and began to feature it on his radio programs, with the result that requests flooded in for him to record it. The Miller version of the number has already created such excitement that his disk is practically certain to be another *In the Mood.* Be prepared for a big thing here.

Leanin' on the Ole Top Rail. The latest song from the pen of Nick Kenny, who has given the boxes some pretty nice successes, and of a pattern that has the word hit written all over it.

It's a Blue World. A No. 1 song on the air, this may follow its rad-o popularity with a strong assault on the phonographs. It's from a picture starring Tony Martin, which is currently being shown around the country, another reason for its likely success in the machines.

(Double-meaning records are purposely omitted from this column)

DECCA

Hot Tips for Operators

THESE DECCA LEADERS WILL GET YOU MORE NICKELS!!

2948 BETWEEN 18TH AND 19TH ON CHESTNUT STREET — Bing Crosby and Connie Boswell
WRAP YOUR TROUBLES IN DREAMS — Bing Crosby

2941 CHEROKEE — Inst. FT.
A MAN AND HIS DRUMS — Inst. FT.
Jimmy Dorsey and His Orchestra

2973 BOOMPS-A-DAISY — Waltz VC.
PLAYMATES — FT. VC.
Dick Robertson and His Orchestra

2917 CONFUCIUS SAY — FT. VC.
RUN LITTLE RAIN DROP RUN — FT. VC.
Guy Lombardo & His Royal Canadians

2936 CARELESS
INDIAN SUMMER
Tony Martin

2906 MEMORIES OF YOU
I'M THROUGH
Ink Spots

2932 ALL THE THINGS YOU ARE
IT'S A BLUE WORLD
Tony Martin

2924 THE LITTLE RED FOX
PINCH ME
Bob Crosby and His Orchestra

2920 SHE HAD TO GO AND LOSE IT AT THE ASTOR — FT. VC.
"MA" (He's Making Eyes at Me) — FT. VC.
Dick Robertson and His Orchestra

2935 FAITHFUL FOREVER — FT. VC.
ROLLIN' STONE — FT. VC.
Guy Lombardo & His Royal Canadians

2908 AT THE BALALAIKA — Tango
I ONCE HAD A HEART, MARGARITA — Tango
Victor Silvester and His Orchestra

2787 SCATTER-BRAIN — FT. VC.
AT LEAST YOU COULD SAY HELLO — FT. VC.
Guy Lombardo & His Royal Canadians

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC

MUSIC OPERATORS
Have You Heard
"THE BOAT SONG"
On Radio Record No. 4447 IT WILL PUT YOU ON THE GOLD STANDARD.. Free Catalog on Request.
RADIO RECORD CO.,
1658 Broadway, New York City

50,000 SLIGHTLY USED RECORDS
FOR SALE — $4.00 PER 100.
Price F. O. B. N. Y. C. 25% Deposit With Order, Balance C. O. D.
SAM HALPERIN,
Care M. R. M. Music, 85 Nassau St., N. Y. C.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Eastern Ops Watch Growing Popularity of Latin Music

NEW YORK, Feb. 17.—With the radio, newspapers and other molders of public opinion booming *La Conga* as the new dance craze, with local night clubs featuring free instruction in the correct way to dance the conga, rumba, tango and other Latin steps, operators here are watching closely the development of the public taste for Latin music. Some already have spotted recordings of Latin American tunes in their phonos in response to requests from location owners. Demand here has been chiefly for conga rhythms, with rumbas and tangos following in order.

Chief reason for rise in popularity of Latin rhythms is that at least eight of the important night clubs here are specializing in Latin music—El Chico, Club Gaucho, Don Julio's, Rio Grande, La Conga, Havana Madrid, Cuban Casino, La Martinique—in addition to a couple of Spanish vaudeville and film houses in the Latin district just below Harlem. In addition, many of the better known American-styled night clubs and hotel rooms are using Latin bands either as alternates to the featured orchestra or as the main band. Since most of these clubs have radio wires, music from these bands in frequently heard over both local and network stations.

With the night clubs and radio featuring conga and rumba songs, a growing taste for Latin music has become noticeable among automatic phonograph patrons, especially in locations where there's room for dancing. While some of the men do not expect Latin tunes to convert dyed-in-the-wool jitterbugs into enthusiastic devotees of the Latin steps, still they regard the growing taste for Latin music as being strong enough to make it worthwhile for them to keep one or two conga and rumba numbers on their machines so that those who want to dance these numbers can have a chance to do so.

Perhaps the best indication of the growing popularity of the Latin music is the manner in which it is spreading thruout the East. In Philadelphia, four major night clubs are using Latin bands—Benny the Bum's, Embassy, El Chico and Rendezvous—and all of them are offering free instruction in rumba and conga dancing. In Boston, altho there are no Latin bands in the major night clubs, orchestra leaders say they are getting more and more requests for Latin tunes. Bandleaders at the Hotel Westminster, the Fox & Hounds Club, the Cocoanut Grove, Hotel Brunswick and the Mayfair Club all report that tango and rumba requests, however, outnumber those for congas.

Since those who dance the conga and rumba report that they are easy to learn and are a welcome change from the more conventional standard dances, it is not at all unlikely that conga and rumba music will become increasingly popular thruout the country during 1940. Operators who have locations where patrons dance should keep an eye peeled for the first signs of this dance craze making inroads in their territory, for a good selection of Latin tunes will prove their worth in machines once this dance craze strikes.

Among the standard Latin orchestras which have been making Latin records for years are Xavier Cugat, Pancho, Eddie LeBaron, Nano Rodrigo, Carlos Molina, Jose Ramos, Alfredo Brito, Nilo Menendez, the Castillians, Campoli, Aaron Gonzalez, Rene Pesenti, Ramon Ramos, Enric Madriguera, Alfonso Chavez and Grupo Marcano.

Calcutt To Open Phono Music Hall

FAYETTEVILLE, N. C., Feb. 17.—Joe Calcutt, head of the Vending Machine Co., is busy preparing for the opening of modern music showrooms to display automatic phonographs, it is reported. Showroom architects have completed plans and contractors are now at work on the new display rooms.

The rooms will be acoustically correct and will be moderly lighted by indirect lighting. The showrooms will be approximately 50 feet long by 35 feet wide and will be under the roof of the present Vemco Building here. Glass doors and glass paneling will play a prominent part in the design.

The showrooms will be inclosed within the general showroom itself, adding to the impressiveness of the general arrangement. Long alcoves will feature wall boxes and other phonograph equipment. "We hope that all operators of Virginia, North and South Carolina will visit our new showrooms," declares Calcutt. "We want them with us and hope that they will enjoy our contribution to their comfort while selecting phonographs."

Production on Mel-o-Tone Up

CHICAGO, Feb. 17.—Herbert Corp.'s big plant in Chicago is the scene of much activity these days as the orders continue to flow in for its new phonograph, Mel-o-Tone, according to firm officials.

Frank Merkle, sales director of the company, in commenting on the activity said: "We are enthused over the way Mel-o-Tone has been received by operators from all parts of the country. Every day our display rooms are crowded with operators, many of whom have traveled from distant States just to see and hear the machine.

"Everyone I have talked to has been impressed with Mel-o-Tone's sparkling beauty. Many have told me that the full, rich mellow tone is the most faithful tone reproduction they have ever heard. But the one feature that intrigues all is the simple, fool-proof, record-changing mechanism. This is one feature that is radically different from anything they have ever witnessed.

"To those hundreds of operators that have already placed orders for Mel-o-Tone, I would like to say that we are doing everything possible to expedite the delivery of machines. With our increased manufacturing facilities and employee personnel, the machines will be on the way to you shortly."

PENNY PHONOS CLICK BIG!

"OURS GROSS $6 TO $8 PER UNIT WEEKLY"

Writes DIXIE NOVELTY CO., Laurel, Miss.

With an investment *less than ½ the cost of* older types of instruments, and about ½ the overhead, you too can crash this brand new field of penny music that's fairly *sizzling with profits!* In less than a year's time PENNY PHONO has marched to the top, yet it's barely scratched the surface of this huge new market. Dominates the penny field completely through its patented process—recording

20 LATEST HIT TUNES on a Single Record!
(10 to a side—doubling life of record)

—entirely eliminating all record-changing devices!—cutting the cost of the instrument to less than ½!—slashing record costs to only 7½¢ per tune!—whittling repair bills to practically nothing (only 4 moving parts)!—cutting service time so that one man can service 100 instruments! Weighs but ⅓ to ½ as much as others! Takes up but ⅓ the space—gets into hundreds of spots denied the heavy, bulky types.

WORLD'S MOST BEAUTIFUL COIN-OPERATED INSTRUMENT . . .

NEW 1940 DE LUXE MODEL
Has Both 1¢ and 5¢ Coin Chutes

New Coin Chutes hold 1 to 15 pennies—1 to 3 nickels (each nickel plays five tunes). Also readily convertible to 5-for-5¢ play, where locations warrant.

New Fluorescent Lighting gives 100 watts illumination for 30 watts power—no filaments, no breakage—with minimum life of 2,000 hours! "Cold" light, it doesn't heat up and warp records.

NEW 1940 IMPROVED STANDARD MODEL
—priced so low it pays for itself in just a short time!

Get set in this lucrative field now—on the ground floor. See and hear PENNY PHONO today at your nearest dealer's, or write or wire direct to

CINEMATONE CORPORATION
1107 N. HIGHLAND AVE., HOLLYWOOD, CALIF.

WANT TO SELL FOR CASH

Route of 40 Phonographs in Kentucky. All are on locations. Excellent collections. One-third of phonographs are '39 models, most popular make. Route can be increased to 100 phonographs in a short time. 30 Slots, Automatic Games and Pin Balls. All machines are on locations and late models. Write BOX D-55, The Billboard, Cincinnati, Ohio.

Acme Sales Co. Names Distrib

BROOKLYN, Feb. 17.—Acme Sales Co. reports that it has been appointing distributors for its remodeling parts so that operators in all sections of the country can get the parts in their own territory.

Sam Sachs, president of the firm, stated: "I have just returned from a short trip to get the reaction of distributors who want to feature our remodeling parts.

"In New Haven, Conn., we displayed our remodeling parts to the music ops' association and the members were loud in their praise. For that territory we have appointed H. A. Navickas, of Forestville, Conn., as our distributor. Navickas believes that our 1940 remodeling parts are bound to be the big hits in his territory.

"In Philadelphia we appointed Capital Amusement Co. as our distributor. There, too, the operators have been enthusiastic about our remodeling."

ONE OF THE 47 DISTRIBUTOR SHOWINGS of Wurlitzer 1940 phonographs during National Wurlitzer Days was held at Penn Coin-o-Matic in Baltimore. Five hundred music merchants attending caused Joe Eisen, general manager, to say that it was difficult for him to determine which features or what model made the biggest hit. "All I can say," he said, "is that enthusiasm on every model and feature indicates 100 per cent acceptance on the 1940 Wurlitzer line."

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: We Couldn't Say Goodbye, Texas Wanderers; Wreck of the Old 97, Vernon Dalhart; If You Don't Like My Peaches, Shelton Bros.; Little Pardner, Gene Autry; Texas Song of Praise, Light Crust Doughboys; My Poncho Pony, Patsy Montana.

INTERNATIONAL RECORDINGS: Woodpecker, The Wine Jug, Whistling Pete, Tales of Vienna Woods.

FOREIGN RECORDINGS: German, Puppen Parade; Engerlander Marsch and Pst, Diondina; Hungarian, Van Egy Szeke Asszony, Sarga Lilion and Nadasky Huszarok; Polish, Kozak and Tu Lulu; Norwegian, Molak Molak Polka and Yodlerjass; Scandinavian, Bolge Valsen, Balen I Karlstadt and Efter Balen; Italian, Piero, Sbarazzina and Pentita Di Che; Greek, Dekaneas and Asker; Jewish, Abi Er Ken Tanzen and Zal Zein Freilack.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

"My experience in the music machine field," writes Charles P. Roberts, Detroit operator, "is that nothing is so important in this business as keeping your machines up to the minute and making sure that your records are the latest and best suited to the tastes of the location's patrons."

There's no doubt but that most operators will agree with Roberts. That following such a plan as he outlines pays big dividends was exemplified by a recent experience of the writer at a tavern in White Plains, N. Y. The spot was no different from the usual tavern, save that the proprietor featured a free lunch counter next to the bar. The people who crowded the bar and the booths looked and acted like those in any similar spot, but the unusual note was that here the automatic phonograph did not stop once in three hours. What's more, the writer's scorecard showed that each of the 24 records in the machine was played at least three times during this time and no disk was played more than six times.

Every record on the machine was a current hit, and patrons showed by their constant playing of the machine that the judicious choice of orchestras and tunes operator had in the machine was just what they wanted.

Some operators have always maintained that no matter what records are placed on a machine, the public will always single out a few as their favorites and the others will receive little or no play. Perhaps this is true, but some of the leading operators contacted here say that the deadwood can be eliminated to a great extent by studying the needs of each location and keeping the machines stocked with the best of the current disks that each spot can use.

* * *

News that all operators will be glad to hear is that the new Bing Crosby picture, "The Road to Singapore," is scheduled for release next month. Ace tunes have always sprung from Crosby's pictures in the past and this one should follow suit. Four songs are being slated for hitdom: "Captain Custard," "Sweet Potato Piper," "Moon on the Willow Tree" and "Too Romantic." As the titles indicate, the first two numbers are novelties, the latter two, ballads. A flock of top-flight orchestras are recording them, in addition to Bing.

* * *

One of the most interesting letters of the week comes from one of Philadelphia's leading operators. He raises an interesting point that's sure to provoke a good deal of discussion. "I have noticed that in many machines there are as many as four and five recordings by the same orchestra," he states. "This is a big mistake. Granted that all the records are good, I believe that if only a second record is added to the hit record, both records will get a good play. Over-richness is no good in anything, that's why too much of a particular singer or orchestra will find your patrons tiring of both the record and the machine.

"For instance, Bonnie Baker is the current biggest hit in my machines. Her *Oh, Johnny, Oh* is a definite must in every machine. However, in spite of her popularity, I do not flood the machine with her records. I must keep *Oh, Johnny* in all the time, but I constantly switch the second Baker record. One week it's *Billy*, the next it's *Stop, It's Wonderful, Pinch Me*, or one of her other hits.

* * *

Letters to the Talent and Tunes desk during the past week have contained many predictions from operators on coming phonograph hit songs. Andy Monte, of the A. M. Amusement Co., New Orleans, predicts that Georgia White, with "Furniture Man," is a comer; Frank C. Hanosh, of Dot Music Co., Detroit, says "Dancing With the Dolly" is the most promising of all the records in his machines right now. . . . Charles P. Roberts, of Detroit, says "Beer Barrel Polka" is still getting a steady play. Wonder if a like success will come along in 1940? . . . "In colored spots in New Orleans Erskine Hawkins continues to hold sway," writes Andy Monte. "His 'Gin Mill Special' and 'Cherry' are taking the place of his 'Tuxedo Junction' in recent weeks. Washboard Sam, with 'Don't Forget It,' also is strong." . . . Frank Grover, of Sterling Service, Moosic, Pa., suggests that ops looking for recordings for high-brow spots should try Toscha Seidel's recording of "Intermezzo." . . . Nelson Eddy's version of "At the Balalaika" has proved tops for Babe Kaufman. She put the number on her machines way back when it was the only one available.

* * *

A note of warning to all operators is sounded in a report from Boston. It states that the Boston Licensing Board has issued a warning to all location owners who have music machines in their establishments to get rid of all suggestive and double-meaning disks. The board named no specific records but condemned the use of any and all dirty records.

* * *

Contributions from operators to this column are welcomed. Its sole purpose is to serve as a medium for the interchange of ideas and information among operators. Send contributions to TALENT AND TUNES EDITOR, The Billboard, 1564 Broadway, New York.

THIS SMILING GROUP shows a prominent delegation visiting Rock-Ola headquarters during the 1940 Coin Machine Show. Left to right: Marvin Liebowitz, Interstate Coin Machines Sales; J. D. Lazar, B. D. Lazar Co.; Babe Kaufman; I. F. Webb, Rock-Ola official; B. D. Lazar, B. D. Lazar Co.; Jack Nelson, Rock-Ola official; Harry Cohen, Ohio Specialty Co., and Monte Spiegel, B. D. Lazar Co.

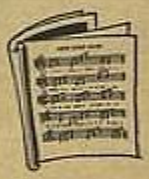
MIRABEN LIGHT-UPS ADD Glamor TO YOUR OLD PHONOGRAPHS!

Your Wurlitzer 616 Completely remodeled as above with plastic top ¼ domes $24.50
Materials only as above No. 616 M-1 . . . . . $19.50
$21.50 After March 15th
Write Today for Prices on Remodeling Jobs or Materials for All Other Wurlitzer and Rockola Phonographs.
MIRABEN COMPANY 629 MILWAUKEE CHICAGO, ILL. TELEPHONE HAYMARKET 2883

MAKE YOUR PHONOGRAPH TALK
With PHONO-MIKE
The Sensation of the Coin Show
Write for Details. ECONOMY PRODUCTION CO., 124 Market St., Philadelphia, Pa.

The Billboard
the AUTHORITY ON POPULAR MUSIC
Offers EVERY WEEK

RECORD BUYING GUIDE ON POPULAR TUNES



SHEET MUSIC SALES LEADERS AMONG POPULAR TUNES

SONGS WITH MOST RADIO PLUGS

The Billboard
25 Opera Place, Cincinnati, O.
I want to try The Billboard on subscription for 10 weeks, for which I inclose ONLY $1.
Name
Address
City State

ROCK-OLA

IMPERIAL—20 RECORDS WITH ILLUMINATION (AS ILLUSTRATED)

$89.50

WITH ILLUMINATED GRILL—ONLY $79.50

NEWEST GRILLS FOR 616-716 WITH SIDE LOUVERS (AS ILLUSTRATED)

$13.66 COMPLETE

412—Made With 3-Col. Plastic and Door Panel

ONLY $9.45

1940 DOMES FOR 616, 716, 412—$8.95. ALSO WRITE FOR COMPLETE LIST OF 1000 PHONOS and CIGARETTE MACHINES. 1/3 Deposit With Order.

GERBER & GLASS

914 DIVERSEY BLVD., CHICAGO

REVIEW OF RECORDS

(Continued from page 13)

More in the pop groove, Decca albums the screen score of *Gulliver's Travels* on eight sides with Victor Young's Ork and Max Terr's Choristers making the musical setting for the solo singers and snatches of dialog. To give the records a further continuity pattern covers carry illustrations from the flicker to follow as the records are rotated. Frances Langford is the newest of the screen singers to have her harmonies heralded in a *Souvenir Album*. With Harry Sosnick's silky syncos weaving the melody fabric for la Langford, Miss Frances wilts the wax with her previous pop successes, including *Blue Moon*, *I'm in the Mood for Love*, *Moonglow*, *The Boulevard of Broken Dreams*, *Paradise* and *Body and Soul*. Timely with an approaching day for the wearing of the green, Phil Regan's rich tenoring, with Sosnik directing the strings, makes a prize package of Irish ballads with *My Wild Irish Rose*, *A Little Bit of Heaven*, *Mother Machree*, *Too-Ra-Loo-Ra-Loo-Ra*, *When Irish Eyes Are Smiling* and *Little Town in the Ould County Down*.

Concentrating the pop stuff on its Varsity label, U. S. Records is building its higher priced Royale label for the better brand of music. While the mechanical reproduction on many of the platters is way below par, still the selections are strong in its oddity content to make them desirable for collections of classics. In that connection, of interest is Leonardo Leo's *Concerto for Four Violins*, a separate side for each of the four movements with Eddy Brown scraping the first parts on the fiddle, Harpsichord, cello and bass accomps the fiddling foursome. *Concerto's* harmonic counterpoint is in the Neapolitan school and sides are strictly for the serious musical students.

For grand concert singing lend an ear to the Royale outporings of Jan Peerce, Radio City's Music Hall tenor ace. With Dick Liebert at the console, Peerce offers two sets of standards that are must-haves, coupling *Oh Promise Me* with *At Dawning* and *Trees* with *Sylvia*.

With Rosario Bourdon conducting the orchestra, Victor offers a brace of prima donna pips in Jessica Dragonette going south of the border for *Siboney* and *Estrellita*, both sung in Spanish. Label carries a red seal, but it's popularly priced. And from the Columbia factory, with a blue seal marking, Nelson Eddy reproduces his screen singing of *At the Balalaika*, sticking to the screen score. Makes the couplet complete with his voice magic for *The Magic of Your Love*, movieland's Nathaniel Pinston conducting the ork.

Pinocchio Platters

EXPECTING another *Snow White* storm of shekels, score of Walt Disney's *Pinocchio* pic gets close scrutiny at the waxworks with the screen songs monopolizing the record releases. Songs are a sickly shadow of the *Snow White* score, but the Hollywood brand of ballying can't help make it move over the counters. Latest of the *Pinocchio* platters to come to this critical turntable gives Horace Heidt coupling *When You Wish Upon a Star* with *Give a Little Whistle* for Columbia, the whistling of Fred Lowry for the latter topping the disk. Companion Vocalion label lists Al Donahue for a danceable disk with the *Star* song and *Turn on the Old Music Box*.

While an elaborate album package is in preparation, Victor issues the songs as separate items. In their familiar styles, Sammy Kaye cuts the *Star* song and *Music Box* music, and Hal Kemp waxes the *Whistle*, stringing it with *I've Got No Strings*. The Smoothies handle the tricky wordage of *Whistle* right smartly and neatly. For the companion Bluebird label Bob Chester makes for a swingy conception, and it's acceptable, of the *Music Box* and *Strings* opuses. Glenn Miller gives the *Star* ballad with the pop *The Gaucho Serenade*, and the rhythmic *Whistle* song coupled with *The Sky Fell Down*, one of the newer pop ballads. And the highly commercial harmonizing of the Four King Sisters gives the right blend to *Whistle*, voices matching the screen music with the *Holy Smoke* pop.

Sides are all that you can expect from the songs as such. For a better brand of screen music there's more guts to the grand melodies by Cole Porter for *Broadway Melody of 1940*. It's silky swing Tommy Dorsey waxes for Victor for *I've Got My Eyes on You* and *I Concentrate on You*. Les Brown, making only orthodox music for the songs, cuts the same two sides for Bluebird. Same label has Mitchel Ayres making a better brand of dansapation with *Behoceen You and Me*, paring the platter with *Playmates*, novelty kiddie song by the august *Three Little Fishies* composer but not with as much boodum-daddum. Johnny Messner gives a high degree of danceability to *Eyes* on Varsity, coupling with the *Make Love With a Guitar* pop ballad.

Also from the screen, Tommy Dorsey makes sweet music on Victor for *It's a Blue World* from *Music in My Heart*, coupling it with the Earl Carroll *Vanities* heavenly aria, *Angel*. Both ballads are beauts. For the same label Kenny Baker lends his lyrical tenoring for the *Blue World* ballad, disking it with another dandy from the *Very Warm for May* musical show, *All the Things You Are*.

From the same pic that gave *Blue World*, Abe Lyman, on Bluebird, gives full treatment to a musical novelty, *Hot Punchinello*, but the label's interest is in the novelty plattermate, *Princess Poo-Poo-Ly Has Plenty Pa-Pa-Ya*. However, both the screen and hula pop novelty makes dull disking in spite of Lyman's top treatment. And still another swell ballad song from the same screener is found on Bluebird. Freddie Martin's smooth syncos for *Oh! What a Lovely Dream*, dandying the disk with *Am I Proud*, from the *Sweet Moments* musical screen short.

First of the songs from *The Bluebird* feature flicker is brought out by Lang Thompson on Varsity, doing *Someday You'll Find Your Bluebird*, a melodic waltzer. No sparkling syncos, merely supper club music with bad balance belittling an otherwise swell band. Mates the disk with a trite novelty tune, *Dolly Doolittle*, which adds up to very little.

M. H. Orodenker.

TWO PENNSYLVANIANS MEET at the Mills Novelty Co., Chicago. They are Sam Strahl, American Cigaret Machine Co., Pittsburg, and Bill Heiriegel (right), Keystone Novelty & Mfg. Co., Philadelphia. Both are distributors of Mills machines

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TOLERANCE

The following lecture was delivered by Dr. Preston Bradley, pastor of the Peoples' Church of Chicago, at the Home-Coming Luncheon, 1940 Coin Machine Show, January 15. The lecture was broadcast over Station WIND at 1:30 p.m.

Mr. President, Ladies and Gentlemen of the Annual Convention of the Coin Machine Industry: I am always very much interested in these introductions, and I was particularly interested in the introduction today because it had one great virtue that is not usually associated with speakers.

I was introduced the other day in Kansas City by a chairman who took 26 minutes in the introduction. He announced my subject and then he went ahead and made a very fine speech out of it.

I am glad today to find one chairman who introduces the speaker and then has sense enough to stop when he is thru. That is a great virtue.

I was introduced once by a physician—he was chosen at a mass meeting that was being held in a midwestern city—and because of his professional standing in the community he was asked to introduce the speaker. He was a very fine and very skilled surgeon, a man who had a fine reputation in the fine art of healing. In an operating room he was perfectly at ease, with a great deal of poise, and his hand would have no more motion in it than my hand has now (indicating his own hand), but when he faced an audience it was an entirely different proposition.

I walked onto the platform with him. I sat here and he there, and the audience sat out there, and I looked at him and I could see that he was very rapidly developing one of the most terrible diseases known to the history of the human race; he was growing very white—as white as this tablecloth—and his eyes were growing big and growing round and glassy, and he was looking right straight out ahead. All at once I saw a long thin white hand—the hand of the surgeon—trembling like the proverbial aspen leaf, and it started coming toward his face and a low stage whisper—as he thought—but one which could be heard in about the first 50 rows of the audience. He shouted across the platform to me, "Are you ready?" I said, "Yes, I am all ready, let's begin." But he didn't move.

Then I saw that hand start trembling again, started coming toward his face, and across the platform he shouted, "What will I say now, I forgot my speech?" "Well," I said, "I don't care what you say. Just tell them my name and my subject and let's begin." Well, we sat there a few unbearable moments; I thought that he would pass out. I knew that the audience would be leaving any moment, and I didn't know what to do, but all at once I saw him get ready for the great surrender. He pulled himself together, walked down to the front of that platform, his knees were shaking, his hands were trembling and his coat was going up and down over his heart. He looked at that audience and this is what he said, "Ahem—." That is the way they all begin, even this one (indicating President Gottlieb). He started again, "A- ladies and a- gentlemen, I a- a-, I a- did not come here a- tonight myself to a- bore you a- with a speech of mine, but I will now introduce a gentleman who will." (Laughter) Then he introduced me.

Feels at Home

And those of you who have ever had experience in public speaking know something of the handicap that I had to overcome in order that I might say what was on my mind to that audience. I don't feel such a handicap here today, I want to assure you. I appreciate the chairman's very kind reference to my radio activities. It is quite true, I have been now in radio almost as long as we have had any radio. When I started broadcasting here in Chicago we were all listening to the broadcasts on our crystal sets, and the broadcast from my institution here in Chicago is now the oldest continuous broadcast in these United States west of the city of Pittsburgh.

For more than 16 years I have had the privilege of using what little influence I have to the integration of the finer institutions and forces of our society—and, gentlemen, since I have arrived at the luncheon this noon—it just came to me a few moments ago—one gentleman said, "I have been hearing you for the past 10 years, but this is the first time I have ever seen you," and I didn't like to look at his face.

Once there was a dear little old lady who came up to me after an evening service in my church some two or three years ago. She was one of these lovely bits of bric-a-brac who has learned the art of growing old beautifully. I think that is one of the loveliest arts in the world, growing old youthfully. She had maintained her interests and was enjoying thoroly this beautiful adventure of life. She looked at me and said, "Dr. Bradley, you know, I have been listening to you for the last five years, but this is the first time I ever saw you, and you don't look at all like what I thought you'd look like," and her face grew long and somber.

I wanted to be a gentleman and practice the amenities, of course, and not register what actually was taking place in my mind, and I started to say something which I thought would be agreeable and pleasant and she said, "Yes, you don't look at all the way I thought you'd look, but you can't help it, can you?" I said, "No, there is nothing I can do about it."

Now ladies and gentlemen, I would much prefer—and I am not so sure but what it would be better for our own advantage—to spend all of the time which has been allotted to me, in these pleasantries and in these little interchanges of our felicities of life, but I have been invited by your committee at the head of this great institution, which is a marvel to me—I had no idea whatever of the immense proportions or the inclusions of this great industry which you represent in these several thousands of men and women who have gathered from all parts of the Western Hemisphere and even as far away as far-off India, to come here to this great convention which you are holding—and I am quite sure that your committee, in extending to me the honor of an invitation to address you, had in mind something far different than mere being an entertainer for you in these precious moments allotted to me on this program and on the air.

Subject Is Assigned

I perhaps would follow my own inclinations by continuing our little pleasantries together, but we are here for these moments about a far more important and a far more significant and vital approach and attitude to one of our greatest problems in this republic of ours. And, therefore, I am going to plunge immediately into a discussion of my subject which has been assigned me and which is one of the favorite themes and one of the dominating imperatives of my entire life.

I do not apologize for the smiles which I was very deliberate in an effort to create, because the United States today is almost the last country in the world where we can laugh out loud and enjoy ourselves without fear of a concentration camp, of liquidation or something worse. We still have in these United States of ours, the opportunity of giving expressive and concrete evidence that all may not be well with our republic, but that we still can entertain toward that republic and toward our problems an attitude of levity and of laughter, and can refresh our emotional life by giving external expression to our inner feeling, without fear from anybody from any quarter, from anywhere.

I want to think thru with you for a moment one or two fundamental things, and the reason I want to think it thru with you is because whatever the future has for this continent and for this nation, it will have for us all. The time has passed in the intricate and complicated character of our national and international problems when any particular group articulated within the society is, in itself, going to be exclusively treated by this future which is before us all.

Happens to Everyone

In other words, no matter what happens to anyone, it is going to happen to everyone, and no matter what finally happens to one business or one enterprise or one industry or one religion or race, sooner or later the inevitable fine grindings of the mill of the stones of time is going to grind out the fabric in every institution and in every heart. And because we are—to use a phrase of the vernacular—"all in the same boat," whatever is going to happen to you is finally going to happen to me. Whatever is going to happen to your institution is finally going to happen to mine. The processes of human history are so highly integrated in their definite results as they move in human society, that no longer is there to be any escape. And because I feel the definite relativity—that is the best word to use—the definite relativity of the concrete relationship between all of the various activities, personalities, institutions, races, religions of this republic of ours, is because of some of the things which I am going to say today.

I have spent 28 years of my life now in one pulpit in the city of Chicago. I am privileged with having the largest Protestant congregation in this city, and for all of these 28 years I have stood out in the front range of the great battlefield of liberalism. I am speaking to hundreds of men and women here before me today who may never have heard of me, who are not familiar with my work and who do not know my approach to the problems which confront us all, and I have said what I have just said now, in order that any person either present or listening to me will know that there is a background for certain conclusions which I have reached which has not arisen from any effervescent superficial emotional judgment, but which has come after more than a quarter of a century of experience out upon this

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Dominant Ideas

Three things have dominated, ladies and gentlemen, my entire life. I never remember when every word I spoke, every lecture I gave, every address over the radio, every speech, every sermon, was not somehow interwoven and interrelated to these three great imperatives of my life. First, I believe with all my heart and mind and soul that the mere fact that man exists at all is in itself what my legal friends would call prima facia evidence that man was designed, designed and created for a lofty destiny.

In other words, I believe that humanity is on the march thru every century and era of time toward the realization of that high, purposeful objective for which he was designed—that, I believe. That motivates my whole philosophy of life. Life is not an accident, neither is it a jest or a joke. We are not the victims of some blind vengeful God somewhere who, with the puppet strings and the drama of life dangling from his fingers, pulls those strings at his whims and fancies in the puppet show of life.

That is why to me there are no unimportant people. Every individual, high or low, rich or poor, literate or illiterate, is a part of a great pattern and design, and if the threads have been broken, even occasionally, in the web of life and if the pattern has been disturbed, that does not militate against the accuracy of the reasoning or the profoundness of the logic.

Human life has objective and everything which enters into the realization of that life is necessary and important. The fun of life is just as important as the tears of life. Moments of relaxation are just as important as the moment of responsibility. Life is one family and an integrated life is the design.

We Had No Choice

Secondly, I have held and I still hold to it with greater tenacity than ever before, that man in the generic sense cannot be considered in terms of racial or religious demarcations or barriers, that no man has any control over his origin: not a single individual in this room, not one, not a single individual listening to me on the air, not one picked out their race. You and I have nothing to do with origin. We were not consulted as to our race, we were not consulted as to our color, we were not consulted as to the place we were to be born, we were not consulted as to the locality in which we should first see the light of day. Man's origin is without and beyond man's control.

Because of that and following it thru to its inevitable conclusion, I have been unable to give my voice or my influence to any movement behind any personality, behind any organization, behind any institution in the United States of America that has for its definite purpose and its real objective, creating hatred and discord between men, because they are different in race or religion. I cannot bring myself—and I never have for one moment—I cannot consider or I cannot conceive the type of mind capable of hating another man because he was not his race or not his religion. That to me has always been and will remain an alien imperative of my own philosophy of life.

What We Live For

And thirdly and lastly in connection with these other two, I believe and I am devoted to that idealistic imperative, without our dreams and our ideals and our hopes, there would be nothing in this world to live for, for any of us. I am devoted to this conception as much as I am devoted to life itself, that man —when I say "man" I am speaking, remember, in the generic sense—that man has a potentiality, a potentiality that will finally express itself in such a rationalization of the problems of government, of business, of education, of art and all that has to do with the making of the human personality, that man has a potentiality in the presence of all that is happening in the world today, that there exists in the human heart a potentiality to create ultimately in this world, a world of co-operative understanding, economic and industrial sanity, moral sublimity, educational unlimited opportunity, the free expression of religion, the finest realization of the technique of human government, and that the final ideal of human society, as enumerated by Plato in his republic 2,500 years ago, will finally be a realization upon this earth. For in that republic was given the finest definition and the highest expression of democratic ideology the world has ever known when he said that the finest and highest conduction of human society will be reached when man will have the maximum amount of personal liberty with a minimum amount of coercion. (Applause.)

To this great thesis involving the statements of these three ideals, do I still pin my philosophy of life. I have crossed the Atlantic Ocean now 22 times, I watched the death of democracy in Germany, I saw the experiment die in Russia, I have studied the undercurrent of world movements for more than a quarter of a century, and every fall when I sail back to America and to my own work, I can see the inevitable portending signs along the skyline of our own people and our own republic, that if we were not careful, this democracy of ours might go finally the same way.

Democracies have never failed in human history until the democracies lacked the vitality of producing individuals in the group who were so jealous of their freedom and their rights that against every hazard they would oppose every ideal and every institution that attempted to defeat the spirit of freedom itself.

What We Can Do

And at the present and in these closing moments I shall attempt the crystallization of my whole thesis in the privilege of this moment. In this crystallization let us remember this: There isn't much that we can do about the death of freedom in any other place in the world now. That has passed by, that hour is over. Conditions have gone to such an extreme now that to guard with ever-increasing jealousy our own high privileges, must be the ambition of every loyal and devoted citizen.

But there is something that we can do here, and it is that something which I suggest in this moment. Every individual, every bit of propaganda, every effort exercised by the totalitarian philosophies of your own to strangle and mutilate freedom across the sea in the name of the tolerance in which I believe, should be intolerant, untolerated in this republic of ours. That is not inconsistent. We discuss freedom of speech, but as Justice Holmes, the grand mind of the Supreme Court, once said in a decision, "No man is free to yell 'Fire' in a crowded theater."

Free speech implies definite limitations, peace of assembly implies definite limitations. We still have trial by jury, writ of habeas corpus and the fundamental ethic of the whole principle of liberty and of freedom, and I, in the name of tolerance in which I believe, cannot stand idly by and see those attempts to destroy that which is my privilege and yours. Everything fine and beautiful in American life would ultimately be destroyed.

The man who advocates racial hatred, the man who advocates religious hatred, the man who advocates hatred is the real menace to liberty, for let hatred work its final destiny and it will result in such a mutilation of the free human creative spirit that nothing will be left in this world worth living for. Let those who believe so have their foreign policies. Better, let those who are devoted to their sovereigns and their Hitlers and their Mussolinis have the courage to retire from the American scene to the Continent of Europe now being bathed in blood. They are needed in Europe, they are not needed in America. (Applause.)

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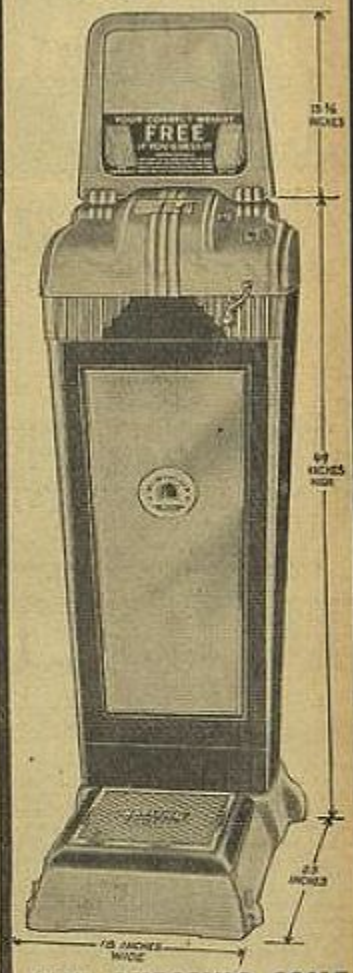

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U. S. Report Tells Success of Coin Machine Industry

WASHINGTON, Feb. 17.—In a recent bulletin issued by the Department of Commerce, Foreign and Domestic Commerce ,the coin machine business was praised and commentary was made on the success of the business, especially during time of depression.

"According to figures compiled by associations in the coin-operated machine business, this industry has multiplied itself tenfold during the years of 1928 to 1939 inclusive," declared the bulletin. "Bear in mind that such a phenomenal growth has been achieved when practically every other established business was either barely holding its own or else was sliding backwards to such an alarming degree that in many cases only subsidy by governmental agencies kept them on our economic map. Out of approximately 35 major coin-operated machine manufacturers there has been only one business failure.

"Yet in not a single known instance has any person or concern been a recipient of governmental assistance, federal, State or local.

"Today approximately 70,000 persons draw their livelihood directly from the manufacture, and we consider it safe to assume that at least treble this number of dependents rely on their earnings for support.

"These figures do not take into account the several hundred thousand individual shopkeepers who share in the earnings of coin-operated machines or the numerous workers in the different raw material sources of supply, such as steel, glass, lumber, foundry products, electrical products, paints, etc.

"No exact figures are available to show the dollars and cents volume of coin-operated equipment bought and sold annually, but from our own business we estimate it in the neighborhood of $75,000,000.

"Most of this equipment is shipped to distant points from Chicago, the manufacturing center of the industry. Think for a minute of the revenue derived from the business by the carriers, such as railroads, express companies, highway transportation companies, as well as steamship lines.

"Yet one only needs investigate the many types of coin-operated devices and make a careful survey of machines now operating in his city, town or village to see that the field is far removed from the saturation point.

"If every possible location were obliged to have every type of device they actually need, and if all devices built up to the present time were in operation today, then only about one-third of the available locations would be covered.

"In this process of rapid growth it was inevitable that the various manufacturers must need enlist the services of skilled engineers, technicians and designers. Where early machines were crudely made and unreliable in performance, the present-day machines are perfected, reliable and foolproof."

The Optional—New Jennings Device

CHICAGO, Feb. 17.—"It looks as if O. D. Jennings & Co. have hit the bull's-eye again," declare Jennings officials. "This time it is with a cigaret machine that meets practically every territory situation.

"The new cigaret vender is called the Optional. It is one of the Jennings Ciga-Rolas, but with this important difference the player has two distinct options—hence the machine's name, Optional.

"He can make an outright purchase by depositing the usual price for a package of cigarets, the machine vending his choice of six popular brands. Or he can deposit a nickel for play (which appeals to his bargain and amusement instinct) and if no cigarets are vended he can still deposit a dime and the machine vends a package of cigarets. This makes a hit with John Q. Public because he always gets value received for his money.

"It also makes a hit with the operator because the optional features makes his machine acceptable in almost any territory. It gains the good will of the local authorities when they see that the purchaser can't lose.

This latest Ciga-Rola is available in two models, the XVVO for 15-cent brands and the XIIO for the lower priced brands of cigarets. In the latter model the player can deposit a dime and penny for outright purchase. Or he can deposit a penny for play, and if no cigarets are vended he can still deposit a dime to get a package of the cigarets."

More Pennies in Use; Ops Benefit

CHICAGO, Feb. 17.—In 1933, Al S. Douglis, president of the Daval Co., Inc., called attention to the fact that pennies were more frequently finding their way into the pockets of all persons because of the sales taxes and other odd-penny taxes which had been levied. "Operators who will locate penny counter games in restaurants, taverns, cigar stores and other locations," he wrote at that time, "will find that the average man will get rid of the pennies he received in change. Counter games should be near the cash register.

"This form of taxation is spreading and the penny is becoming one of the most important mediums of exchange we have ever had. It is one coin that people don't like to have jingling in their pocket. Intelligent operators who can foresee this situation should prepare for it by placing Daval counter games in locations where odd-penny change will be given."

In 1940, Al S. Douglis looked back on those statements and said: "We certainly called the turn back in 1933 and those words are just as true today as they were then. Smart operators are placing penny machines on location—and Daval has the finest counter games to offer those who see a chance to pick up the odd pennies circulating as a result of the aforementioned taxes. Jiffy and Ex-Ray, the latest Daval counter games, will fill every need."

ORCHESTRA LEADER JIMMY DORSEY, well-known recording artist, selects his latest disks on the piano keyboard of the Mills Throne of Music.

THE HUB ENTERPRISES

OPERATORS

HERE ARE AMERICA'S BEST BARGAINS FOR YOU—Clean READY FOR LOCATION

ONE-BALL AUTOMATICS

25 Fairgr'ds $19.50	10 Golden Wheels ..$10.00
5 Gott. Multiples.. 20.00	5 Caroms .. 10.00
6 Derby Champs. .. 25.00	7 Arlingtons 10.00
7 Classics. 10.00	5 Big Race 20.00
15 TurfChps. 10.00	7 Rac.Form 10.00
5 Handicappers .. 20.00	5 Sportsman 10.00
	4 Air Races 10.00

CONSOLES

5 Exh. Eldorados .$55.00	8 DarkHorse $22.50
20 K. '37 Skill Time 35.00	1 Shoot the Moon ... 39.50
10 K. '37 TrackTime 35.00	1 Bally Teaser .. 19.50
5 Gott.Consoles 5-Coin Hd. 29.50	4 Marathons. 59.50
2 Bally Favorite.. 19.50	1 Pace King Pin 59.50
8 Bally Ballfield. 22.50	3 Mills Rio. 29.50
2 May-Den Races ... 20.00	6 Liberty Bell Flat Top. 22.50
2 DeLuxe Bells.... 20.00	3 Jenn. Multi. Derby Day 59.50
8 Stoner Zipper .. 22.50	2 Jenn. Multi. Racer .. 59.50
2 Rosemonts. 20.00	1 Kee. Kentucky Club 49.50
	1 Gall. Dominoes ... 59.50

FREE PLAY GAMES

Dbl.Feature $19.50	Contact ...$19.50
Box Score.. 19.50	Majors 22.50
Chevron .. 24.50	Snooks ... 22.50
Airport ... 29.50	Topper ... 29.50

COUNTER GAMES

12 Reel 21 ..$3.50	3 Jockey Club.$3.50
10 Gems ... 3.75	6 Daval Races 4.00
7 Punchette. 4.00	5 Tavern ... 5.00

NOVELTY GAMES

3 Spinner ..$10.00	2 Daval Base-Ball $5.00
4 Odd Ball.. 10.00	2 Panama .. 5.00
4 Midway .. 10.00	1 Short Sox. 5.00
3 Roll Over. 5.00	2 Happy Days 5.00
1 Swing Time 5.00	

MERCHANDISE VENDERS

25 Calcert 1c Vndrs. ..$3.75	8 Everready 1c 4 Col. .$4.75
15 Norris 1c-5c Masters 4.75	12 Superior 1c 3.00
10 Duplex 1c Dbl. Comp. 6.50	25 New 1c Cig. Vndrs ... 5.75
10 Duette 1c Dbl. Comp. 4.75	27 DeLuxe Lo-Boy Scales. 19.50

SLOTS

8 Mills 5c Melon Bells	$42.50
1 Watling 5c Melon Bell	39.50
17 Jenn. 5c. Silver Chiefs	39.50
4 Jenn. 5c Dixie Bells	42.50
14 Mills 5c Blue Fronts	29.50
3 Mills 1c Blue Fronts	32.50
5 Mills 10c Blue Fronts	32.50
1 Mills 10c Skyscraper	24.50
1 Mills 25c War Eagle	24.50
6 Pace 5c Comets	27.50
4 Pace 25c Comets	32.50
4 Mills 5c Futurity	19.50
1 Caille 5c 7-Coin Head	39.50
8 Mills 5c Vest Pocket Bells	24.50
2 Mills 5c O. T.	22.50
1 Mills 1c O. T.	22.50
16 Jenn. 5c Blue Chiefs	19.50
3 Pace 1c Bantams	15.00
10 Watling 1c 2-4 Payout	9.50

⅓ With Order, Balance C. O. D.

NOTE NEW ADDRESS AND PHONE

406-408 W. FRANKLIN ST., BALTIMORE, MD.

All Phones: VERNON 8111

Imp THE IDOL OF A MILLION PLAYERS!

Gum Vender. Beautiful Radio Cabinet. Cigarette Reels. Roto-Matic Coin Chute. TAKE IT FROM US, IT'S a HONEY. Max & Harry, "The Gold Dust Twins." $12.50 Each—6 for $67.50.

Birmingham Vending Co.

2117 Third Ave., N., BIRMINGHAM, ALA.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Monarch FREE PLAY SPECIALS

GENCO
Fellies of 1940 ... $69.50
Punch ... 64.50
Mr. Chips ... 59.50
Bang ... 45.00
Airport ... 42.50

CHICAGO COIN
Oboy ... $64.50
Nippy ... 62.50
Lucky ... 57.50
Topper ... 54.50
Sports ... 50.50
Ocean Park ... 47.50
Majors ... 20.50

BALLY
Scoop ... $59.50
Vogue ... 54.50
Headliner ... 37.50
White Sails ... 57.50
Champion ... 49.50
Spotlem ... 31.50
Fifth Inning ... 29.50
Double Feature 24.50

EXHIBIT
Conquest, F.S. ... $52.50
Rebound ... 47.50
Golden Gate ... 44.50
Flash ... 34.50
Skyrocket ... 32.50
Contact ... 29.50

GOTTLIEB
Keen-a-Ball ... $40.50
Bowling Alley ... 72.50
Tops ... 34.50
Pyramid ... 34.50

STONER
Snooks ... $29.50
Chubble ... 29.50

KEENEY
Big Six ... $67.50
Thriller ... 59.50
Cowboy ... 44.50
Hit Number ... 19.50

MILLS
1-2-3 Animal Reels, Latest Model ... $89.50

1/3 Deposit With Order, Balance C. O. D.—Write for our new Price Bulletin—Latest Types Free Play Games, Counter Games, Legal Equipment, Bally Alleys, Ten Strike, Seeburg Chicken Sam for immediate shipment.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

PENNY PLAY

NOW! $14.75

SPECIALLY PRICED F.O.B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO

Imp in Big Demand, Says G&G

CHICAGO, Feb. 17.—"In our past experience with counter games," say Paul Gerber and Max Glass, "we have come across games that would be in demand for a short while and then the enthusiasm would die, but it is not that way with Imp.

"It seems that operators who have started by just ordering a sample are now ordering them in case lots, which proves that the popularity on Imp is getting stronger daily; simple mechanism, nothing to go out of order. All you do is put the coin in and watch the reels spin. In fact, Imp is so silent when it operates you have to watch the reels spin to know that it is really in action."

Production, according to Karl Klein, chief executive at Groetchen, has been sped up and they hope to be caught up on all orders within the next 10 days.

"The meter attachment is another feature that seems to meet with the operators' approval, and the G. & G. seven-day money-back guarantee makes Imp the safest investment for 1940 and impossible to compete with," concluded Gerber and Glass officials.

Operators Like New Western Games

CHICAGO, Feb. 17.—Announcement of the release of two new Western Products games brought a flood of inquiries and orders to Western's offices during the past week, according to reports from Don Anderson, sales manager.

"As we predicted recently, our new games, Trio and High Fliers, have made the grade with operators in every section of the country," said Anderson. "Orders coming in have kept our plant busy. Games already in operation everywhere have proved our contention that they will be among the biggest money-makers of the year.

"The games are different from any now on the market, and it is that difference that makes them popular with players. Trio is a free-play game on which players win on symbol combinations, on high score or both. Ball and kicker action on the field, together with plenty of scoring action on the backboard, provides a real location attraction which operators have been quick to notice and take advantage of. The game may also be had with four-coin multiple chute if desired. High Fliers is a fast action game with reels in the backboard showing fruit or war symbols. Both games have a polished metal playing field and are built into smartly styled cabinets."

Detroit

DETROIT, Feb. 17.—D. M. Firestone, who is now with the O. D. Jennings Co., was a Detroit visitor for several days this week. He inspected the Michigan territory and made a survey of distributor field, particularly for the In-a-Bag vender.

* * *

Dominick Guzzardo recently entered the coin machine field as an operator, establishing a route of pin ball machines in restaurants and taverns. His firm is the Guzzardo Coin Machine Co., with headquarters on Livernois avenue, Detroit.

* * *

John Pattee Amusement Devices, operating pinball games, has been formed with offices on Philip street. John Pattee and Paul Scott are proprietors.

* * *

Reliable Cigaret Service, formed by Edward Saperstein, operates cigaret vending machines thruout the Detroit territory.

* * *

Manfred Linick has been appointed distributor for the new Personal Recording Machine, manufactured by C. R. Kirk & Co., Chicago.

* * *

Frank Knapp has recently started in the coin machine business here, operating from headquarters at 1995 Gladstone avenue. Knapp is using the name of the K. & L. Amusement Device Co.

* * *

James Passanante and Max Schubb, partners in the Triangle Music Co., one of the largest local music operators, spent several weeks at Hot Springs.

* * *

Sam Rosenthal, the other member of the Triangle, has been nursing a seriously injured hand received when he cut it on a water faucet.

* * *

George Bernstein, of Confection Cabinet Corp., reports business so good that he is working nights. Company specializes in placing candy venders in theater locations.

* * *

Harry Smerling, of the Confection Cabinet Corp., was a recent visitor from Chicago.

* * *

Edward A. Gerney, of the Holly Mfg. Co., Holly, Mich., reports he is rushed to plant capacity and attributes business entirely to ads in *The Billboard*.

The greatest play building idea ever incorporated in any novelty game . . .

Fantasy

jack pot

Man! What a come-on — Fantasy with jack pot feature. For a try at the jack pot (which builds up as games are played), player deposits two or more coins instead of one. On second coin, word Fantasy on back panel becomes a brilliant spectacle of flashing lights. If Fantasy remains lighted, player tries for a winner which pays him not only the big jack pot, but also his free game's won. If player prefers, he may play Fantasy just for the free games.

Don't fail to see Fantasy Jack Pot

$137.50

STONER CORP. • AURORA, ILLINOIS

BUYS FROM BUDIN CAN'T BE BEATEN!

FREE PLAYS
ALI-BABA ... $37.50
BIG SIX ... 52.50
CONQUEST ... 30.00
GOLDEN GATE ... 37.50

FREE PLAYS
THRILLER ... $45.00
TWINKLE ... 32.50
UP & UP ... 17.50
ZENITH ... 19.00
ZIP ... 13.50

NOVELTY PLAY
BANG ... $17.00
CHAMPION ... 34.50
VARIETY ... 34.50
FLASH ... 16.50

1/3 With Order, Balance C. O. D., F. O. B. Brooklyn.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

Keeney's ANTI-AIRCRAFT GUN

Definitely Ready for Immediate Delivery NOW
Orders Filled in Rotation in Northern Ohio

WIRE PHONE WRITE

CLEVELAND COIN MACHINE EXCHANGE

Exclusive Distributors

2021-2025 PROSPECT AVE. CLEVELAND, OHIO

NEW JERSEY OPERATORS

COME ON IN TODAY FOR COMPLETE DETAILS OF OUR SPECIAL BUDGET PLAN ON ALL THE LATEST AND BEST MACHINES

NEWARK COINO DISTRIBUTORS

107 MURRAY ST., NEWARK, N. J. (Tel.: BI-gelow 2-8828) Jack Berger, Mgr.

HEADS OR TAILS
ANOTHER DAVAL HIT!
THE FIRST DIFFERENT AND ORIGINAL COUNTER GAME IN 50 YEARS!
CHOCK FULL OF FASCINATION, SUSPENSE, THRILLS AND ANIMATION! PLAYER ACTUALLY MATCHES HIS OWN COIN!! ODDS SHOW ON CENTER REEL! A LIGHTNING FAST MONEY-MAKER! PROVEN AFTER 4 WEEKS LOCATION TESTS THAT IT DOUBLES AND TRIPLES AVERAGE PROFITS! EXTRA LARGE CASH BOX! THEY'RE GOING WILD OVER IT! ORDER YOUR SUPPLY QUICK! FIRST COME—FIRST SERVED!

ONLY $19.75
F.O.B. Factory
SEE YOUR DISTRIBUTOR
THE DAVAL CO., INC.
2043 CARROLL AV., CHICAGO

London

LONDON, Jan. 29.—During the last few weeks there has been a marked liveliness among distributors and jobbers, thanks to operators and amusement caterers getting over war jitters and resuming buying. Very soon, however, the shortage of new equipment, due to ban on imports from America, is bound to pinch. Already some dealers are out of stocks of new games.

This is causing a heavier demand for reconditioned used equipment. At present there is no shortage of this but supply cannot keep pace with demand for more than six months at a generous estimate. This applies to slots even more acutely than table games. Of second-hand cranes and rotaries there would appear to be no shortage; prior to the war there was rather a glut of these, due in part to heavy buying from the French market.

Before long there will be difficulties over certain vital spares. Revamping of old equipment is making heavy inroads on existing stocks and prices and war needs practically rule out the manufacture of spare parts here. It looks very much as tho before long those who depend entirely upon selling machines without any operating connections will have to shut up shop.

* * *

Shefras Automatics, Ltd., agent for Jennings and one-time distributor of Rock-Ola products, has taken steps to meet its own particular economical wartime problems by closing down in Fetter Lane and returning to its old headquarters in East London.

* * *

Coin Amusement Machine Supply, Ltd., distributor for Mills, Genco and Chicago Coin, suffered heavy losses when war began, but, thanks to a judicious trimming of overheads, is now getting back into a steadier stride again. The growth of the firm's business and its claim to be the premier importers from America may be gauged and proved by the fact that for each of the two years immediately preceding the war its turnover was no less than $750,000.

The two directors, Alf Cohen and Hymie Seener, are justly proud of the fact that, despite the change in conditions, they have been able to settle all their financial obligations to American manufacturers. Their most pressing problem at the moment is that of where supplies of equipment are coming from to satisfy their customers. When war began they had good stocks of both new and used machines, but these have been rapidly dwindling.

There seems little prospect of any British manufacturer turning to table-game production; material costs apart from any other consideration would make selling price prohibitive. If the war lasts any length of time it may mean the passing of the table game on this side. Existing equipment cannot stand up to limitless patching and with no new models arriving the novelty so essential will be missing.

WESTERN'S OOMPH KEEPS PROFITS UP!
A 100% LEGAL GAME with Universal Appeal!
The cop on the beat—the reverend in his pulpit—grandpa, grandma and junior all get a kick out of OOMPH for just a penny a game! OOMPH vends a straw, the player blows, the funny sailor-man climbs up the "oomph" register and everybody has fun—including you, Mr. Operator, when you count up the profits! No service problems . . . just make collections! Send your order in today.
SICKING, INC.
1401 CENTRAL PARKWAY
CINCINNATI, O.

ATTENTION CANADIAN OPERATORS

	Each		Each
Wurlitzer 616 with New Cabinets	$150.00	Bally Bull's Eye With Stand	$325.00
Wurlitzer 24C	200.00	Watling Tom Thumb Scale	122.00
Seeburg Casino	350.00	Watling Guess Your Weight Get Your Penny Back	142.00
Seeburg Plaza	325.00	Pace Double Jak-Pot Mystery Vender, Guaranteed	30.00
Seeburg Mayfair	300.00	Mills Church	40.00
Seeburg Chicken Sam the Ray-O-Lite	325.00	Mills Round the World Dial, Same as New	40.00
Bally Bowling Alley	305.00	Mills Vest Pocket, New	60.00
$25.00 extra for 25 cycle equipment.			

We have a large assortment of Free Play Novelty Tables ranging from $100.00 to $150.00. We also have a large number of demonstrators priced very reasonable.
WRITE FOR COMPLETE PRICE LISTS
All merchandise duty paid and prices F. O. B. Windsor. We are the Canadian Distributors for the Exhibit Supply Company, Bally Manufacturing Company, J. P. Seeburg Corporation and Watling Manufacturing Company.
DONALD FIELDING & COMPANY
1106 HALL AVENUE (Phone 4-3333) WINDSOR, ONTARIO

Six years ago a man by the name of McSwann bought 12 Genco Silver Cups and opened a sportland in London. Before long he had four such ventures running and today has the satisfaction of being principal director of a thriving sales and renting business known as Mac's Automatics, Ltd. New premises have been acquired at Tooting, busy center in Southwest Londons. Policy is a dual one, equipment being sold outright or hired out to operators on agreed terms.

A 24-hour service is maintained, mechanics being available for repairs and overhauls at any time of the day. With hostilities cease McSwann intends seeking the representation here of at least one American manufacturer and is building his organization in such a way as to be ready for that.

* * *

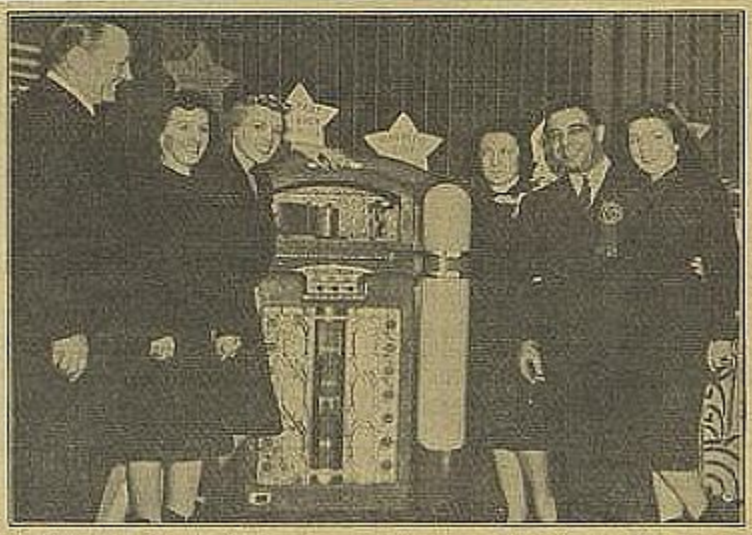
A case of a man being electrocuted while attending to machines has occurred in a London sportland. Receiving information that a crane grab was not operating, the victim, Sydney Goldhill, son of a prominent amusement caterer, investigated the trouble. Evidence disclosed that he forgot to disconnect the main plug on the wall of the building which caused one of the inside plug points to be alive. Goldhill touched this with his right hand and the shock drove his left hand hard against a hot resistance. Death was instantaneous. At the inquest a government inspector said that all people who handled these machines should isolate them at the source of supply or by the main plug before doing anything to them. The coroner returned a verdict of accidental death.

* * *

Percy Goddard, former proxy of Goddard Novelty Co., cables that he has safely reached New Zealand and has taken up residence at Epsom, Auckland.

* * *

Burglars recently visited the premises of Chicago Automatic Machine Supply, one of London's most lively jobbing concerns, and lifted some $000 worth of machines. The light-fingered gentry showed a preference for Vest Pocket Bells and other Mills products.



EVERYBODY SEEMS VERY HAPPY about the phonograph in this photograph taken at Modern Vending Co.'s new showrooms in Newark, N. J. From left to right: Ernie Petering, Wurlitzer assistant sales manager; two of the three Hylton Sisters, recording artists; Miss Schoenberger, of Modern; Nat Cohn, Modern's president, and the third member of the Hylton Sisters.

YOU AND YOUR FRIENDS ARE CORDIALLY INVITED TO ATTEND

GRAND OPENING

SICKING INC. EST. 1895 NEW SPACIOUS SHOWROOM

N. W. COR. 14th & CENTRAL PARKWAY CINCINNATI, OHIO

THURSDAY, FEBRUARY 22, FROM 9 A.M. TILL ???

DOOR PRIZES REFRESHMENTS ENTERTAINMENT LADIES INVITED

The Outstanding Showroom in the Coin Machine Industry — Over 7,500 Square Feet of Display

Meet in person the Manufacturers and their Representatives

SEE THIS LARGE DISPLAY OF COIN MACHINES

MILLS NOVELTY CO. Represented By ART COOLEY & VINCE SHAY — Four Bells, Jumbo Parade, 1940 1-2-3 Tables, 5-in-1 Tables, Slots, Many Others	RUDOLPH WURLITZER CO. Represented By SALES STAFF — WURLITZER THE WINNER — The Outstanding Phonograph for 1940	BALLY MFG. CO. Represented By GEORGE JENKINS — Triumph, Bally Alley, Ball's Eye, Dandy, Sport King, Royal Flush	J. H. KEENEY & CO. Represented By J. H. KEENEY — SUPER SIX — Anti-Aircraft Machine Gun	H. C. EVANS & CO. Represented By DICK HOOD — 1940 Ten Strike, 1940 Skee Ball, Stop & Sock
D. GOTTLIEB & CO. Represented By DAVE GOTTLIEB — BIG SHOW, SKEE-BALL-ETTE	CHICAGO COIN MCH. MFG. CO. Represented By SAM WOLBERG — ROXY	EXHIBIT SUPPLY CO. Represented By JOHN CHREST — FLAGSHIP, CONCO, FREE PLAY BOWLING	GENCO, INC. Represented By MEYER GINSBERG — BIG TOWN, LUCKY STRIKE	WESTERN EQUIPMENT Represented By JIMMY JOHNSTON — OOMPH, 1940 BASEBALL
DAVAL CO., INC. Represented By AL DOUGLAS — X-Ray, Jiffy, Penny Pack, Head or Tails	STONER MFG. CO. Represented By C. R. ADELBERG — FANTASY REG., FANTASY I. P.	BAKER NOVELTY CO. Represented By HARRY HOPPE — BAKERS PACERS, 4-5-6 BUMPER TABLE	GARDNER & CO. Represented By LOU GOLDMAN — SALESBOARDS	CONTAINER CORP. Represented By SEYMOUR HORN — SALESBOARDS

PREMIUM MERCHANDISE — IF IT OPERATES WITH A COIN WE HAVE IT — ARCADE EQUIPMENT

Eastern Operators Acclaim Triumph

NEW YORK, Feb. 17.—John A. Fitzgibbons, Eastern regional distributor for Bally Mfg. Co., announces: "We are preparing for one of the biggest showings in our history when the most sensational free play game the industry has ever seen, Bally's Triumph, arrives at our offices. New York operators are enthusiastic over Triumph due to the tremendous amount of interest in the game since its first showing at the Chicago convention. Operators who were at the January show have been calling us regularly to see the game.

"This is the game that has created such a tremendous amount of attention among operators in the East. They see in the buy-back feature on opportunity to repeat the spectacular earnings of Bally Reserve. The action on Triumph is the most fascinating the industry has ever seen. The scoring arrangement is so different, so full of suspense and money-making power that Triumph is certain to be the leading game of every location on the Eastern seaboard from the moment the first machines are placed on location."

BIGGEST SHOW HIT

IMP—

Radio Type Gum Vender. A Natural for Every Operator. Cigarette or Cherry Reels only $19.85 in 4. IMP has Finest Coin Chute. Will never stop. Price Only

$12.50

Carton of Six, $67.50. F.O.B. Factory. ½ Cash With Order.

H. G. PAYNE CO.

312 Broadway, NASHVILLE, TENN.

Good Reaction to Genco's Big Town

CHICAGO, Feb. 17.—"Talk of the town in just about every town in America these days is the rip-roaring action of Genco's sensational new thriller, Big Town," report Genco officials.

"Operators, seeing that players' instant response to the thrills of Big Town assured this game of immediate success, have poured in orders on the double quick."

So great is the volume of orders reported for Big Town that Meyer Ginsburg, Genco official, reports: "We have had to step up production to unprecedented peaks in order to even start filling demand for Big Town. Unquestionably, Big Town will be one of the biggest hits of all time!

"Big Town boasts four ways to win, which acts as a magnetic come-on to every player. Free games can be won by high score, by lighting bumpers one to five, by lighting tower lights on the backboard one to six or by putting a ball thru number five lane when lit.

"Bert Lane, Genco sales agent in the East, remarks that his firm, Seaboard Sales, New York, is doing a land-office business on Big Town."

J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of

Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in $51.25
Pays out $27.76—Average Profit $23.49

PRICE $1.80½ EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at $2.28½
1200 hole F-5275-Horses at 2.75
800 hole F-5270-Pocket Dice at . 1.63½
720 hole F-5255-Pocket Jack at .. 1.30½
600 hole F-5305-Royal at 1.50

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320 Harvard Ave., CHICAGO, U. S. A.

STOP! LOOK! THEN ORDER!!

All Used Games shipped by us are in perfect working order and are thoroughly cleaned, ready to place on location. Score cards will be supplied with all games.

STONER DAVY JONES, F.P.	$22.50	GENCO BANGS, F.P.	$37.50
STONER CLIPPER, F.P.	24.50	GENCO TRIPLE PLAY, F.P.	18.00
STONER SNOOKS, F.P.	22.50	BALLY 8TH INNING, F.P.	22.50
EXHIBIT CHIEF, F.P.	17.50	BALLY CHAMPION, F.P.	35.00
EXHIBIT JUMPER, F.P.	50.00	BALLY C.O.D., F.P.	50.00
EXHIBIT CONQUEST, F.P.	47.50	DAVAL TRIPLE THREAT, F.P.	42.50
EXHIBIT AIRLINER, F.P.	29.50	DAVAL FOLLOW UP, F.P.	37.50
EXHIBIT ZIP, F.P.	25.00	MIAMI NOVELTY	10.00
EXHIBIT FLASH, F.P.	29.50	SMOKE REEL 1c CIGARETTE	5.00
CHICOIN OCEAN PARK, F.P.	39.50	LUCKY PACK 1c CIGARETTE	5.00
KEENEY MULTI RACES, F.P.	15.00	GOTTLIEB SINGLE GRIP	5.00

Kindly include one-third deposit in cash, cashier's check or money order with order. State method of shipment preferred. We are rated in Bradstreets.

MORRIS NOVELTY CO. 4505 Manchester St. Louis, Mo.

QUALITY SPEAKS FOR ITSELF

Cable Address—Mancoy-Cleveland

1938 Tracktimes	$85.00	Jumpers, F.P.	$65.00	Ragtime, F.P.	$15.00
1938 Kentucky Clubs	55.00	Rebounds, F.P.	55.00	Paragoons, F.P.	15.00
Pamco Rosemonts	17.00	Bangs, F.P.	42.50	Request, F.P.	15.00
Dark Horse	20.00	Pot Shot, F.P.	35.00	Chief, F.P.	15.00
Giant Top Derby Day	27.50	Pyramids, F.P.	32.50	Stop & Go	15.00
Club Houses	20.00	Hold Tight, F.P.	30.00	Keylites	12.50
Big Race	27.50	Contact, F.P.	27.50	Review	10.00
Derby Time	42.50	Majors, F.P.	27.50	Request	10.00
Pikes Peak	10.00	Bayonet, F.P.	25.00	Regatta	10.00
Quinella	30.00	Trio, F.P.	22.50	Homestretch	6.00
Cigarette Slots	27.50	Speedy, F.P.	22.50	Genital	6.00
Bang-a-Doors	92.50	Six Score, F.P.	17.50	Ritz, like new	15.00

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2019 CARNEGIE AVE., CLEVELAND, OHIO

WHAT smart OPERATORS are operating TO-DAY!

FLAGSHIP
TODAYS BEST HIGH SCORE Free Play TABLE
PACKED FULL OF ACTION—SUSPENSE
FAST PLAY and EARNING POWER
Operators everywhere unanimous in their verdict that "FLAGSHIP" has everything
ORDER NOW! 104.50

CONGO
CONVERTIBLE 1 to 5 BALL
3 COIN MULTIPLE FREE PLAY TABLE
A FAST GAME THAT EARNS PAY TABLE PROFITS
GET YOURS NOW! 159.50

Exhibit's BOWLING Game
THE GAME WITH 100% PLAYER APPEAL
Going stronger than ever. Earnings build up constantly. Proving daily an unusual game for unusual profits. A FUN to PLAY ACTION GAME with FREE PLAY—plus—the automatically recorded WEEKLY HIGH SCORE FEATURE.
ONLY 189.50

SEE YOUR DISTRIBUTOR
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

HERE'S 1940's BEST BUY for BIG COUNTER EARNINGS Imp

GROETCHEN'S 3 REEL CIGARETTE MACHINE WITH GUM VENDER. MIDGET COUNTER GAME, ONE OF THE WORLD'S SMALLEST (5"x5"x6"). FINEST CONSTRUCTION—PRECISION BUILT—HAMMER-LOID—SMOOTH VELVET FINISH—NOISELESS OPERATION—ASSORTED COLORS. WEIGHS ONLY 5¼ LBS.

In 1940 It Will Be IMPossible To Compete With Groetchen's Outstanding Counter Game Sensation!

ORDER TODAY! 1/3 Deposit With Order—Bal. C.O.D.
G & G 7-Day Money-Back Guarantee
$12.50 EACH Cartons of 6 $67.50
EQUIPPED WITH REGISTER, $1.50 EXTRA

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

SALE! SALE! FREE PLAYS! PHONOS! Etc.

FREE PLAYS
Big Six $48.00
Ali-Baba 45.00
Thriller 42.00
Follies 50.00
C. O. D. 60.00
Cowboy 30.00
Twinkle 30.00
Up & Up 20.00
1/3 With Order, Balance C. O. D.
Write for Prices on All the Latest and Best Equipment Today!

SPECIAL! CHICKEN SAMS EXCELLENT CONDITION LIKE NEW! $129.50

SPECIAL! WURLITZER 412—616A—24 WRITE FOR PRICES!

NOVELTY PLAY
Bang $14.00
Buckaroo 22.00
Chevron 16.00
Contact 10.00
Champion 32.50
Gun Club 10.00
Spotlem 14.00
Snooks 10.00
Batt. Champ .. 10.00
Skyrocket 14.00
Vogue 40.00
Easy Steps 10.00
Handicap 7.00

BROOKLYN AMUSE. MACHINE CO., INC. 660 BROADWAY, BROOKLYN, N. Y. Tel.: EVergreen 8-4732

CLOSE OUT

25 1c-5c Stewart-McGuire Comb. Peut. Vendors $4.00
10 Robbins 1c Criss Cross 5.00
10 Robbins 1c Bingo 5.00
5 Gottlieb Grip Testers 5.00
10 Aut. Jr. Mod. 5 Ball Gamo and Running Wild Games 7.50
2 Exhibit Love Meters .. 7.50
1 Western Fast Track Console 20.00
1 1937 Ticket and Cash Track Time 45.00

1 Exhibit Shoot-a-Lite Gun $20.00
1 Kits Blow Ball 25.00
2 Rockola World Series 60.00
2 Mills 1c Q.T. 25.00
2 Mills 5c Q.T. 25.00
5 New Bally Keylite 5-Ball Novelty Games in Crates. Reg. $74.50. 12.50
2 Bally Fairgrounds Payout Tables 25.00
1 Bally Klondike Payout Table, Almost New .. 25.00

2 Stoner Ritz, Console Type $10.00
2 Stoner Zeta, Console Type 10.00
3 Keeney Free Race .. 10.00
2 Batting Champ. F.P. . 12.50
2 Box Score, F.P. 12.50
4 Majors, F.P. 17.50
4 Double Feature, F.P. . 10.50
2 Triple Threat, F.P. .. 20.00
2 Chief, F.P. 20.00
5 Up & Up, F.P. 10.50
5 Contact, F.P. 17.50

1/3 DEPOSIT WITH ORDER.
K. C. VENDING CO., 415 Market Street, Philadelphia, Pa.

IMMEDIATE DELIVERY!

IMP Groetchen's 1c Gum Vendor Cigarette Reel Machine. $12.50 OR 6 FOR $67.50

TOTALIZER 1c Counter Skill Game Hit! $19.50

D. ROBBINS & CO. 1141-8 DEKALB AVE. BROOKLYN, N.Y.

Casino Golf in Full Production

MINNEAPOLIS, Feb. 17. — Lumber mills in Northern Wisconsin are wondering if the government has started its big building program," quips Al Walzer, of the A. M. Walzer Co., maker of the game, Casino Golf. "But it isn't the government that is purchasing thousands of feet of the best birch and pine—it's a private industry—and that's us.

"It is wood needed in the building of our four-foot cabinets for the new skill game, Casino Golf. The Walzer factories have specialized in skill games since 1928 and we now find ourselves in a whirlwind of activity. Casino Golf is meeting a crying need for a legal game that has player appeal. National interest in the game has been the cause of the tremendous activity in our factory.

"We are keeping up with the demand because we are prepared for it—the Walzer plants are humming with the activity that comes in the right spot with the right machines at the right time."

Fort Worth

FORT WORTH, Tex., Feb. 17.—Many Fort Worth music operators attended the preview showing of Rock-Ola's new phonographs staged by Fisher Brown in Dallas. Refreshments were served and sizzling steaks were enjoyed at the Club Cafe.

* * *

Willard White, local operator, was a Dallas visitor last week. He brought back a truck load of phonographs. Willard does business under the name of Novelty Sales Co.

* * *

The M. & W. Distributing Co., which will distribute legal amusement, vending and music machines, as well as service machines, will open for business shortly at 2631 East Lancaster avenue. Two well-known Southwest coinmen will head the new organization. A modern repair and refinishing shop will also be installed.

* * *

Ernest Walker, of Walker Sales Co., is working the Mutoscope Photomatic machine in the Leonard Bros.' department store on Houston street.

YES IT HAS PLAYER APPEAL!!

A NEW SKILL FEATURE!!

The public will shriek with fun and play CASINO GOLF till the lights go out! There's never been anything like it. CASINO GOLF embodies a new skill feature that we introduce for the first time. It's as new as tomorrow's newspaper. The game is loaded with "player appeal" and the coin-box loaded with profits. Positively in a class by itself, CASINO GOLF will start a new era of skill-game prosperity. The machine is nickel-operated, four feet long, beautiful in design and fool-proof in mechanical construction. Your SMALL investment will pay you the returns of a $250 machine.

$59.50 —brings you SAMPLE MACHINE

A. M. WALZER CO.
Midland Bank Bldg.,
MINNEAPOLIS - - MINN.

WARNING: Don't be caught sleeping! Place your order now for the greatest value in all coin-machine history!!

ALL MACHINES PURCHASED NEW AND IN A NO. 1 CONDITION

CONSOLES AND 1-BALL PAYOUTS

1 EVANS LUCKY STAR (Conservative Payout) Floor Sample	$ 72.50
1 DROP HEAD BANG TAILS	49.50
1 POT SHOT MULTIPLE	44.50
2 1938 TRACK TIMES	89.50
3 TRIPLE ENTRYS (Latest Model)	149.50
1 1939 TRACK TIMES (Odd and Even, New)	175.50
5 KENTUCKY CLUBS	49.50
2 BALLY GRANDSTANDS	84.50
1 RAYS TRACK	29.50
2 BALLY DERBYS (Electropack)	12.50
4 JUMBOS	7.50
1 ROSEMONT (Bally)	8.00
1 DIXIE DICE JACK POT	8.00

COUNTER MACHINES

5 VEST POCKETS (Conservative Reels)	$ 29.50
20 SUPERIOR PENNY PAKS	5.75
1 NEW DAVAL COMETS (Cig. Reels)	19.75
2 NEW SPARKS (Cig. Reels)	23.50
1 5c EVANS KEENO	19.50
1 MILLS 5c FUTURITY SLOT	24.50
1 TRI-O-PACK (1c Cig.)	5.00
4 MILLS 5c F. O. K. SLOTS	12.50
1 1c MILLS O. T. (High Serial)	29.50
10 1c and 5c WATLING TWIN J. P.	14.50
1 TRACK REELS	7.50
2 REEL DICE	7.00
1 OFFICIAL SWEEPSTAKES	3.50
7 MILLS TICKETTE	2.95
1 RACES	6.50
1 RED DOG	5.50
1 BEAT IT	4.50
1 POKER FACE	8.50
1 TIT TAT TOE	6.50
1 DOUBLE DECK	3.50

NOVELTY GAMES

1 LONG BEACH	$ 5.00
1 CONEY ISLAND	8.00
1 FLEET	8.00
2 JUNGLES	8.50
1 REQUEST, F. P.	22.50
1 BUBBLES, F. P.	24.50
1 SIDE KICK, F. P.	24.50
1 JITTER BUG	14.50
1 BALLY BULL'S EYE	8.50
1 ELECTRIC SCORE BOARD	4.00
1 CONTACT	23.50
1 EL TORO	11.50
1 HIT (Genco), F. P.	4.50
1 SKI HI (Genco)	3.50
1 FLASH	29.50

MISCELLANEOUS

4 WURLITZER AUXILIARY SPEAKERS in Cabinets	$ 16.50
1 SWEET MUSIC BOX ATTACHMENT	29.50
3 CORRETA Cig. Vending Machines	3.50
2 CHICKEN SAMS, Late Model Seeburg Multi-Ray Guns and Bases Like New	149.50
25 COLUMBUS P.-NUT VENDERS	3.00

We Are Distributors for All Leading Manufacturers. Exclusive Distributors for Penny Phono in Southeastern Ohio.
One-third Deposit, Balance C. O. D. Under $10.00, Full Payment.

MARIETTA SERVICE COMPANY
MARIETTA, OHIO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH

Dallas

DALLAS, Feb. 17.—There has been a let-up in the cold weather, which has slowed up business in this section. Amusement machines are doing much better business, with music machines far in the lead. Sales of 1940 phonograph models are reaching a peak volume and many jobbers are handicapped because deliveries are not coming thru as fast as sales are being made.

* * *

Texas coin machine men have been flocking to Dallas for new equipment. Visitors to coin machine row the past week included Willard White, Bennie McDonald and Ralph Claybrook, of Fort Worth; Joe and Elgin Akers, of Denton; Vonnie Halle, of Texarkana; Victor and A. B. Cornelius, of Eastland; Mr. and Mrs. J. W. Hooks, of Ranger; Herb Carpenter, Wichita Falls, and Tom Murray and Oscar Branch, of Fort Worth.

* * *

A signal honor has come to a local member of the coin machine industry. Wayne B. Gratigny, member of the sales staff of the Electro-Ball Co., Inc., wholesale coin machine and music jobbers, is the newly elected president of the Dallas Junior Chamber of Commerce. This Dallas organization is the second oldest Junior Chamber of Commerce in the United States and takes a most active part in the commercial and industrial development of Dallas. Gratigny will direct the activities of the Junior Chamber in an aggressive development program for the year 1940. He has been associated with the Electro-Ball Co. for several years and is now sales manager of its beverage division, which operates many beverage venders in Dallas and its trade territory.

W. C. DEATON, formerly Rock-Ola distributor in West Virginia and Ohio, has been named district manager for the territory in which he was distributor. Deaton's background in the coin machine industry dates back to the early days in Texas.

YOU FINISH IN THE MONEY

with

INDIANAPOLIS SWEEPSTAKES

Harlich's New Automobile Symbol Ticket Board. 181 Winners — 170 Consolation Awards — Bright Attention-Getting Colors!

CARLOADS OF ACTION!

No. 1827 (Semi-Thick) 1800 Holes
Takes in . . . $90.00 | Gross Profit **$44.64**
Average Payout. 45.36
PRICE, EACH, $7.88

Send for Catalog of Other Money-Makers

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.

HEADS OR TAILS

It's Different! It's Better! It's Sensational!

Player actually matches HEADS or TAILS of his own coin! Coin shows in front just as player inserts it. Center reel shows ODDS! 1975 TESTED and PROVEN A TREMENDOUS MONEYMAKER ON LOCATION! Rush ½ Deposit QUICK! Balance shipped C. O. D.

ACME NOVELTY COMPANY 1124 HENNEPIN AVE., MINNEAPOLIS, MINN.

Chicago Coin's

ROXY

-Best-

'cause it's making more money for operators!

Gosh, It MUST Be a Swell Game!

CHICAGO COIN Machine Mfg. CHICAGO

JUST OFF THE PRESS!

CONFUCIUS SAY:

"CASH IN" on this New Salesboard Panic!

CONFUCIUS SAY: very fine salesboard . . much color . . much appeal . . much profit . . tickets very fine . . show Chinese symbol . . give Confucius saying . . 1600 Re holes . . take in $80.00 . . pay out $47.20 . . profit $32.80, plus additional $2.50 from Re . . Superior Products again steals march on rest of industry . . converts fad of hour into board of year!

SUPERIOR PRODUCTS • 14 NORTH PEORIA STREET —CHICAGO, ILLINOIS—

QUALITY RECONDITIONED MACHINE BARGAINS

All Machines Are Thoroughly Reconditioned, Cleaned and Inspected by Our Trained Mechanics Before Being Shipped

FREE PLAY GAMES

Bangs	$30.00
Conquest	30.00
Jumpers	60.00
Rebounds	42.50
Golden Gate	40.00
Snooks	22.50
Southern	20.00
Vogue	45.00
Dizzy Jones	20.00
Congo (Multiple and Convertible, 1 or 5 Ball), Write for Prices	

NOVELTY GAMES

Miami	$10.00
Side Kick	10.00
Major	10.00
Odd Ball	7.00

COUNTER GAMES

Baby Baby	$5.00
Smoke Rings	7.00
Old Age Pension	4.00
Exhibit Skill Draw	3.00

MISCELLANEOUS

Gottlieb Grippers	
(40) Single	$6.00
(40) Triple	9.00
Advance Shockers	6.00
ABT Targets, Model F	11.00
ABT Target Stands	1.50

AUTOMATICS

Gott. College Football	$ 7.50
Wurlitzer 412 (With Lower Grills)	85.00

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

J. S. MORRIS & SONS NOVELTY COMPANY 4026 DELMAR BLVD., ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Philosophical Op Says It With Poetry

MAMOU, La., Feb. 17.—Operator Lewis M. Scheid, manager of the Louisiana Sales Co., is a philosophical gentleman who states his belief in poetic fashion. He has printed on the back of his business card the following verse:

To get nickels, dimes and dollars
Now is all the rage;
People struggle for them
From childhood to old age.
Some are quite successful,
While others strive in vain;
If at first they don't succeed
They'll get up and try again.
Some are very fortunate
In having funds enough.
Others make you think so
By putting up a bluff.
Some are quite contented
With the little they possess,
And if circumstances call for it
They'l get along with less.
Man will give up most everything,
His soul, his bodily health;
He will give up his manhood
And struggle after wealth.
But when his struggle is over
And all his work is done
He isn't any better off
Then when he first begun.
If he settles up with everyone
And pays up all he owes
He won't need those pockets
In that last suit of clothes.

Philadelphia

PHILADELPHIA, Feb. 17.—Earl Sanders, who operates a penny arcade on the Wildwood, N. J., boardwalk, stopped off here last week on his way to the resort to pick up pinball machines and merchandise for his stand. Altho the Wildwood season doesn't start perking until Memorial Day, Sanders is getting an early start and already has started making alterations on his premises, preparatory to the season's opening.

Imp THE IDOL OF A MILLION PLAYERS!

Most Successful Counter Game in Years.

Cigarette or Cherry Reels, 1c Play Gum Vender.

Clap Proof Coin Chute.

Coin Meter $1.50 Extra.

Sample $12.50.

Buy a Case of Six for $67.50.

VENDING MACHINE COMPANY

205 Franklin St. FAYETTEVILLE, N. C.

Local record distributor is putting on a special campaign for Andy Kirk's recording of *It Always Will Be You*. Song was written by three local lads, band leader Billy Hays, songwriter Frank Capano and night club singer Ray O'Day.

* * *

General Novelty Co. has purchased the four-story and basement semi-detached building at 417 Market street. Company handles amusement machine equipment, boards and general merchandise for bingo and concessioners.

* * *

Jack Shepard, local music machine operator, has been made district distributor for the new Royale and Varsity record labels by the United States Recording Corp.

* * *

Premises vacated by Engle and Specter's Automatic Amusement Co. at 2010-12 Market street was leased by Arthur L. Pockrass for his Universal Amusement Co. Automatic has leased a building of its own.

Evans' 1940

TEN STRIKE

READY FOR DELIVERY!

Greatest bowling game of all! Manikin shoots with more speed and accuracy! Makes strikes and spares galore! New Totalizer permits top score of 150 for 5 frames—adds new zest to play! Other brand new features—no price advance!

Fully covered by U. S. Pat. 2,181,984 and D-116,550 and other patents pending.

EVANS'
AUTOMATIC REGULATION
DUCK PIN
BOWLING ALLEY
ABSOLUTELY PORTABLE!

The sensation of the industry! Never before anything like it! Opens a brand new field, so you can cash in for years to come on the nation's bowling craze! Regulation features throughout—regulation size, regulation pins, balls, backstop. Evans' patented "Automatic Pin Boy" clears pins. Absolutely portable—can be laid down in less than one hour. Sturdy construction. 42 ft. long overall. Coin-controlled operation at slight extra charge.

A SAFE, LUCRATIVE, LEGAL INVESTMENT for LIFETIME PROFITS!

LEADS BY A STILL GREATER MARGIN!

First and Original Bowling Game—months ahead of others! 5 months' actual location operation in 1939! Now in 1940 model with brand new features and stepped up speed—more action, more life, still more realism—it's the liveliest game attraction the industry has ever seen! Breaking all records everywhere, leaves imitations far behind! New speedier action raises it to new heights in player interest. Other new features make Evans' 1940 TEN STRIKE the sure bet for operating prosperity in 1940! Order today!

Realistic patented Manikin Play . . . every bowling play possible . . . Strikes and Spares galore! Realistic pin action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

WE'RE DELIVERING!

Evans' New, Improved 1940

TEN STRIKE

MORE SPEED! MORE ACCURACY! MORE STRIKES! MORE SPARES! NEW TOTALIZER PERMITS TOP SCORE OF 150 FOR 5 FRAMES! NO PRICE ADVANCE! RUSH US YOUR ORDER QUICK!

EXCLUSIVE DISTRIBUTORS FOR GREATER N. Y., LONG ISLAND AND SOUTHERN N. Y. STATE.

BROOKLYN AMUSEMENT MACHINE COMPANY, INC.
660 BROADWAY, BROOKLYN, N.Y.

BIG CITY LIGHTS

PAY BIG PROFITS!

This glittering, glamorous, irresistible board is the best bet of the New Year! 5c a sale, 2400 holes. Takes in $120.00, your average profit $50.25. Don't delay—ORDER TODAY! $8.55

GLOBE PRINTING COMPANY
1023-27 RACE STREET - PHILA., PA.

Baker Names Markepp Distrib

CHICAGO, Feb. 17.—Harry Hoppe, executive of the Baker Novelty Co., has announced appointment of the Markepp Co., with headquarters in Cleveland and Cincinnati, as exclusive Ohio distributor for Baker's products.

"We are very happy to have Meyer Marcus and his well-known associate, Charles Trau, with us, as they are coin machine veterans, well liked by all operators and known for their square dealings," said Hoppe.

"Marcus conducted his first personal showing of Baker's products at their headquarters in Cleveland and future showings will be held as follows: The Secor Hotel, Toledo, February 12-13; Neal House, Columbus, February 16-17; Frederick Hotel, Huntington, W. Va., February 19-20; Chanceller Hotel, Parkersberg, W. Va., February 21-24; Hotel Stonewall Jackson, Clarksburg, W. Va., February 23-24, and at the Hotel Daniel Boone, Charleston, W. Va., February 26-28.

Distributors Hail New Daval Games

CHICAGO, Feb. 17.—Two distributors of Daval counter games this week expressed their admiration for the games, Jiffy and Ex-Ray, according to word received from the factory. Those who lauded the games were Carl Trippe, Ideal Novelty Co., St. Louis, and Ted Bush, of the Acme Novelty Co., Minneapolis.

"We have found the games amazing money-makers," declared Bush. "Every operator should have them on location. One fine thing about these counter games is that the average operator can place them on his present locations and not waste any time in servicing them. It is our belief that Jiffy and Ex-Ray will go on selling for many months to come."

Carl Trippe concurred with Bush in telling of the games. "There is no other machine like Daval's Jiffy for earning extra profits for operators who are covering a number of locations and can take another few moments to service another machine in the same location."

"IMP"
THE WINNER OF THE SHOW
SAMPLE $12.50
Carton of Six, $67.50.
Write for Quantity Price.

We list below the various Slightly Used Machines we have to offer which are offered subject to prior sale. Prices are effective February 24th.

1 Rebound	$41.50
1 Contest	35.50
1 Box Score, Reserve Model	15.00
1 Genco Fair	17.50
1 Bally Scoop	35.50
2 Bally Grand National	$125.00
1 Bally Klondike	19.50
2 Bally Gold Cup, Table Mod. Metered	89.50
1 Bell Time, 1938 Model	$ 89.50
1 Western Baseball	39.50
1 Evans Ten Strike, 1939 Model	175.00
1 Rays Track	22.50
1 Keeney Super Track Time	190.00
1 Track Time, 1938 Model	87.50
2 Galloping Domino, C. P., '38 Model	72.50
1 Rock-Ola '38 Standard Mod., like new	195.00
1 Rock-Ola '39 Deluxe Mod., like new	225.00
1 Jennings Cigs Rols, Model V, Sc.	$ 55.00
3 Seeburg Ray-o-Lite	120.00
1 Paces Races, Cash Pay, No. 5851	100.00
2 Paces Races, Light Cabinet, Nos. 4755-4572	85.00
3 Paces Races, Light Cabinet, Nos. 5625-5263-5041	80.00
4 Challenger	$17.50
3 Model F Targets	12.50
5 Penny Packs, Coin Divider	10.00
3 3-Way Grip Tester	5.50
1 Comet	17.50

All orders must be accompanied by 1/3 certified deposit. Write us for your price on any new coin-operated machine that has been released by the respective manufacturer.

MOSELEY VENDING MACHINE EX., INC.
00 BROAD ST., RICHMOND, VA.
Day Phone 3-4511. Night Phone 5-3328.

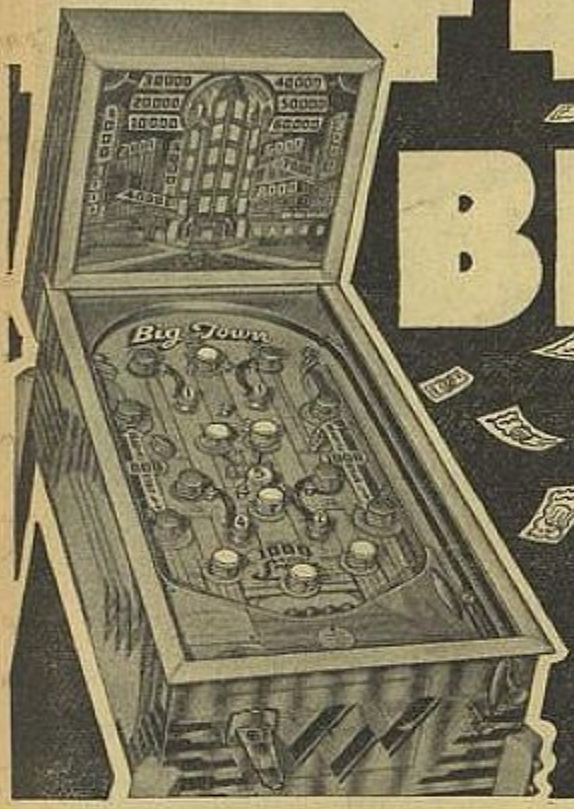
FOR SALE

Bally Alleys, Evans Ten Strikes, Seeburg Duck Shoot, Finished Marble-Gin, $60.50. WRITE FOR PRICES

Used very short time. Practically like new. Quantities limited. Write or wire your order.

STARK NOVELTY & MFG. CO.
611 Mahoning Rd., N. E., CANTON, OHIO

Genco's Latest and Greatest!



BIG TOWN

JAM-PACKED WITH *Action!*
THAT PACKS THE CASH BOX..
4 THRILLING WAYS TO WIN!

GOING STRONGER EVERY DAY!
LUCKY STRIKE

Rush Your Order Today!

$99.50
FREE GAME CONVERTIBLE

GENCO·INC· 2621 N. ASHLAND AVE. CHICAGO

NATIONAL'S VALUES

NOVELTY GAMES—FREE PLAY

Mills 1-2-3 Aqua Char.	$85.00	Pyramids	$49.00
Mr. Chips	59.00	Cowboys	45.50
Varietys	52.00	Avalons	42.50
Thrillers	55.00	Chevrons	37.50
Vegas	49.50	Sportrons	31.50
Lotto-Funt.	47.50	Majors	31.50
Rebounds	47.50	Chubbys	29.50
Golden Gates	47.50	Step & Get	28.00
Follow-Ups	49.00	Contacts	27.50
		Kicks	15.00
		Rag Times	15.00

1-BALL AUTOMATICS

Thoroughbreds $89.00
Sport Pages 59.00

COUNTER GAMES

Gottlieb Triple Grips	$ 8.50	Spin-a-Pak	$8.50
Fruit Kings	12.00	Daily Races Jr.	7.00
Counter Kings, new	18.00	Five Jacks	7.00
Sparks, Sc'PL	19.50	Reel Races	4.50
Blue Bonnets	3.50	Reel "21s"	4.50
Ringos	3.50	Punchettes	4.00
Penny Packs	3.00	Beat Its	5.00
Rally Babys	3.00	I. O. U's	3.00
Bell Slides	7.50	Old Age Pen.	5.00
		Naval Races	4.50
		Poco Reels	4.50

MISCELLANEOUS

Rock-Ola World Series ..... $ 62.50
Seeburg Chicken Saint, Late Model Shooting Mach., Slightly Used .. 149.50

SLOTS

Mellon Bells $44.50
Mills Blue Fronts, 5-10-25c, S. J., Gar. over 400,000 ..... 38.00
Mills Blue Fronts, 5-10-25c, O. J. 28.50
Jennings Chiefs, 50c 32.50
Groetchen Columbias 27.50
Mills Vest Pockets 27.00

PHONOGRAPHS

Seeburg Royals $110.00
Seeburg Marble Glows, Mod. K-20. 110.00
Wurlitzer 616-A 85.00
Rock-Ola with Grille 89.00
Wurlitzer 616 ..... 79.00
Rock-Ola Ambass. with Grille 69.00
Rock-Ola Reg. 12 with Grille 39.00

1/3 Deposit, Bal. C.O.D., F.O.B. Chicago

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Royal Races Is Described

CHICAGO, Feb. 17.—"One of the most exciting salesboard creations ever introduced to the industry," is how the new Gardner salesboard, Royal Races, was described by I. Peitler, general manager of Gardner.

"When I say exciting," said Peitler, "I mean just that. Royal Races packs so much sheer punch and dramatic appeal that it creates a stir among players the minute it appears on a counter. Naturally, the money pours in. Royal Races has been tested on a variety of different locations thruout the country and results have been amazing. Race horse symbol tickets, a race-track jackpot section with a payout and advances to seven different Royal Races jackpots which contain a big money winner, and consolations galore paying off on a host of famous race-horse champions all create an atmosphere of thrilling suspense and animation which is identical to the excitment prevailing at real race tracks at the height of the season."

Rothstein Lauds Chi Coin Roxy

CHICAGO, Feb. 17.—I. Rothstein, official of the Banner Specialty Co., Philadelphia, reports that Roxy, the newest release of the Chicago Coin Machine Mfg. Co., is one of the most popular machines with Eastern operators.

"Many operators could hardly wait to place their orders," he stated. "Operators, commenting on the new Chicago Coin offering, tell us that they know the quality of the firm's products and that our word that Roxy is a top-flight machine is good enough for them.

"Sales of Roxy have gone far beyond our expectations, but it is certainly easy to see just why the game appeals to both players and operators. It is full of player action that keeps its coin chute busy on locations everywhere.

"Roxy may be operated in almost all territories, since it is convertible from a free game to straight novelty play. It is excellently constructed, as are all Chicago Coin games."

Coin Machine Two Column Sketch MUST February 24 FRED

PART OF ASSEMBLY LINE in the plant of the Groetchen Tool Co. Here workmen are busy turning out hundreds of Imps, counter game, in keeping up with the record demand.

BERT LANE Says:

GET BIG TOWN TODAY!

SEABOARD SALES, INC.
619 Tenth Ave., New York
Phone, Wisconsin 7-5688

AUTOMATIC COIN MACHINE CORPORATION
338 Chestnut St., Springfield, Mass.

WANTED FOR CASH—GRANDSTANDS

Red Head Track Time	$ 40.00
Lucky Lucre, Like New	135.00
Black Paces Races	50.00
Jennings Tri-Plex	75.00

One-Third Deposit Required With Order. We Also Carry a Complete Line of Superior Salesboards.

America's Finest Guaranteed BUYS!

1-BALL AUTOMATICS

Winning Ticket	$69.50	Arlington	$22.50
New Style 1-2-3	79.50	Multiple Races	22.50
Sport Page	64.50	Golden Wheel	12.50
Derby Champs	39.50	Pastime	12.50
Fairgrounds	29.50	Turf Champs	12.50
Klondike	29.50	Derby	10.00
Hi-Boy	29.50	Jumbo	10.00
Derby Time	29.50	Baffle Ball	7.50

CONSOLES

27 Keeney Red Head Skill Times, Single	$ 47.50
Lots of five	42.50
7 Keeney Triple Entry	165.00
2 Keeney Kentucky Skill Times	59.50
3 Brown Cabinet Paces Races	129.50
1 Bally Teaser	22.50
2 Stoner Rite	22.50
2 Stoner Zippers	22.50

NOVELTY GAMES

Avalon	$17.50	Side Kick	$10.00
Contact	17.50	Odd Ball	10.00
Batting Champs	17.50	Request	10.00
Double Treasure	12.50	Double Action	10.00
Circus	12.50	Bumper	7.50
Bubbles	12.50	Reserve	7.50
Stop & Go	12.50	Natural	7.50
Trophy	12.50	Nest	7.50
Trio	10.00	Pedal Pusher	7.50

MISCELLANEOUS

1 Bally Pencil Vender, Pays Rewards on Colored Pencils (floor sample)	$49.50
5 Exhibit Ideal Card Venders	3.75
2 Brand New Mickey Mouse Venders	4.95
1 Mills 25c Snake Eyes Dice Machine	49.50
4 Brand New Step-Ups (Mechanical Sale Board)	4.95
1 Punch-a-Ball	1.95

FREE PLAY GAMES

Headliner	$42.50	Double Feature	$24.50
Topper	42.50	Contact	24.50
Avalon	37.50	Rink	19.50
Davy Jones	37.50	Liberty	19.50
Chevron	34.50	Trio	12.50
Fifth Inning	34.50	Gems	12.50
Chubble	34.50	Fair	12.50
High-Lite	29.50	Sun Raw	12.50

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

EASTERN PENNSYLVANIA, CENTRAL and SOUTHERN NEW JERSEY, DELMARVA OPERATORS
WE HAVE THEM

KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.

PHONOGRAPH BARGAINS

1/3 Certified Deposit, Balance C. O. D.

Wurlitzer 24	$129.50
Wurlitzer 616	79.50
Grille, $10.00 Extra	
Seeburg Mayfair	185.00
Seeburg Casino	155.00
Seeburg Regal	165.00
Seeburg Gem	139.50
Seeburg Royale	119.50
Seeburg Rex	109.50
Seeburg Model A	29.50
Seeburg Model B	29.50
Mills Dancemaster	14.50
Mills Swing King	19.50
Rock-Ola 12 (AC-DC)	27.50
Rock-Ola Standard	175.00
Rock-Ola DeLuxe	185.00
SINGLE GRIPPERS, Gottlieb	7.00

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave.,
MILWAUKEE, WIS.

Klein Gives Dope On Counter Games

CHICAGO, Feb. 17.—When we displayed our Ginger token payout game to a few privileged friends at the coin machine show four years ago, we hardly foresaw that we had started an entirely new era of counter game operation methods," declares Karl Klein, Groetchen Tool Co. official.

"In 1936 we were proud to have realized a long ambition—to give operations an automatic payout game in the lower price range, which would give them a complete check on intake and payments. After four years Ginger still commands a high resale price.

"Sparks followed about 10 months after Ginger. It also was a token payout machine, but with a gum vender. Territories have been opened and kept open with this machine. Mercury was first introduced about a year ago. It quickly gained popularity. Its streamlined cabinet still remains unsurpassed in beauty and player appeal. Its bakelite ball handle was found so desirable that other machines have utilized the feature.

"Again Groetchen was first—by introducing a year ago the 'discreet payout' feature on Mercury and Sparks. Here the token falls onto a shelf inside the game, location pays out the reward shown on the token—and then pushes a plunger which deposits token in cash box, where it remains to provide a check on payouts. Today, because we were among the first to originate such ideas as I have mentioned, eight out of 10 token payouts are made by Groetchen.

"Within the next few months there will be startling new developments in token payout games by Groetchen."

Rock-Ola Ten Pins Thrilling Thousands

CHICAGO, Feb. 17.—"The zippiest game of many a year is coining money in thousands of lucky locations thruout the United States," report officials of the Rock-Ola Mfg. Co. "And the game that is bowling them over from Coast to Coast is Rock-Ola's Ten Pins, a sensational bowling game," they state.

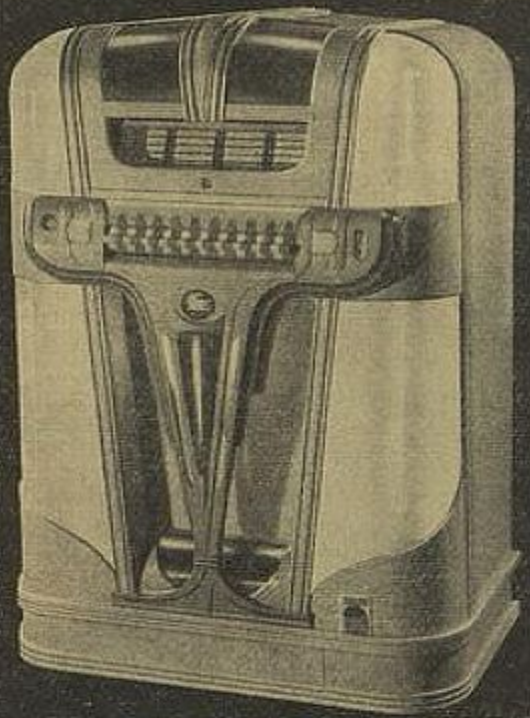
"Ten Pins is 100 per cent legal," they continued. "It is a real skill game with all the thrills and fun of big-time bowling. Everyone who bowls—and most of those who don't—are playing the bowling game and are getting enjoyment and good clean fun for their nickels.

"Never before has a game met with the acceptance which is greeting Ten Pins. Wherever a Rock-Ola Ten Pins game is in operation there can be found enthusiastic players testing their skill and having the time of their life.

"Now in 1940 Rock-Ola presents a new Ten Pins game, one on which the player can bowl more strikes and more spares. Appreciating the fact that players like to make a high score, a new high-score unit has been built into the 1940 Ten Pins. This, of course, adds to the enjoyment and keeps play appeal at a high pitch.

"Locations everywhere are clamoring for the game and production of the game at the huge Rock-Ola plant has trebled since manufacture of Ten Pins began."

HERE IS SKEE JUMP, new skill game built by the Scientific Games Corp., Brooklyn. "It's a legal skill game which may be operated anywhere," say officials.



MILLS NEW EMPRESS

INVINCIBLE!

Conquering all opposition Mills Empress and Throne of Music are everywhere given the right of way. "Mills Music Makes More Money" is today's best operating formula. Switch to Mills!

MILLS THRONE OF MUSIC

New SPORT KING

multiple with BUY-THE-BOARD feature

Here's the mighty monarch of multiple money-makers! All the money-minting features of Bally's famous multiples . . . **including $45 top reserve . . . PLUS NEW BUY-THE-BOARD FEATURE** that takes in the nickels faster than a subway turnstile at rush hours! Location tests prove SPORT KING easily doubles or triples average multiple collections! **Yet the price-tag is 1938 style!**

See Your Jobber!

PRICED To Please
See your jobber or write factory

ALSO IN PRODUCTION: Bally Alley, Bull's Eye, Dandy, Gold Medal, Grand National, Royal Flush—write for descriptive folders

BALLY MFG. COMPANY
2640 BELMONT AVENUE CHICAGO, ILLINOIS

TRIUMPH

starts a stampede

Operators coast to coast are clamoring for TRIUMPH—Bally's new **novelty or free play** hit with the **BUY-BACK feature!** And no wonder—location tests prove TRIUMPH **daily** collections equal average weekly profits on same location! For better-than-Bally Reserve profits, get TRIUMPH now!

ORDER TODAY!

Remember Bumper! Remember Bally Reserve! Remember the wild scramble to get delivery! Make up your mind to get in on the ground floor with TRIUMPH! Be first! See your jobber—or wire factory for details and price!

SEE YOUR JOBBER

EASY CHANGE FROM NOVELTY TO FREE PLAY

Here Are America's Finest "Better Machine Buys"!

FREE PLAY NOVELTY TABLES

FREE PLAY NOVELTIES					
Gold Cup, Console Model	$130.00	Champions	$37.50	Bint	$ 14.50
Mills 1-2-3 Animal Rolls	79.50	Golden Gate	35.00	Box Score	14.50
Big Six	65.00	Conquest	35.00	Tara	20.00
Scoops	60.00	Up & Up	25.00	Seburg's Chicken Sam	129.50
Blockout	40.00	Hold Tight	25.00	A. B. T. Model F	14.50
Airports	45.00	Spotterns	21.50	Triple Entries	145.00
Rebounds	42.50	Snooks	21.50	Winning Ticket	89.50
Twinkles	38.50	Fifth Inning	21.50	Thistledown	79.50
Follow Ups	34.50	Contacts	20.00	Derby Clock	59.50
Triple Threat	37.50	Majors	20.00	Sport Page	49.50
		Double Feature	15.00	El Dorado	49.50
		Gun Club	14.50	1937 Skill Time	37.50
				Shoot the Moon	22.50

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

You can *ALWAYS* depend on JOE ASH — *ALL WAYS*

FOR SALE—ALL FREE PLAY GAMES!

SPECIAL! KEENEY'S TRIPLE ENTRY CONSOLE Like Brand-New in Every Way! **$129.50**

Big Six	$54.50
Snooks	21.50
Chubble	19.50
Zip	24.50
Cowboy	32.50
Arrow Head	47.50
High Life	22.50

SPECIAL! BATTING CHAMP FREE PLAY FLOOR SAMPLE **$24.50**

1/3 WITH ORDER, BALANCE C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

FREE PLAY GAMES				NOVELTY PLAY	
Big Six	$55.00	Western BASEBALL, 1939, Light-Up Backboard, Like New	$89.50	Bat. Champ	$15.00
Thriller	49.50	Original PHOTOMATON, with Extra Parts	200.00	Box Score	10.00
Spotterns	20.00	GROETCHEN METAL TYPER, Floor Sample	145.00	Chevron	19.50
Chevron	20.00	Scientific Bowling Alley	100.00	5th Inning	15.00
Up & Up	22.50	Pick-a-Pack	9.50	Majors	10.00
Box Score	20.00	1/3 With Order, Balance C. O. D., F. O. B. Brooklyn		Bang	18.50
Double Feature	22.50			Variety	37.50
Majors	22.50			Snooks, New Metal Gear	12.50
Cowboy	32.50			Skyrocket	12.50
5th Inning	20.00			Spotterns	15.00

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

WE HAVE THEM at the RIGHT PRICES

GRANDSTANDS	LIT-A-CARDS	BIG SIX	GINGERS
Hawthorne	Variety	Pick 'Em	Sparks
Grand Nationals	Gold Cups	Scoops	Columbias
Thistledowns	Mr. Chips	Vogue	West Pockets
Sport Pages	Thriller	1-2-3	G. T. A. Sr.
Winning Ticket	Chameleons	Cowboy	Challengers
Fairgrounds	Top Notchers	Ocean Park	Gottlieb Grips
Ak-Sar-Ben	Lot-o-Fun	Majors	Bally Baby
Klondike	Rebounds	Contact	Penny Pack
Fleetwoods	Golden Gate	Bangs	Daval Tally

★ 12 New Games in Original Crates at Reduced Prices. Write for Our New Price List. Immediate Delivery on All New Games. Your Used Equipment Accepted in Trade. ★

GRAND NATIONAL SALES CO. OAKLEY AT ARMITAGE, CHICAGO, ILL.

NATIONAL'S USED GAMES ARE RECONDITIONED LIKE NEW!

NOVELTY GAMES: Cards, Fiesta, Natural, Odd Ball, Regatta, Review, Ritz, Speed and Others! **$7.45** Each or 3 for $21.00

SPECIAL Used Bang-a-Way ... $184.50; Used Chicken Sam ... 154.50

5% OFF On All Used Machines When Full Cash Accompanies Order!

WRITE for New Price Bulletin Today. "National's Newsette." Free Illustrated Catalog on Request. Get on Our Mailing List.

NATIONAL NOVELTY CO., MERRICK, L. I.

COIN OPERATED MACHINES AND SUPPLIES

I. L. MITCHELL & CO.

IF YOU'RE LOOKING FOR EXCELLENT USED PIN GAMES AND LOWER PRICES

Write For Our List!

PHONE: GLENMORE 2-5400.
1070 Broadway, BROOKLYN, N. Y.

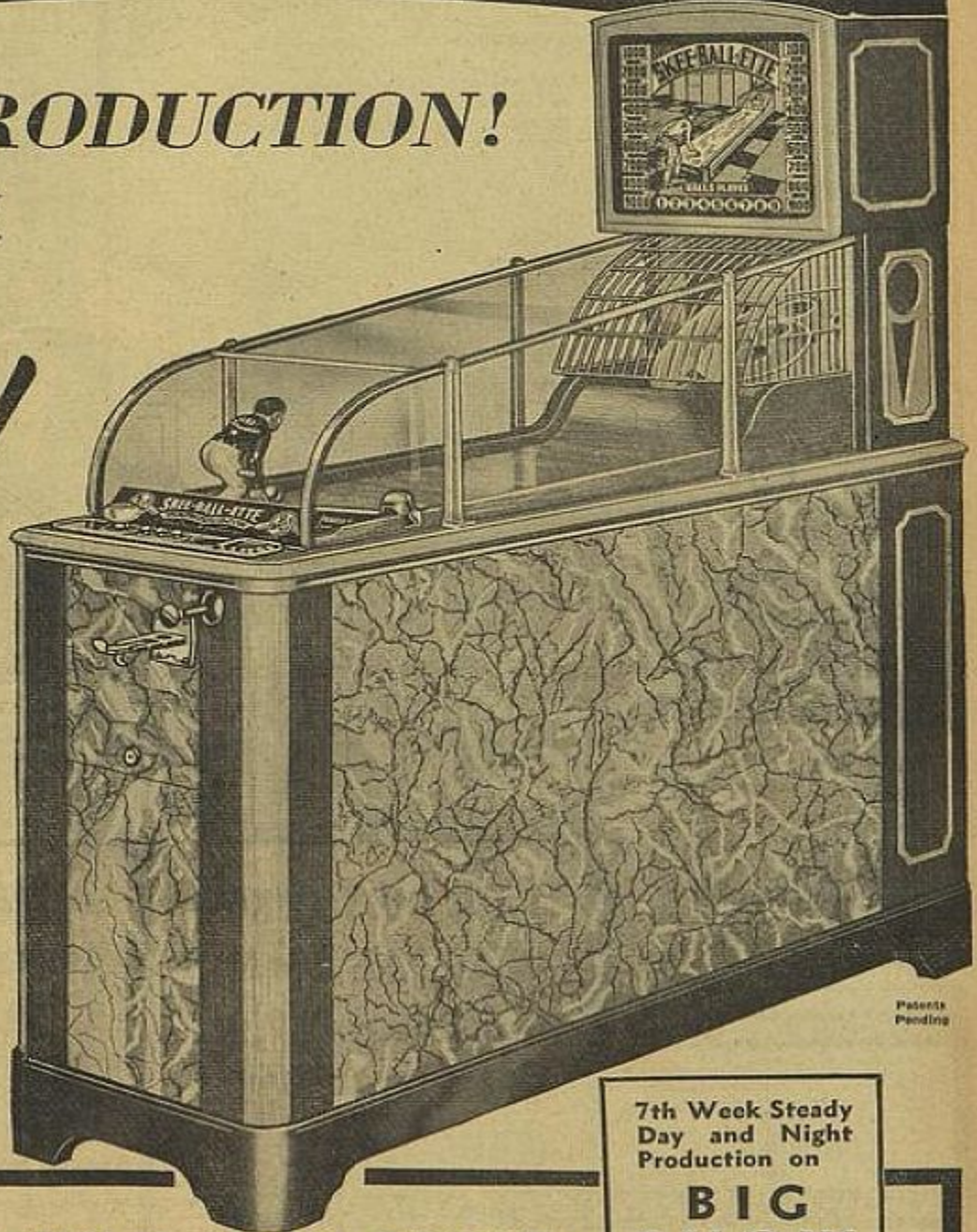
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SKEE-BALL-ETTE

NOW IN PRODUCTION!

Yes, Sir! The entire industry guessed right on this one . . .

it's Terrific!



The collections are staggering, because the great American public is wild about this game!

SEE YOUR DISTRIBUTOR!

7th Week Steady Day and Night Production on

BIG SHOW

and Still Going Strong!

HIGH SCORE—WEEKLY HIGH SCORE

NOVELTY OR FREE PLAY (Convertible)

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

This NEW KEENEY GUN

DELIVERIES NOW BEING MADE TO THOSE WHO ORDERED EARLY

WILL OPEN YOUR EYES

TO NEW AND GREATER PROFITS!

KEENEY'S ANTI-AIRCRAFT MACHINE GUN HAS NO ELECTRIC EYE — NO AMPLIFIER — NOTHING THAT WILL GET OUT OF ORDER — GOOD FOR YEARS OF PROFITABLE OPERATION!

IT'S LEGAL 100% SKILL

Player gets 15 bursts of shots at a series of airplane flights that move across the screen. When a plane is hit, a bell rings and a hit is registered on the screen. If 13 hits are made player keeps on shooting until he misses. With 14 hits he gets two misses—with 15 hits he gets three misses.

- Sensitivity Easily Adjustable
- Red Lights Flash From Gun
- Over 3,000 Flight Variations
- Realistic Chromiumed Gun

STILL OUTSELLING—OUT-EARNING ANY OTHER KEENEY "FREE GAME" TABLE EVER MADE—1940

Super Six

NOW SHIPPING

KEENEY'S NEW REMOTE SELECTOR

WALL BOX

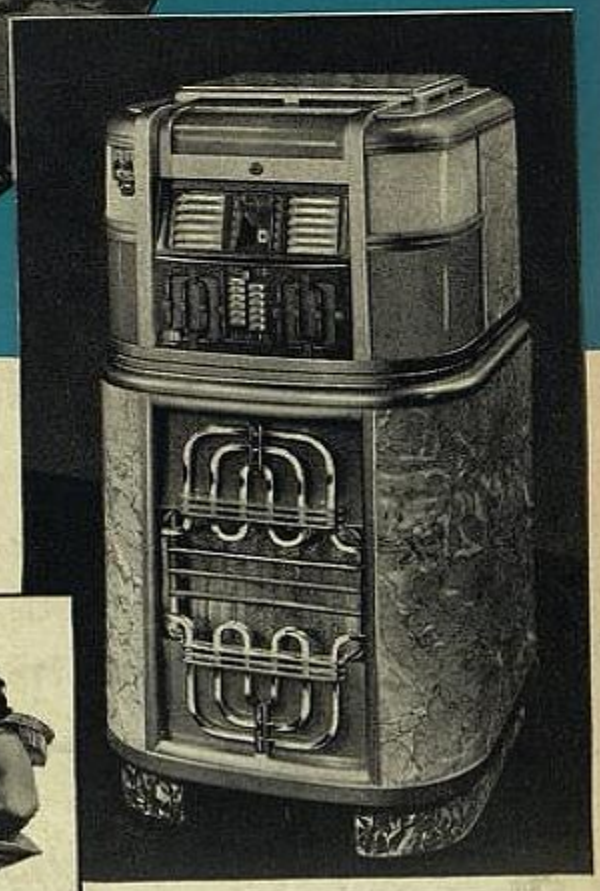
Fits any make—any model phono. Adjustable for from 12 to 24 records. So simple to install! Just 4 wires to connect to box. And a cable that's half the width of your little finger! Illuminated dial and cabinet. Easy, instant selector. Ups profits 100% and even as high as 200% on locations!

J. H. KEENEY & CO., Not Inc. "The House that Jack Built"
2001 CALUMET AVENUE • CHICAGO, ILLINOIS

ROCK-OLA 1940 Junior Model WITH SEPARATE SPEAKER

Just the right size for small or multi-room locations. Attractively designed to harmonize with any interior. Comes equipped with convenient separate matched speaker, which allows acoustic flexibility and eliminates direct blaring at customers. A "Gem" for any location with powerful play appeal.

★



1940 JUNIOR MODEL WITH CONSOLE

FEATURING

Sensational New Rock-O-Lite Finish

A winning combination exclusively new for '40. Beautiful Junior Model with Console in luxurious Rock-O-Lite finish. A special Rock-Ola creation that has already captured first place in the phonograph hit parade. Stimulates attention. Increases play appeal. A natural for increased earnings.

ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVE. • CHICAGO, ILL.

WURLITZER'S THE WINNER
with Hi-Speed Service Set-Up

EVERYTHING WITHIN EASY REACH FROM THE FRONT

Look at the 1940 Wurlitzers from a standpoint of service convenience and accessibility! You change records, make collections, re-set the Play Meter, render all service *from the front!* Doors swing wide. Parts are easy to reach, remove and replace. Unit assembly construction reduces service *on location* to a minimum. Counter Models, despite their compactness, are also built for Hi-Speed Service. Compare Wurlitzer's Service Set-Up with all others—for saving time—for saving MONEY that can go into YOUR POCKET. You'll say, "Wurlitzer's the Winner!" Then write or wire for the full facts. The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

WURLITZER'S *Automatic Phonographs are Sold only to Music Merchants*