

The Billboard

The World's Foremost Amusement Weekly

APRIL 6, 1940

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Vol. 52. No. 14



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No. 14

April 6,
1940

The World's Foremost Amusement Weekly

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NABE SPOTS ON UPSWING

Pitt Convention Subsidy May Help Theaters, Niteries

PITTSBURGH, March 30.—Theaters, night clubs and other play spots may soon receive box-office stimulation thru a city council subsidy to attract conventions, if plans contemplated by the mayor and commercial bigwigs win okehs from parties concerned. Pointing to a revenue of \$4,034,000 coming to the city from conventions during the past year, Mayor Cornelius D. Scully indicates that he will ask council for an appropriation to help defray the expenses of the Convention and Tourist Bureau.

Theaters are estimated to have received about \$200,000 from the 79,162 delegates to 147 conventions here last year, and other amusement enterprises about the same amount. Hotels are supposed to have grossed approximately \$1,000,000 from conventions, and restaurants outside of hotels, \$400,000. Trade for entertainment purveyors has been boosted considerably during the past year, according to CTB executive secretary Agop Frey, by effort of the Pennsylvania Publicity Commission, traffic to the World's Fairs, completion of the Oakland civic center, which is becoming national tourist bait, and expanded activities of the bureau.

AGVA, Circuits Deadlocked on Dropping of Booking Office Fee

NEW YORK, March 30.—The American Guild of Variety Artists and representatives of vaudeville circuits have reached a deadlock on the elimination of the 5 per cent booking office fee. AGVA's executive secretary, Hoyt S. Haddock, admitted negotiations may be broken off next week.

AGVA insists that performers pay no more than 10 per cent commissions. Its agreement with the Artists Representatives' Association okehs payment of 10 per cent to agents, but calls for elimination of the 5 per cent booking office fee until May 1. Offices, such as Fanchon & Marco, Edward Sherman Agency, William Morris and Music Corp. of America, that are both agents and bookers, have consented to the waiver of the booking office fee, contingent upon final settlement of the additional 5 per cent at the conferences now being held between AGVA and the vaudeville circuit representatives.

No agreements have been reached on minimum salaries and maximum number of performances to be played weekly. AGVA is seeking \$70 weekly for principals, \$50 for assistants and \$40 for chorus in Class A houses; \$60 weekly for principals, \$40 for assistants and \$35 for chorus in Class B. AGVA seeks a 30-performance working week.

Haddock did not comment on whether he would order AGVA members out of circuit houses if negotiations fall thru.

According to AGVA, an agreement may soon be signed with the Entertainment Managers' Association, an organization of private club bookers, and the Associated Agents of America, a group of local night club bookers. Proposals agreed upon by AGVA and EMA include the payment of commissions no later than 24 hours after the performance, first-class transportation to be paid by the employer, and a provision that if the performer cannot reach Columbus Circle by 4 a.m., an additional \$2 must be paid him for hotel expenses.

Dollar Day at Harvard

CAMBRIDGE, Mass., March 30.—Harvard's would-be actors nearly lost a chance to show an audience of 400 persons—including the cream of the Hub's society—just what they could do, because somebody forgot to get a license. The initial showing of the Hasty Pudding Club show, *Assorted Nuts*, was held up more than an hour because the club had not obtained the \$1 license required for all entertainments where admission is charged.

The 94th annual production by the Harvard club finally went on, after a frantic telephone call to Mayor John W. Lyons and the promise to obtain a license in the morning squared the situation.

The rumpus arose when policemen arrived at the Hasty Pudding Club-house to see whether a number entitled *I Want To Be Investigated* was immoral. They decided it wasn't. The number was questioned because a private version had been presented to members of the club, and a copy was accidentally handed to a deb who was scheduled to sing. She finally got the right lyrics, but meanwhile the incident had been published in a Boston column and the cops hotfooted it over to see what went on.

Members of the club said that Hasty Pudding shows had been presented for over 90 years without a license.

Off-the-Track Bistros Adding Floor Shows; Dough Not So Good

In Philadelphia, tho, they take the play from downtown spots—New York and Chicago have several that do heavy advertising—number increasing in suburbs

NEW YORK, April 1.—Big city night clubs catering to neighborhood residents and located away from the bright light districts are gaining in number and in importance, a survey reveals. Most of them are still taverns that have added one-day or week-end floor shows, but more and more have turned into full-time night clubs, some even using production floor shows. Salaries in these spots are still low compared with those in midtown spots; but neighborhood clubs often offer long engagements, direct bookings and a chance to break in new numbers. Nabe spots have grown fast recently. They pick up patrons who haven't the money or energy to travel to the main theatrical district, and usually draw a lot of youngsters due to no-cover no-minimum policy.

In many instances the nabe club is a saloon that is doing well and seeks to expand. A band and a dance floor usually form the first change and a floor show often follows.

In a few instances nabe clubs do so well that they advertise widely, book good shows and try to draw trade from other parts of the city. Locally, that is being done by Butler's Tavern, Maxim's in the Bronx, Old Roumanian on the lower East Side, several of the Greenwich Village spots and others.

Locally, the key night club sections are Times Square and the East Side, plus a big cluster of clubs in the Greenwich Village section that live on both neighborhood and transient trade. There (See Nabe Spots on Upswing on page 62)

Hollywood Exhibit Assured for GGIE

SAN FRANCISCO, March 30.—Hollywood's participation in the Golden Gate International Exposition here was assured yesterday when F. Herrick-Herrick signed a contract for construction of an exact replica of a Hollywood sound stage where the public will see how modern technicolor movies are made.

Herrick said various film studios are co-operating in the exhibit. The industry was not an exhibitor last year.

Already signed to appear in the picture which will be made in the fair studio are Neil Hamilton and Marion Marsh.

Floresque Injured in Fall

MINNEAPOLIS, March 30.—Costica Floresque, high-pole and iron-jaw performer, sustained a fractured leg and possible internal injuries here on March 28 at a matinee performance at Northwestern Sportsmen's Show in Municipal Auditorium. He fell about 60 feet thru the top of an exhibition booth, narrowly missing some spectators. Extraction of several teeth on Tuesday, resulting in inability to grip his mouthpiece securely, is believed to have caused the accident.

Wage scales and zones are still to be worked out.

Feeling of AGVA is that all bookers' and agents' organizations should combine with ARA so that enforcement can be supervised more effectively. AGVA has up to now approved licenses for 29 agents and 43 associates. So far, no licenses have been granted agents not (See AGVA-Circuit Deadlock on page 63)

Paris Show Business Okeh; Lack of Talent Only Kick

PARIS, March 16.—The French theatrical barometer registers fair and possibly warmer, if the first six months of wartime activities are to be considered as a criterion.

Starting from zero in September, legit managers centralized their efforts in one huge casting office and by mid-October were preparing for rehearsals. Ten days later several houses were operating to turn-away crowds. Hearing the b.-o. music, managers of other establishments threw open their doors, and by the first week in November 20 theaters had tested their footlights and were advertising their wares to an amusement-hungry public.

December produced the greatest animation, when 20 more houses in various categories unshuttered. Matinee idols of another generation were brought out, vaude favorites of two decades before were re-introduced, several "queens of tragedy" of the '90s put their names on the dotted line, managers became Doctor Varnhoffs, and the b.-o. jingle served as monkey glands.

Vaude producers, chary of a centralized casting office, sent out scouts to bring back live talent—but some of it was tottering, and much of it was ancient.

At present, with variety houses jumping from vaudeville to reviews to girl shows, about 30 houses are making money with these branches of the industry. The legit field is clearer, while plays come and go as in normal seasons, during this six-month period six smash hits have been registered, 14 shows have flopped, two have been ruled off by the censors, and three financial successes have been forced to suspend thru loss of their homes or the male headliners being remobilized. These will be taken off the shelf later. At this writing 27 playhouses are operating.

Night spots are collecting heavily from the military forces. With a midnight curfew the licensed spots are handicapped, and at the Cinderella hour are forced to stand idly by and watch the boys and girls they have warmed up depart for the nearest "speakeasy." In many cases this is a mere matter of going thru a door or up a pair of stairs, but the law is the law and must be "observed" by all.

Of Paris' two indoor circuses, one has suspended and the second is putting on any kind of a specialty number that can be contacted.

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Atlantic City Piers Open With Name Bands and Vaude

ATLANTIC CITY, March 30.—Steel Pier and Hamid's Million-Dollar Pier, twin giant show places which set the pace here, unshuttered for the Easter weekend to attract the 400,000 promenading the Boardwalk. Marking the 13th anniversary of association with Steel Pier for Richard Endicott, manager, Kay Kyser Band was the top attraction Easter Sunday in the Marine Ballroom, along with Alex Bartha's Ork. Bartha carried on alone the day previous (23).

Name bands will be used week-ends until the summer season starts, when the stand becomes a full week. Ginny Simms, Kyser's fem attraction, was confined to the sick line for this date.

With all attractions for the same admission (75 cents), pier's Casino Theater once again houses vaude booked thru Eddie Sherman, of New York. During the summer a feature flicker is added. Seats were at a premium all day (24), performances being continuous. Vaude bill headlined the four Mills Brothers (reviewed at the 7:30 p.m. show). The four familiar sepi voices, with a fifth strumming guitar accomps, were a walk-over in the try spot, pleasing the packed hall with their close harmonies and instrumental impersonations. Did three numbers, *Dinah*, *Kid Named Joe* and *Sweet Lucy Brown*, and had to do three more, *60 Seconds Make a Minute*, *Tiger Rag* and *Nagisack*, before they could get off.

Five Juggling Jewels, fem jugglers, opened and dazzled with their club tossings. Act is an eye-spectacle as well, working in spangled gowns and using fluorescent clubs to good advantage. Five Maxellos, three males and two girls, closed with their ace tumbling routines.

Radio City Is Finally Finished

NEW YORK, March 30.—With the granting of a temporary certificate of occupancy for the 22-story United States Rubber Building, Rockefeller City, as an amusement and commercial center, was completed Thursday (28), with the Metropolitan Opera absent. The Rockefeller had included in their original plans a new home for the opera, but years of depression and other obstacles forced a change. The Rubber Building represents the 14th unit in the three-block development.

The Center, reported with a current occupancy of 87 per cent of its available 5,108,000 square feet, lists among its tenants the National Broadcasting Co., the Radio City Music Hall and the Center Theater, and many local agents, bookers and producers.

LAWRENCE WELK (This Week's Cover Subject)

LAWRENCE WELK is now realizing one of his early ambitions. Ever since he has been fronting an orchestra with his trained accordion he has wanted to play Andrew Karzas' ballrooms in Chicago. His current run at the Trianon, for that reason, made Lawrence a thoroughly happy man.

Welk's history in the business dates back to his home town in Strasburg, N. D., where in his teens he joined a tent outfit as soloist. Later he organized a two-piece band with a drummer, eventually augmenting it into a six-piece outfit. The "Champagne music" trade-mark entered the picture when Welk created a "bouncing" and effervescent musical effect by a grouping of instruments. It went over so well with the customers that that effect has been adopted for all the arrangements.

Encouraged to build a full-size band, after playing several fat engagements in Texas hotels with "the biggest little band in America," he landed his first location job at the St. Paul Hotel, St. Paul, and signed a managerial contract with the Frederick Brothers Music Corp. In the last four years he has played some of the country's leading hotels and has been heard over the major networks. His engagements include William Penn Hotel, Pittsburgh; Nicollet Hotel, Minneapolis; Rice Hotel, Houston; Schroeder Hotel, Milwaukee, and the Edgewater Beach Hotel, Chicago.

Welk is also a popular record artist, having been featured on the Vocalion label for a couple of seasons.

In the deuce spot Lowe, Hite and Stanley, male midget, giant and average-sized gent, center their comedy antics on their height variations. As such their knock-about stuff is sure-fire, with a finale clicker in an eccentric precision tap turn. Harry Savoy, with Eileen Joyce as the foil, rounded out the bill. Comic wowed them and came out on top tossing back fast ones to the kibitzing merry-makers down front.

Pier's Music Hall offered *It's a Date*, a minstrel show added to this hall during the summer. Ocean Hall, a third theater on the pier, showed *Housekeeper's Daughter*, house being straight pic policy in season. Kiddies' Theater (dark) adds English opera during the summer on Sunday afternoons. In season thrill and aquatic outdoor acts are presented at out- (See ATLANTIC CITY PIERS on page 61)

Scrap Iron Ducats; Sore Sheik Pens Pic; Other Paris Notes

PARIS, March 16.—The Grand-Guignol, famous for its blood-curdling tragedy and super macabre melodrama reopened February 28. The first goose-flesh producer was *Les Hallucinations*.

Several flicker houses on the Champs Elysees devoted one entire afternoon to the cause of "armament," and for 30 pounds of scrap iron an admittance was given. All day long kids were to be seen carting the required weight to government trucks at the doors. One house reported trading 400 seats for six tons of raw material.

As the weekly guest at the American Club, Henri Bernstein, French playwright, laid all the present ills of the world to disappointed artists.

According to a dispatch from Jaffa, a sheik, scandalized by the Hollywood conception of sheikdom, is busy completing an inspired scenario which, he hopes, will right an ancient wrong. Fellow sheiks are aiding and advising the outraged Arab on the script.

Union Drive Starts in Pitt

PITTSBURGH, March 30.—Tom Kelly, of Philadelphia, will head a drive to simultaneously organize acts, agents and night clubs in this area, executive secretary Hoyt Haddock of the American Guild of Variety Artists, announced at a meeting of entertainers Saturday (23).

Aimed at uniting various elements (See UNION DRIVE STARTS on page 61)

"Henry" Knoxville Sellout; Near-Panic Is Averted

KNOXVILLE, Tenn., March 30.—Starved out all season, Knoxville gave Edward Everett Horton's *Springtime for Henry* a sellout crowd at the Bijou this week. It was the only dramatic road show of the season and did better than any last year.

Quick work by the house staff narrowly averted a panic during the performance. Odor of a smoldering paper-towel basket into which someone had tossed a cigaret reached the first balcony and a score or more persons started for exits. Hearing the noise, almost all the audience downstairs got to their feet, but several of the house staff quieted them by walking down the aisles and assuring them nothing was wrong. Horton and the cast had their lines drowned out for a few moments, but they helped the situation by continuing unruffled.

Can She Play, Too?

SEATTLE.—Out to break his own record of 238 hours continuous piano playing, Eddie Carter has been engaged as the window attraction of the Ryan Furniture Co. and draws sidewalk lines as he keeps going night and day, with 15-minute breathing spells each hour. He has a nurse attending.

Going Doggy

NEW YORK, March 30.—Lou Costello, of Abbott and Costello, and his representative, Edward Sherman, are the co-owners of a racing greyhound. The whippet, now six months old, will be named *The Billboard* and will be entered at the dog tracks in Florida as soon as he's eligible. The hound is now being trained at Costello's Miami Beach home by his brother, Pat.

Ice Arena Rivalry Heightened in Wash. By Third Rink

WASHINGTON, March 30.—Ice rink ventures are becoming more competitive here, with announcements from M. J. Uline, local ice tycoon, that in addition to his wholesale business in commercial ice he will put up a huge rink for public skating and sporting events.

Uline plans a \$450,000 structure next door to his ice plant in Northeast Washington, to provide space for basket ball, boxing, track meets, conventions, ice carnivals and eventually a home rink for a professional hockey team.

Addition of the Uline arena will compete with the Riverside Stadium, which this year gave two dates to Shipstad & Johnson's *Ice Follies* and provided space for Washington's own *Ice Carnival*. Riverside is also the home rink for the Washington Eagles, a semi-professional hockey team.

In uptown Washington the Chevy Chase Ice Palace is not expected to be seriously hurt by Uline's project. However, rink operators here anticipate a price war for public skating next year.

A Million More For Ice Shows

NEW YORK, March 30.—Good box-office returns being chalked up continuously by touring ice shows and skating club carnivals have attracted capital from established promoters and new organizations to the point where this week over a million in new money is reported being invested in new ice arenas.

Society Tie-Up Aids Chicago Ice Revue

CHICAGO, March 30.—The annual ice revue presented by the Chicago Figure Skating Club at the Arena winds up a ballyhooed four-day engagement tomorrow. Society angle brought much publicity for the show in both the sports and society pages of the local dailies.

Line-up included the Caley Sisters, Edl Scholden, Alfred Trenkler, Walter Ridge, Eleanor and Eduardo Hellmund, Frick and Frack, Hedy Stenuf, Skippy Baxter (See SOCIETY TIE-UP AIDS on page 61)

Eighty-six leading figures in the amusement world, representing a complete cross-section of the theatrical field, have been asked by

The Billboard

to name

THE FIVE GREATEST PERFORMERS THEY HAVE EVER SEEN

Results of the poll will appear in

THE SPRING SPECIAL ISSUE

Dated April 13



NO TALENT worth any space in this sacred precinct emerged from the 1939 edition of the New York World's Fair. It is no wonder when we consider that the Aquacade was the only big-time theatrical production in the amusement area. For the sake of Harvey Gibson's 1940 edition of the Flushing Frolic as well as next fall's show business it is to be hoped that within the next two months several basically sound show ideas will emerge and that these ideas will be carried out by men with ability who will be bank-rolled by generous and trusting souls who have enough of the gambler in them to loosen up their purse strings without actually seeing the fruition of an idea in tinsel, limestone, glass and cement. It is as yet too early to pass judgment, but it seems to us that Harvey Gibson made a favorable start at the tail end of last year's Flushing Floppo. He has not been idle the long winter and it looks like the banker is using a few of the pointers he received from showmen these past few months. Which means that he is leaving his big scene for the glorious climax when New Yorkers and fair visitors from all parts of the North American continent will stare in open-mouthed wonder at a scene that will dissipate the sour taste lingering from last year.

It will be of incalculable help to next year's theatrical activity if some real attractions, personalities and ideas are born or glorified at the fair. Not only will theatrical interests benefit economically from a sensational revival of activity in Flushing but an amusement-hungry nation will grab up eagerly everything that is brought to them if the stuff has merit as well as glamour created by smart exploitation and publicity during the run of the fair. A complete shake-up of showmen-concessioners is not needed to insure success this year. There was nothing wrong with most of the showmen in last year's fair. There was plenty wrong with the World's Fair Administration. One of Gibson's major attributes is that he knows it and when it required plenty of courage to do it he swallowed his pride and started using a vigorous arm on a stiff broom to clean the red tape, cobwebs and plain stupidity out of the Administration Building.

The showmen who lost plenty of simoleans of their own and of those who backed them will have a chance this year to recoup their losses. As to how much of a chance depends on Gibson and his cohorts. The rest depends on the rarely predictable American public. It is pleasing to note that a few of the alleged showmen who botched things up for themselves and for the fair last year are definitely out of the picture. These were not enough in number to make the amusement area as dismal a proposition as it turned out to be. Even most of these gamblers disguised as showmen would have made good if they hadn't been buried in a sea of red tape dumped on them by the Administration's bureaucratic asses. True, there were not enough real showmen to form the basis of a real amusement area. The obvious reason was that the Administration's handling of showmen was such as to frighten away all but the dumb gamblers who enter where more sober heads fear to tread and the old veterans in the exposition business who couldn't be frightened away by anything less than the Holy Ghost.

So we say again and in conclusion that we hope and somehow feel that this year things will be a little different; just the least bit will be enough to make things hum. We say that we feel in our bones that the Administration will provide showmen with crutches when they falter instead of solar plexus punches when they are down; that Harvey Gibson's brigade will be as daring and as ingenious as the men who will sell amusement to the public in the fair fun area; that 1940's triumphs will make a faint memory of 1939's dismal failures. We say it and we hope we can subscribe to it as unhesitatingly as we summon up glibness to say it. By October nobody will be in doubt. Even this column.

JACK WALDRON, one of Broadway's sons and probably one of its best emcees, is doing a little gambling. He is saddled down with a piece of the Brown Derby on 52d street and he is putting the show thru its paces and (See SUGAR'S DOMINO on page 63)

RADIO'S LEGIT HERITAGE

B-S-H in Major Serial Shuffle

WMCA gets daytime script shows — agency to split programs with musical fare

NEW YORK, March 30.—A major rescheduling of daytime serials rebroadcast on WMCA here from 8 to 10 p. m. is being arranged by the station and Blackett-Sample-Hummert, agency for the advertisers sponsoring these serials. All of the script shows are broadcast during the day on either NBC or CBS, and are now heard during the evening over WMCA.

Along with rescheduling the shows so that WMCA will have them during the day, it is understood B-S-H is "experimenting" by splitting the programs with musical shows so that the dramatic serials and musicals will alternate. Programs will not alternate on a daily basis, but from the standpoint of breaking up the program hours so that there will no longer be a succession of straight dramatic shows. If this test proves successful it may have a considerable effect on daytime schedules of networks, since B-S-H is the most active daytime serial producer and time buyer in radio.

Show Must Go . . .

PITTSBURGH, March 30.—Couple of seconds before sign-on time, WCAE engineer Gif Bixbee found he couldn't get into control room because he had left keys at home. He wrapped his fist in newspaper, plunged it thru the window and the station went on the air on schedule.

Rescheduling of the daytime shows will also mean a major overhauling of WMCA's programs, since many other programs will have to be moved around to make room for the serials. Station is said to be looking forward to this proposed revision, since use by B-S-H of the station to augment network coverage in New York will give the station a good prestige selling point. Station will also have evening time now closed available for sale, which is especially valuable during an election year.

Purchase of the evening time for repeating the serials last year is generally accepted as being the germ that started the proposed Transcontinental Broadcasting System, the Elliott Roosevelt-Jack Adams chain which has not yet been able to get going. Blackett-Sample-Hummert sought to spread the idea into a sort of transcription network. H. K. Boice, formerly with Benton & Bowles, recently went with TBS, but the proposed chain does not figure in these plans, it is said, and TBS is in a state of suspension.

Estimates made by script service organizations say there are now 1,200 little theaters in the United States. Angles of the radio trek are several. First, it assures stations of audiences and creates good will among local merchants whose offspring are often in the cast. Second, radio is a promotional medium for the theaters, and as such is a means to an end rather than an end. Third, radio acting is a stimulus in the direction of keeping the little theater together, giving the entire group a crack at emoting for an audience.

Little Theaters Teem on Air And That's Not All; 600 of 'Em

NEW YORK, March 30.—The little theater movement, suffering a decline since the 1929 crash, has moved over en masse to radio. According to Joseph M. Koehler, of Script Library, and other experienced sources, there are now 600 little theater groups on stations thruout the country. These 600, bona fide little theaters, do not include a raft of groups associated with the Epworth League, YMCA's and churches, and are figured to consume a minimum of 250 half-hour periods weekly and to pay a weekly royalty bill of at least \$1,500.

Years ago radio was regarded as too vulgar for the small-time thespians, but the disappearance of angels and others who backed the amateur actors hyped the trek to radio.

About 300 of the theaters broadcast weekly, while some go on fortnightly and some monthly. Only about 10 per cent of them are sponsored, sponsorship being full of dynamite because financial supporters are wary of carrying commercialism into something done ostensibly for the sake of art.

Stations Approve

Stations go hook, line and sinker for the theaters, because local merchants are behind them. Result is that a station often gives times free and does promotion. Some of the stations even pay for scripts.

Little theaters on radio are spread pretty evenly over the country and range (See STATIONS FIND ACTING on page 6)

ENJOY LIFE AT ITS BEST - IN KANSAS CITY MISSOURI

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GAY RENDEZVOUS, ENTERTAINMENT AND FINE FOOD

PENGUIN ROOM
D. C. BAKER, Mgr.
COCKTAIL LOUNGE

COFFEE SHOP
350 BEAUTIFUL ROOMS WITH BATH
From \$2.50 TO \$6.

HOTEL CONTINENTAL
11th & BALTIMORE

Shell Oil Has Nine-Act Show

CHICAGO, March 30.—Shell Oil Co., in its current road safety promotion among dealers in this area, is using a nine-act bill and a band to stimulate attendance at the meetings. Eddie Sligh, who booked the show, says the circuit includes eight shows in seven cities, staged at night following afternoon meetings.

Sligh says Shell's experiment may stimulate other industrial firms to use entertainment to assure successful conventions. Two shows were staged at the Palmer House here this week, and single performances will be given in Rockford, Peoria and Urbana, Ill., and Madison, Fond du Lac and Milwaukee, Wis.

Talent engaged includes Jack Leonard, Kretlow Kirls (6), Doris Mae Meyers, Lonette Sisters, Olive Myles and Co., Warner and Leigh, Bronlee Brothers, Four Carmens and Carl Marx. Charles Engles Orchestra plays the show and dance music. Sound and equipment men accompany the unit.

L'sville Stagehands' Sympathy Strike Off

LOUISVILLE, March 30.—With removal of the threat of a stagehands' strike, William Hoke Camp, manager of the Memorial Auditorium, turned his attention to rebooking two plays he had canceled on account of threatened strike. He said Louisville stagehands had received from international headquarters a new ruling that they were not obliged to strike in sympathy with the musicians' local. The stagehands had expressed themselves satisfied with working conditions and requested reconsideration of the international's first decision calling for the sympathy strike.

Meanwhile there seems to be no weakening of the musicians. The union demands a minimum of 12 musicals with each musical show and seven otherwise. The musicians claim they deserve consideration for the work they did in lobbying to reduce the amusement tax that just became a law.

Serge Flash Dons Skates

PHILADELPHIA, March 30.—Serge Flash, for many years a standard vaude and nitery act, has turned ice skate performer for his juggling and balancing routine. Put on a pair of skates for the first time to join the cast of *Ice Vanities of 1940*, which started a six-day stand Thursday (28) at the Arena here.

And That's Close

ATLANTIC CITY, March 30.—Ed Fitzgerald, handling the Mutual description of the Easter Sunday parade, was going fine until he attempted to describe the hat worn by Doris Geisinger, last year's Miss Atlantic City. "Well, ah, er, ah," he said, "It's like a . . . hat."

★ 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 for \$10.50 single, \$12 per week for two. Send for booklet "H."

No rate increase for World's Fair

HOTEL EMPIRE
BROADWAY at 63d St., — NEW YORK
"At the Gateway to Times Square"
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TELEGRAPH THEM A GREETING ON THAT SPECIAL OCCASION AND IT WILL BE DELIVERED ON ATTRACTIVE BLANKS IN APPROPRIATE ENVELOPES. COST ONLY 20c LOCALLY. 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

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ROLLS 2,000 EACH
Double Coupons,
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Manufactured with your own special printing and Stock Tickets in assorted colors and designs. Ask for our prices.
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SPECIAL PRINTED
Roll or Machine
10,000 . . . \$ 6.95
30,000 . . . 9.85
50,000 . . . 12.75
100,000 . . . 20.00
1,000,000 . . . 150.50
Double Coupons,
Double Price.

Stations Find Acting Groups Local Good-Will Gesture Aid

(Continued from page 5)

from college organizations to such big little shots as the Pasadena Playhouse. Hot-bed of radio theater activity is Washington, D. C., with about 30 organizations. Non-commercial thesp situation is so hot there that WJSV runs an annual contest and gives awards, and has been doing so for about six years.

Prices of scripts vary, but figuring on the low basis of \$5 royalty charge per broadcast the 300 groups on radio each week are kicking in with the \$1,500 mentioned. This figure, however, is rock bottom. A play by Lord Dunsany, for instance, cannot be obtained for less than \$25, according to literary agents, and charges on some may run as high as \$300.

Some little theater groups using radio are The Blackfriars, WJRD, Tuscaloosa, Ala.; Thalian Players of the University of California, KROW; Oakland; Junior League Players, KFOX, Long Beach, Calif.; Hartford Community Players, WTIC, Hartford. Those using time on WJSV, Washington, D. C., include the Rock Island Players, St. Paul Players and the Chevy Chase Little Theater.

Among others thruout the country are the Gainesville Little Theater, WRUF, Gainesville, Fla.; Orlando Little Theater, WDBO, Orlando, Fla.; Mason Little Theater, KGLO, Mason City, Ia.; Olean Little Theater, WHDL, Olean, N. Y.; Plattsburg Little Theater, WMFF, Plattsburg, N. Y.; the Baker Theater, Portland, Ore.

Others include the Tampa Little Theater, Tampa, Fla.; University Theater of

Normal, Ill.; Muncie Little Theater, Muncie, Ind.; Little Theater of St. Louis; Syracuse Little Theater; Town Theater of Charlotte, N. C.; Kanawha Players of Charleston, W. Va.

Other stations using theaters are WBT, Charlotte, N. C.; WABI, Bangor, Me.; WRVA, Richmond, Va. At WRVA, Barron Howard, business manager of the station, is one of the little theater actors.

Set Break-In Date For Vaude "Hobby Lobby"

NEW YORK, March 30.—*Hobby Lobby*, Fels-Naphtha radio commercial which folds at the end of this month, is being booked for theater dates by Columbia Artists, Inc. First date is set for the Tower Theater, Camden, N. J., April 5, for one week.

Young & Rubicam, advertising agency which had produced the show, has absorbed much of the *Hobby Lobby* staff, including Roberta Semple, Larry Marx, Bob Wolfe and Tom McDonald. Miss Semple goes into daytime radio; Marx goes into the agency's merchandising research department; Wolfe, scripter, goes to *We, the People*, where he replaces Dick Dana, who resigned; and McDonald joins the *We, the People* research staff.

Agency had figured it might sell the program to another sponsor, owing to show's high rating.

Rosenbaum Defends Scripts

PHILADELPHIA, March 30.—Samuel R. Rosenbaum, WFIL prez, came to the defence of the radio kiddie thrillers this week. Speech-making at Shoemaker School in suburban Elkins Park, he declared that most parental objections to children's radio programs are groundless. Pointing out that such programs must please the large majority of the audience, he said, "Programs that might please cultured mothers in women's clubs will not always please the vast majority of healthy, vigorous children who adore action more than they do delicacy."

Brooks Scrams WNEW

NEW YORK, March 30. — Richard Brooks, commentator and newscaster with WNEW, resigned from the station last week. Station announcers are filling in his work, with nobody yet appointed to succeed him.

Lowy Joins Byron

NEW YORK, March 30.—Sylvia Lowy left Lord & Thomas advertising agency this week to join Ed Byron, independent producer, as casting director. Byron is producing *Mr. District Attorney*, which Vitalis has taken over. Miss Lowy was also casting director at L. & T.

Hallelujah!

NEW YORK, March 30.—Homer Rodeheaver, evangelist, made a series of waxes at AMP Studios last week. Ben Selvin, who was supervising, did not feel well and left the recording session early after giving final instructions.

Coming in next day, Selvin found that Rodeheaver had made a special disk, addressed to Selvin. It included a prayer for Selvin's health and a thank you for his co-operation. Selah!

Thompson Gives Kuhl New Post

NEW YORK, March 30.—J. Walter Thompson advertising agency stepped up Cal Kuhl, producer, to a supervisory capacity this week, the change to become effective this summer. He will be succeeded as producer on the Chase & Sanborn Edgar Bergen program by Maury Holland.

Kuhl's new capacity will have him working in conjunction with Danny Danker, JWT vice-president in Hollywood. With the switch, Kuhl will cease functioning as an individual show producer. He has handled Standard Brands, Kraft and other shows. Kuhl recently turned down an offer made by Lennen & Mitchell in connection with the new Old Gold cigaret Don Ameche program.

No other changes are being made on the Bergen program, the agency states, thus spiking rumors to that effect. It had been claimed that a change in writers might be effected. Remaining as the scribblers are Dick Mack and Stanley Quinn Mack has been ill a week or so since he got to New York.

Holland was formerly in legit as director and actor.

Bergen show returns to the Coast with the April 7 show.

AFRA Seeks Conclusion Of Transcription Deals

NEW YORK, March 30.—American Federation of Radio Artists, at a membership meeting Thursday (28) at the Hotel Edison, passed a motion commending the national co-ordinating committee which has been working on transcription scales and asked that AFRA begin negotiating with the wax companies.

According to AFRA execs, a small amount of co-ordinating work on the transcription scale must still be done. All the AFRA locals have been heard from, and the New York membership feels that situation is well enough in hand to begin negotiations.

AFRA has already had preliminary confabs with the wax makers, having met 12 of them a few weeks ago. Indications point to an early contract—but as one exec of the Associated Actors and Artists of America stated, negotiations with the advertising agencies seemed amiable enough at one stage of the game, but there was still plenty of trouble to get the final term.

Unions Stymie Hotel's Stunt

CHICAGO, March 30.—The Edgewater Beach Hotel's promotion *Radio Night*, fizzed out when the American Guild of Variety Artists puts thumbs down on the performances of radio artists in the Marine Dining Room Monday nights.

American Federation of Radio Artists, co-operating with AGVA, advised members not to give free shows without the permission of AGVA. When this permission was sought, Leo Curley, AGVA rep here, refused it, claiming that it would be taking work away from club artists.

Disregarding the union ban, Bob Strong's informal *Kaffee Klatsch* was inaugurated March 18 at the Edgewater Beach. Those who either performed or took a bow were Virginia Verrill, Cliff Arquette and Uncle Walter (Tom Wallace), of the Brown & Williamson radio shows, Les Tremayne, Barbara Luddy, Cheer Brentson, Eileen Palmer and Eddie Cavanaugh.

Russel M. Seeds, ad agency for the citty outfit, was indirectly interested in *Radio Night* as a means of giving orchestra leader Bob Strong a "stage presence," in order to enable him to take lines in the B. & W. shows. According to Fred Levings, Strong's manager and production man for Seeds, *Radio Night* at the Edgewater Beach will not be discontinued.

Any performer who sings or gags "for free," indicated Curley, would face charges.

Television Review

"W6XAO Variety Show"

Reviewed Wednesday, 7:30-8:30 p.m. Style — Variety. Station — W6XAO.

Don Lee network corralled a nice bunch of live talent for this show, with 19 people getting the call before the final curtain. One handicap artists have to cope with is working with recorded music because of union ruling that all live talent get union scale.

Opening had the Lee Sisters, in Spanish costumes, playing accordions. Adequate curtain raiser.

Max Reinhardt's Players delivered some good stuff in Berry Kroger's *The Wall*, Mel Williamson directing. Betsy Reed and Valia Tognetta took the top spots, supported by Alma Ray, Miki Dworman and Ken Snyder.

Chuck Thorndike, cartoonist and publisher of a book on "doodles," drew most of the laughs. His caricature of emcee Hugh Brundage backfired when Brundage turned the tables by proving himself a cartoonist in his own right. Thorndike's best crack was "Doodles are pixies of the subconscious mind."

June Foray, who is a regular on KECA with her kid stories, did a monolog entitled *Lady Tilbury Entertaining With Hay Fever*. A good-looker, Miss Foray is a definite personality for tele.

Second half of show, emceed by Bill Gordon, got off to a bad start with Suzanne Dulier, French warbler trying to synchronize her voice with recording. She finally wound up doing okeh.

Juanita Wright delivered a monolog of a prospective bride in the boudoir just before the ceremony. Her mugging makes her a good television subject.

Barron and Blair, terp team, topped the show with their exhibition of ballroom technique. Their stuff brought some action into the show.

Jim Moran wound up with his Jim Douglas-Fred Waring stunt about seeing which sun gives the most tan—Florida or California. He exhibited his mask to show how he protects one side of his face from the sun while exposing the other.

Some short spots were handled by Ollie MacDonald, Dr. George Cox, George Rowland and Jerry Corbel.

One bad feature of show was lack of good closeups. In case of Juanita Wright, close shots could have been worked to decided advantage. Operators apparently decided that three-quarter and distance shots were good enough. However lighting was good and pictures were clear.

AFRA Contract Set With WGN and NBC

CHICAGO, March 30.—Final stage of American Federation of Radio Artists' Sound Men Contracts with WGN and NBC has been reached, the dotted line has not been signed as yet, awaiting the arbitration conference on local contracts, to be held in New York Tuesday (2), when a few remaining wrinkles will be ironed out between the stations' legal brains and AFRA's attorney, Henry Jaffee.

Negotiations, which were begun some months ago, were made only with WGN and NBC, the smaller stations doing very little in the way of sound effects. WBBM did not discuss contracts with AFRA because its sound men come under the wing of the Chicago Federation of Musicians and will continue to do so until October, when Jimmy Petrillo will probably be asked to release them to the actors' union.

Contract with NBC provides for a raise in pay from \$150 to \$220 a month minimum, which represents a general increase of from \$30 to \$70 a month. The working week is reduced to a 40-hour, five-day basis. Vacations with pay are stipulated, providing one week for employees who have been with the company for more than six months and less than one year; two weeks for employees who have served for more than one year. Contract with WGN provides a \$15-a-week increase for all concerned, a boost which raises the lowest salaries from \$25 to \$40 a week.

THE CASE FOR HILLBILLIES

By George C. Biggar

of WLW, Cincinnati, tells of the place they have in radio as a factor in the programing of broadcasts and the income of stations and theater

in the

SPRING SPECIAL OF THE BILLBOARD

APRIL 13, 1940

N. Y. Station Publicity Chart

NEW YORK, March 30.—Chart below shows publicity breaks gained in metropolitan New York dailies' radio columns and program highlight boxes by New York stations for the period starting January 21 and ending February 17, 1940.

The positions of the four major stations, WABC, WJZ, WEAJ and WOR, remain unchanged, with WABC still in the lead. WJZ, however, as well as WEAJ, have gained somewhat over last year, while the other two stations show declines in their totals.

Among the independent stations, WNYC has climbed strongly and is the second ranking indie, following WMCA. WNYC, WHN and WQXR are bunched together with but a few mentions separating them and only one between WHN and WQXR. Latter station has more breaks this year than for the corresponding period last year.

"F" indicates listing in program highlight boxes; "C" indicates column mentions and "GT" the totals.

STATIONS	1940			1939		
	F.	C.	GT.	F.	C.	GT.
WABC	809	182	991	1,110	188	1,298
WJZ	755	141	896	704	156	860
WEAF	665	103	767	667	120	787
WOR	379	135	514	345	90	435
WMCA	171	99	270	334	69	403
WNYC	88	63	151	75	39	114
WHN	123	24	147	219	35	254
WQXR	103	43	146	88	26	114
WNEW	104	24	128	93	30	123
WEVD	81	15	96	77	10	87
WINS	47	21	68	53	16	69
Totals	3,325	849	4,174	3,765	779	4,544

Program Reviews

EST Unless Otherwise Indicated

"This Amazing America"

Reviewed Friday, 7:00-7:30 p.m., CST. Style—Quiz. Sponsor—Greyhound Bus Co. Agency—Beaumont & Hohnan. Station—WMAQ (Chicago, NBC).

Here's a quiz show that utilizes its questions and also its prize money as hooks on which to hang its commercials. Advertising angle, in fact, is the best part of the show, the entertainment value being nothing extraordinary.

Quizzes are divided into two three-man teams representing two States. Twenty-five dollars apiece goes to the members of the winning team, \$10 for each question used. Sum of \$169.50 is announced repeatedly as the amount of the prize paid to the winner of the grand award, which happens to be the rate for Greyhound's Grand Circle Tour. It isn't elegant, but it is a sugar-coated method of putting price into a commercial.

Questions are, for the most part, geographical. When the answer is given Bob Brown does a word picture that is supposed to make listener just itch to hop a Greyhound and rubberneck. Descriptions are indeed beautifully written, but also no end boring. Questions are too tough. In last analysis, it isn't a quiz show but a travelogue in question and answer form.

Show employs the Ranch Boys, who sing very smoothly and would improve the entertainment if allowed to take over full time. Roy Shields and ork are the musikers. *Modell.*

"Three 7s"

Reviewed Monday, 7:30-8 p.m., CST. Style—Quiz. Sponsor—Zetz-Seven Up Bottling Co., New Orleans. Station—WVL, New Orleans.

This is a quiz program, unique in that it tests power of observation rather than knowledge of facts. Studio audience also shares in weekly giveaway of \$21 when four contestants muff any of their questions.

Skit's developments are completely read before it is portrayed before audience, and quiz then follows along the lines, "Can you tell what you see?" "Can you remember what you heard?" Conducting quiz is Henry Dupre, station's director of special events, who does his questioning in rapid-fire manner.

During skit of March 25, two men enter studio and sit at game of poker. One player is caught with ace of spades up his sleeve. A scuffle ensues. The cheater flees from the studio into a rear door as a dirk is drawn by his adversary from a rear pocket and barely misses its goal.

What crime was committed? What color shirt did each man wear? When did cheater light a cigaret? Did men's shoes match?

The questioning is fine and program holds listener interest. Announcer is Cleve Kirby. Ray McNamara does background at organ. *Muth.*

"Fun-School Quiz"

Reviewed Saturday, 10:30-11 a.m. Style—Quiz show. Sponsor—Stillicious. Agency—McCord Co., Chicago. Station—WCAU (Philadelphia).

This one takes its cue from *Information, Please*, simmering it down to public and junior high school level yet keeping it on par with an adult standard.

Four teams take to the mike, two at a time, with a play-off for the smartest

students. Questions, mostly on current events and history, have a 5-10-15-20-cent value. Contestants get \$1 each for the effort, with an extra bill for the final winners. Six questions to each half, and these youngsters were plenty up on their book learning.

Studio audience all school kids, each attending getting a certificate cashed in at the nabe store for a quart of chocolate milk, sponsor's product. Co-Co, chocolate dog, barks to signify the right answers and Yum-Yum gives the cat's meow on the wrong ones. A school bell rings show off and on.

"Teacher" Mort Lawrence, announcer George Thomas and scorekeeper Horace Feyhl sustain interest thruout, all turning in excellent jobs.

Commercials are heavy, ballying as well as a newspaper giveaway for youngsters, Moo, which carries a \$100 cartoon coloring contest. Local dairies handling product come in for plugs.

Stanza shapes up ideally on both entertaining and merchandising intent. *Crodenker.*

"What You Should Know"

Reviewed Tuesday, 10:15-10:45 p.m. Style—Life insurance analyst. Sponsor—Joseph Patrick Lee. Agency—Norman B. Furman. Station—WEVD (New York).

This half-hour stint is given by Joseph Patrick Lee, life insurance analyst. It's the type of program that insurance companies have been squawking about, claiming that regular insurance agents are capable of and willing to give adequate and unbiased advice on insurance. Be that as it may, Lee's job comes over the air with a certain amount of human interest and possibly public service angles.

He examines policies of about a half dozen people, advising what is best in view of their economic status. Show is claimed to be unrehearsed, and participants showed an amazing lack of information relative to their policies. At the end of program tally is made of policies examined, with announcer estimating money saved, premiums reduced, etc.

Following the policy examinations, Lee talks on insurance companies "pet policies," angle being that insurance is allegedly a high-pressure business. Lee

Watch for the

THIRD ANNUAL RADIO PUBLICITY and EXPLOITATION SURVEY

Conducted By

The Billboard

The Nation's Radio Editors name the best network and advertising agency press departments and the best press agent in radio publicity.

The Awards Committee names the exploitation leaders in network, advertising agency, clear channel, regional and local station fields and the best press agent in radio exploitation.

A Special Feature of the April 20 Issue of

The Billboard

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of
The Billboard Editorial Staff

Radio Talent New York

By JERRY LESSER

I HEAR that RUDY VALLEE and a columnist are provoking Hollywood interest in a new night club they plan to open soon. . . . that OWEN DAVIS JR., who's due for a guest appearance in his Dad's play, *Icebound*, on the *Star Theater*, April 10, is in New York for a publicity build-up via Warner's new picture. *The Life of Knute Rockne*. . . . that BOB TROUT will be featured in a new thrice weekly series for Pepsi-Cola over 112 CBS stations starting April 30. . . . That director MAURICE LOWELL is shifted around by Benton & Bowles to any program that needs its Crosby bolstered. And the shift always seems to work. May I make another prediction? The movies will have this talented scripter-director before another year and a half rolls around. "This Most Excellent Canopy, The Air." (*Hamlet*, Act II, scene 11). . . .

Radio thought it discovered something when it got around to Shakespeare, but Lanny Ross points out that the Bard called the turn years ahead. "The Bard not only predicted the kilocycles," Lanny says, "but foresaw most of the headlines as well. For instance, couldn't he have had GRACIE ALLEN in mind when he said, 'A kind of excellent, dumb discourse' (*The Tempest*, Act III, scene 3). Or couldn't he have had TED WEEMS in his head when he foresaw the *Beat the Band* maestro with this: 'The horn, the horn, the lusty horn' (*As You Like It*, Act IV, scene 2). Other radioites described by the Avon soothsayer include: BOB HOPE or FRED ALLEN: 'A fellow of infinite jest' (*Hamlet*, Act V, scene 1); JOAN BLAINE: 'Her voice was ever soft, gently and low—an excellent thing in woman' (*King Lear*, Act V, scene 3)."

or Judy of *Judy and Jane*, made a personal appearance at Shriner's Hall, Des Moines, Saturday (30) on WHO's weekly promotional show.

Program nicely announced by Richard D. Gilbert. *Ackerman.*

Waite Hoyt's Sponsor

NEW YORK, March 30.—Waite Hoyt, former baseball player, has been sold to the Russell Seeds agency, Chicago, and goes on the air over WABC, New York, for Brown & Williamson Tobacco beginning Tuesday (2). Deal was set by Columbia Artists, Inc.

PHOTOGRAPHS

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50 (1 Picture)
8 x 10 for . . . \$3.00

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8 x 10 for . . . 5.00

One-Half Deposit With Order,
Balance C. O. D.

Quality Reproductions

ACQUA PHOTO SERVICE

80 West 40th St., New York City.

Chicago

CHRISTINE, the Little Swiss Miss, and HOOSIER SOD BUSTERS begin a series of 26 programs for the Reliance Mfg. Co. on WLS April 25. . . . IDA MAY WILLIAMS, Chicago novelist, once known to vaude as RESISTA, is off to New York to join DAVE ELMAN'S *Hobby Lobby* unit on its road circuit. . . . HAL TATE and ROSEMARY WAYNE go into an enforced vacation Wednesday (3) when their spot on WJJD is taken over by

DOROTHY DEERE, who is ROB REEL, of *The Chicago Herald American*. . . . JEANNE JUVELIER, accent artist, is practicing baby talk but she's not acting. . . . NANCY MARTIN goes to New York this week to make records for Lucky Strike. . . . CARLOS MOLINA acquired 12½ hours of air time weekly in the NBC pick-up from the Colony Club. . . . UNCLE MAL'S (CLAIRE) second story book for kiddies comes off the presses in July. . . . MARGE CALVERT,

When the Spirit Moves You—Listen to

The GOLDEN GATE QUARTET

and their
DEEP SOUTH SPIRITUALS

ON THE AIR

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

★

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

ON BLUEBIRD RECORDS

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

Trade Talk on ASCAP Problem Advertisers, Agencies, Stations

By PAUL ACKERMAN

American Federation of Musicians intends to keep out of the ASCAP-radio fight. A spokesman of the AFM, queried whether the union would forbid its musicians to play non-ASCAP tunes in the event ASCAP so requested, stated the union could not be expected to do so—particularly in view of recent Washington court ruling which holds unions liable to suit under the federal anti-trust laws. Such action might leave the Federation open to charges of conspiring to damage the radio industry, conspiracy being construed as action by two or more parties, he said.

Situation has various ramifications. A couple of years ago ASCAP gave the AFM use of its offices when AFM negotiated contracts with broadcasters. This was taken to indicate an accord between the two organizations, both of which are levying a toll on radio. Report at one time had even been that AFM and ASCAP might conceivably tie up, the AFM having made provision at one of its conventions for taking in groups who were not performing musicians but allied with music.

AFM, which is now negotiating contracts with net affiliates, is construed to be in a fortunate position in view of radio's difficulties with ASCAP—angle being that radio does not care to fight battles on too many fronts simultaneously. On September 1 contracts with IRNA stations come up for renewal.

ASCAP Says

Board members of the American Society of Composers, Authors and Publishers this week lashed out at the IRNA letter attacking the Society, and indicated "there was no need to deal with the NAB committee." Apropos of the IRNA, ASCAP is curious to know whether the IRNA would like ASCAP, instead of increasing the burden of the nets and easing that of small stations, to bring about the reverse. ASCAP proposal, according to Society spokesmen, resulted from research including financial reports of every radio station in the United States. "We have recognized that a standard contract and standard rate create inequities and the only way to work out this system equitably and honestly is to ask those who get the most benefit out of the ASCAP license to pay the most money," say ASCAP execs.

So far little has been said about duration of the new ASCAP contract. The Society is prepared to give a 10-year contract, but the actual term will depend upon the agreement to be worked out and the wishes of the broadcasters.

Regarding dealing with the NAB, Society members say "ASCAP has made no statement as to the parties with whom it will deal. But from its (ASCAP's) actions in inviting representatives of the industry to its first meeting, it is evident that it desires to deal with the industry as such and not with the NAB. The committee of the NAB that originally met with ASCAP proposed that ASCAP tell how much money ASCAP wanted and the committee would then take up the job of allocating this sum among the stations. This ASCAP refused to do, but evidently the very proposal of such a plan convinced ASCAP that that committee was not in fact representing the radio industry."

Coming back to the IRNA letter of March 23, ASCAP points out that IRNA claims the Society published its new deal in March, 1940, rather than December, 1940, in order to discourage the growth of BMI. As against this, ASCAP claims it has always been criticized for not bringing out its plan until the last minute. The broadcasters now have 10 months' time—and the criticism now is that the plan was brought out too early.

Admitting that the new deal will mean

more money for ASCAP, the Society points out that 350 stations will pay only half of what they paid last year if business in 1941 remains the same, and about 200 stations will pay 66 2/3 per cent of what they paid under the old scale. For almost all other stations there will be no additional fee over the old levy should business remain at the same level. In addition, the reduction, according to ASCAP, is quite large in that many stations can earn back their sustaining fees. Just how the networks will handle their levy, or whether they will pass it on to stations, is entirely up to the nets, ASCAP claims.

BMI Tunes

Broadcast Music, Inc., the past week invited music and radio execs to the Sherry-Netherland Hotel, where some of the BMI tunes were performed. Guests were asked to give their reactions to the tunes. Among those present were Leonard Joy, of RCA-Victor, and Joe Higgins, of Columbia Records.

Nothing definite is known regarding reaction to the tunes. One man stated that some of them were okeh, altho requiring some touching up. Meanwhile, BMI is still counting on releasing its first batch of tunes on or shortly after April 1, but the number is likely to be smaller than the previously estimated 30 or 40.

The shouting that's now going on was expected by most people in the trade. Broadcasters generally admit that ASCAP pulled a smart piece of strategy, altho there are many who say that perhaps the Society went a bit too far. One station official said, "Certainly you have to hand it to ASCAP. The only thing, tho, is that maybe they outsmarted themselves by putting too much of a load on the networks. Don't forget, the networks are always in the drivers' seat and it's not smart to try to pinch them too much."

The exec concluded, "We'll compromise, no doubt about it. Broadcasters would like to see something come of BMI, but despite their wishes I think a lot of them realize that, while the company may assume importance in the future, it can't be done in the comparatively short time left before the ASCAP contract runs out."

Negotiations between the radio lads and the Society are set for April 15.

OMAHA, Neb., March 30.—State's appeal for rehearing of the ASCAP case was overruled this week by Judges Gardiner, Munger and Donohue, of the Federal Statutory Court. Court had previously enjoined operation of the anti-ASCAP law.

Original decision, rendered in Lincoln in 1937, was that the Nebraska law was both inoperative and unconstitutional. In an appeal for a rehearing William Hotz, special State attorney, submitted affidavits of 22 of the legislators who claimed they wanted to break the alleged music monopoly but had no designs on copyrights.

Appeal to United States Supreme Court may be the next step, but is considered hardly likely, because attorney-general's office is allegedly not equipped financially to carry on the scrap.

"Parasites"—Strotz

CHICAGO, March 30.—American Society of Composers, Authors and Publishers and the unions can't pick golden apples off the tree of broadcasting ad infinitum, according to Sidney Strotz, vice-president in charge of NBC Central Division.

Strotz, commenting on the latest ASCAP contract, said all it does is reduce the load on the smaller broadcaster and

NEW YORK:

ONLY four Mutual West Coast commercials will be affected by daylight saving time, and these will be moved up one hour beginning April 28. Shows are *Bachelor's Children*, *The Lone Ranger*, *The Barbers of Beeville* and *Inside of Sports*. . . . Teddy Bergman, slated for the legit show, *Love's Old Sweet Song*, coming to Broadway with Walter Huston starring, goes off Colonel Stoopnagle's show April 5 and 12 to join the show on tour. Harry Von Zell will pinch hit. April 12 is final broadcast prior to summer fold-up. . . . Rudy Vallee is coming east with his show about June 30. . . . *That's for Me*, new tune penned by Norman Weiser and Lanny Grey, debuted this week.

Leon Goldstein, of WMCA, has that fishing yen again. He's a trout man. . . . Dick Mack, Edgar Bergen scripter, okeh after a strep throat siege. . . . Bob Catherwood, of WOR, abed with grip—or is it la grippe. . . . According to NBC's Doc Morton, who spoke at the last radio bull session, the television audience regards legit drama as the number one tele talent draw. . . . Young & Rubicam's Miss Denny Connor is now a Mrs. . . . George

McGarrett, who left Y. & R. two years ago, is back in the radio department. . . . Y. & R.'s Hank Booram to Florida this week. . . . Arthur Godfrey, who wrote "Pale Potomac Moon" in 1933 and made peanuts on it, has had the satisfaction of seeing his tune adopted as the theme for the Cherry Blossom Festival. . . . Don Thornburgh in from the Coast. . . . Ed Scheuing back at WMCA after siege of illness. . . . Judy Dupuy, assistant to Dick Bard at WNEW, leaves April 6 for her pose on new daily, "P.M." She will be assistant to Jack McManus, radio editor. Rhea Diamond, now assistant to Leon Goldstein at WMCA, replaces Miss Dupuy at WNEW. . . . Dick O'Brien no longer on the New York Times radio staff. . . . Jimmy Walker's show via WHN and Loew's State will now have five judges instead of eight, and Walker will read the ballots from the stage. . . . Phelps Phelps, commentator on WMCA and WINS, and member of the New York State Legislature, celebrates his 10th year as commentator come April 6. . . . Ann Cornish has become head of WQXR's research department. She was formerly with Benton & Bowles and CBS.

Hollywood and Los Angeles

By DEAN OWEN

RALPH SCOTT, former CBS producer, and Ambrose Barker have been signed for the script department of Keystone Broadcasting. . . . Bill Henry, back in town from New York, resumed his Saturday night KNX spot. . . . Bill Greenwald, of KWG, Hutchinson, Kan., in town long enough to say "hello." . . . Forrest Barnes takes over job of adapting Edgar Allen Poe yarns for KECA. Ted Osborn will play the part of Poe in the new series. . . . Don Wilson's association with Jack (Buck) Benny evidently gave him range fever because he bought himself a ranch, some horses and a branding iron. So far the only thing he's branded is a new station wagon. . . . Freeman Keyes, head of Russell Seeds agency, in town shopping for new shows. . . . George Fischer gets

new KHJ quiz show. Flicker celebs will try to answer questions mailed in by listeners. . . . Bill (Tizzie Lish) Comstock gets the p. a. urge, with first stop scheduled for the Kansas City food show.

Lawton Campbell, radio head of Ruthrauff & Ryan, heads east with new Ed Robinson *Big Town* contract for next season. . . . George Murphy is reported dickering for a couple of air spots on his N. Y. trip. . . . Matt Brooks and Eddie Davis are set to write vaude act for Joe Penner. . . . Eddie Paul, who bats the Rudy Vallee airshow, is scoring a new Universal series entitled *Unusual Occupations*. . . . Professor Quiz broadcasts from stage of Orpheum Theater here. . . . Orson Welles is slated to cut 2 sides of *Macbeth* for college consumption.

shift the sock to the networks. Some day, opined the NBC executive, the tree will wither just from the loss of sap and the weight of the parasites clinging to its branches. "I should think," he said, "that an organization depending upon radio for three-quarters of its revenues would treat it with more consideration."

NEW YORK, March 30.—BMI confirmed Friday that its first tunes will be released April 1, songs having been selected after the audition mentioned above. Merritt Tompkins, BMI general manager, said, "We are giving attention to all whose music is of merit and we are uncovering unusual musical talent." Tompkins also predicted considerable use of BMI tunes on radio programs in the future.

Spence Quits NAB Post; Seeks Station for D. C.

WASHINGTON, March 30.—National Association of Broadcasters has accepted the resignation of Ed Spence as secretary and treasurer. Spence, with Stanley Horner and Dyke Cullum, Washington business men, is seeking a local full-time station for the District of Columbia. If granted Spence will be general manager.

Spence has been active in the NAB for years. His present post, which he leaves May 1, was arranged in the reorganization of the NAB in 1938. Prior to that he was a director and in 1930-'31 was vice-president.

Ball League Okehs Radio

ALLENTOWN, Pa., March 30.—Interstate Baseball League, minor league circuit taking in cities of Eastern Pennsylvania, New Jersey and Delaware, has lifted a radio ban, with the eight clubs given the right to make any arrangement they deem fit in the matter of

broadcasting the games. Since the Interstate teams are located in towns to be covered by the Atlantic Refining Co. in sponsoring the Philadelphia major league games over a homemade network covering the same territory, airings of the minor league games would be competitive to Atlantic. Local interest for the home team is at a higher pitch than for the distant major clubs.

Atlantic's Baseball Sked

PHILADELPHIA, March 30.—Atlantic Refining Co. this season will undertake its largest baseball sponsorship schedule, covering more than 2,300 major and minor league games. Schedule calls for use of 48 stations from New England to Florida, with 25 announcers doing play-by-play games of three National, two American, five International, eight Eastern, three South Atlantic and two Piedmont League teams.

This is the fifth year Atlantic Refining has sponsored baseball. N. W. Ayer, Philadelphia, is the agency.

Mrs. Melrose Leaves WJW

AKRON, O., March 30.—Elythe Fern Melrose has quit, effective immediately, as manager of WJW here. She served for a year. John N. Thomas, who has been in charge of the accounting department at the station, has been named acting manager, attorney, Robert Wendelken, WJW, president, announced.

Correction

In a recent issue it was erroneously stated that transcriptions featuring Arthur Boran were to be used by Consolidated Gas of New York. The transcriptions were made for the gas industry as a whole, and are to be used in regional campaigns designed to increase the use of gas.

ERIK RHODES

Of Screen, Stage and Radio

Has Just Completed a Six Weeks' Tour With His Comedy of Songs, and Thanks Everyone Who Helped on a Swell Trip.

Represented by STANLEY BERGERMAN, INC., Hollywood, California.

"PROSECUTE AFM"—AGENTS

Shaw and Buffalo Promoter Settle Suit Out of Court

BUFFALO, March 30.—A \$5,000 breach of contract suit brought against Artie Shaw by Carlyle (Tic) Smith, local dance promoter, was settled out of court here this week for an undisclosed amount, it was reported by Maurice Lutwack, attorney for Smith.

The settlement was made following claims and a counterclaim which grew out of a disagreement between Smith and Shaw, when the latter played a date at the Crystal Ballroom, Crystal Beach, Ontario, Can., last summer. It was charged by Smith, promoter of the dance, that Shaw failed to appear on the stand at the specified time. Smith deducted a portion of Shaw's pay. On the grounds of breach of contract and slander and libel, Smith later entered two suits against the leader.

Last fall the charges of slander and libel were dismissed on motion of Andrew Weinberger, Shaw attorney. To the breach of contract charge Shaw entered a counterclaim for \$1,000 on the same grounds.

Lutwack reported the receipt of a check Monday (25) in settlement of Smith's claim. The \$1,000 Shaw counterclaim has been withdrawn, Lutwack says.

Akron Nitery Ops Sold on Good Orks' Pulling Power

AKRON, March 20.—Arden Wilson's 11-piece ork has been doing such fine business at the Merry-Go-Round Club here that other local late spots have been encouraged to engage good bands.

Kraker's Old Heidelberg bought Johnny Martone's Band and business has been tremendous. Like the Merry-Go-Round, is formerly used small local bands. Night club operators here are now of the opinion that first it's a case of good dance music, and then filling in with floor show talent.

Kyser Attracts 4,000

SCRANTON, March 30.—Kay Kyser had a good evenin', folks. Easter Monday (25) at Masonic Temple here when 4,000 jammed the ballroom at \$1 per. The 1,500 balcony seats were taken an hour before the dance started, with the 2,500 others crowded on the dance floor. The Buddy Club sponsored.

WATCH FOR TWO INFORMATIVE ARTICLES, TITLED "THREE BANDS AND DINNER FOR 60 CENTS"

(How New York's Biggest Night Club, the Fiesta Danceteria, Operates)

By Richard M. Decker

and

"SONGWRITING—THEN AND NOW"

(Some Lively Thoughts by a Veteran Songwriter Making a Comeback)

By Alex Gerber

IN THE

SPRING SPECIAL OF THE BILLBOARD

APRIL 13, 1940

Here, Kitty, Kitty

NEW YORK, March 30.—Newest wrinkle in the methods of song plugging now has a new song getting a sidewalk production the way Barnum might do it.

Del Sharbutt, radio announcer who writes songs on the side, had his latest ditty, *Kitten With the Big Green Eyes*, introed over the air today (30) by Sammy Kaye, under the pressure of a midget dressed as a cat who "bothered" Kaye into playing the tune.

Plans further call for a parade down Broadway in an Austin with the "kitty" wandering into all the late spots, jumping all over the debutantes (in an inoffensive way, of course) and annoying everybody until each maestro plays the tune.

Hit Disks Not Influenced by Broadcast Ban

NEW YORK, March 30.—Another side in the argument advanced by some recording artists that banning their disks on radio not only hurts the sales of the platters but also keeps the artists themselves out of constant touch with the public, is offered in the fact that the time of release of a record has much to do with its ultimate popularity. The point made is that the radio ban in no way limits the sales or popularity of a disk that makes its debut some time in advance of other records of the same song, in the same way that constant ether airings of a platter "first" will not help it to any great extent after it has secured its initial hold on the public.

It is pointed out that two typically illustrative cases are *Beer Barrel Polka* and *If I Didn't Care*. Will Glahe's recording of the former number on Victor is understood to have sold around the 400,000 mark, with no ban placed upon its use on radio turntables, provided the stations first secured a license from RCA-Victor. The Andrews Sisters' disk of the same hit sold approximately 275,000 copies, and was not played on the radio, due to Decca's restriction, except in special cases, on the use of its production on the air. However, the point that is made that the Victor disk got the jump on all other recordings, due to its release some months before anyone else made it, and that it had established itself by the time other disks appeared. This contention that it's usually the

Bookers Hopeful of Winning Case Under Anti-Trust Laws

NEW YORK, March 30.—Encouraged by the ruling of Judge Gordon of the District of Columbia Federal District Court Tuesday (26) that labor unions are not immune under the anti-trust laws, several night club bookers are urging the attorney-general's office to prosecute the American Federation of Musicians. The complaining bookers, all members of the Associated Agents of America, visited the office of John T. Cahill, attorney-general in this district, recently and claim they were told to wait until the government's anti-trust suit against the American Medical Association has been decided before pressing their complaint. The Tuesday decision in Washington has encouraged these bookers, and it is expected they will press the issue. The attorney-general's office today refused to comment on its probe, claiming it never comments on investigations that are current.

The bookers claim Local 802, by refusing to permit them to take their commission from scale bookings, is depriving them of their livelihood. Their association, headed by Barnett Gillman, has as one of its planks the right to commissions on scale bookings. The bookers claim small night clubs don't pay above scale, and the booker must collect commission on scale or else the clubs will book bands direct.

AFM Side

The AFM says it knows about the Gillman group complaining to the

first disk that counts is borne out further by the fact that the Ink Spots, virtually unknown at the time of the release of their smash recording of *If I Didn't Care*, were made into a front-rank theater and night club attraction as a result of the disk, altho, being a Decca record, it came under the company's radio ban. Despite this ban, however, it is understood to have sold many more copies than any of its competitors, one of the reasons being its release some months in advance of them.

Decca has found that its ban is productive of greatly increased over-the-counter sales of its records, and points to the 531,535 sales total run up by its four disks of *Beer Barrel Polka*. These pressings included the Andrews' record, a dance version and two so-called novelty platters.

attorney-general and points out that the AFM revoked Gillman's agency license twice, the last time because he allegedly took commissions on scale bookings. The AFM claims most if not all in the AAA are agents whose AFM licenses were revoked.

The AFM says its license system was devised to meet all legal challenges and that it does not fear any test suit in court. However, the Federation is worried about the recently announced policy of the attorney-general's office to prosecute unions under the anti-trust laws when necessary. The AFM points out that, if this policy is carried out, it will practically invalidate collective bargaining, as guaranteed in the Wagner Labor Relations Act.

Licenses "Voluntary"

The AFM has 1,000 agency licenses out now and points out the voluntary nature of the license system; i. e., licenses are issued upon voluntary application and the agency may drop the license and book non-union musicians if it wants.

More than 100 local agents were refused renewals of their licenses January 1 because they had failed to secure a city license. The AFM says it is cooperating with the law in running its license system.

Regulates One-Nighters

The AFM is using its license system to regulate one-night bookings for traveling bands also. The AFM's 1939 convention ruled that the agent is responsible for band payoff on one-night dates where the employer is not a regular employer of bands. Angle is to curb fly-by-night dance promoters by shifting the responsibility to the agent, who in turn can be threatened with loss of his AFM license.

Since this rule went into effect September 15, the AFM office has been able to collect salaries for traveling bands on this type of date thru threatening to revoke agency licenses.

The AFM license system is in its fifth year and is considered a complete success by the union.

Nichols Great With \$1,310

CANTON, O., March 30.—Red Nichols, playing Moonlight Ballroom at near-by Meyers Lake Park, Easter Sunday (24), gave the dancin' its best business since last fall when 1,512 persons laid down six bits apiece to hang up a gross of \$1,310. It was Nichols' first appearance here in more than three years.

Dick Barrie Lures 1,300

PITTSBURGH, March 30.—Dick Barrie drew 1,300 admissions at 45 cents per to the first Saturday dance in the second series sponsored at Syria Mosque here by Units Club. Begun two months ago in an effort to raise funds for the local Shriners' trip to their national convention this summer, the dances usually feature touring name bands, with a local ork occasionally spotted. Series was temporarily halted during last week of Lent.

Hearing Double

BOSTON, March 30.—Johnny Long suffered a shock while listening to his car radio recently. Maestro was driving around town and had the set tuned to WBBM. He was listening to the music of a typical jump band.

At the end of a number the announcer said, "You are listening to the music of Johnny Long and his orchestra broadcasting from the Swingland Cafe."

Investigation showed there is a swing band leader of the same name.

Midwestern Dance Ops Spruce Up for Coming Summer Season

DES MOINES, March 30.—Ballroom operators in the Midwest are busy with renovating plans for the summer, laying out heavy sugar to fix up locations for expected increase in business. Some new spots are opening. Landscaping is playing an important part, with operators paying heavy money to entice the customers with more elaborate locations.

King's Ballroom at Lincoln, Neb., opened this week with Henry Busse. Ballroom is completely remodeled, at a fancy cost, with J. C. Lanning replacing Harry King as operator. New policy will be name bands on Thursday or Friday and territory outfits on Saturday, until May 18, when Capitol Beach amusement park opens for the summer season and band schedule will call for five nights a week to offer stiff competition to E. H. Pauley's Turnpike Casino.

Omaha Spot Redcne

At Omaha, Joe Malec spent \$18,000 in renovating his Peony Park Ballroom, which is running Saturdays and Sundays, using Frederick Brothers' bands. Herbie Holmes opened and Carl Lorch will follow until summer season gets under way. The Omaha winter spot has been completely remodeled, with extensive landscaping on the outdoor floor to be used this summer.

Tom Archer, who operates in St. Joe, Mo., Omaha, Sioux City, Sioux Falls and Des Moines, also is preparing for summer business with prospects good for another jump in business this year. His outdoor Val-Air in Des Moines will be in its second season after breaking all records in its initial stand.

Archer is expected back shortly from a sojourn in Florida and will begin preparing for the summer business.

Wittig Tours

Will Wittig, manager of the Plamor Ballroom in Kansas City, Mo., has been making a tour of other Midwest spots in preparing for a new summer location in Kaycee.

In Des Moines the summer ballroom at the Riverview Amusement Park is getting a new location at the resort with a spot along the lagoon. Park Manager Irving H. Grossman estimated that \$10,000 will be spent on outfitting the new spot. Present plans call for name bands for the park this summer.

An unusual summer spot will be opened in Des Moines by Lamberts, ice cream and milk dispensers, with a dry-night club. Plans are for outdoor dancing, with milk and ice cream fountain service.

Pride and Prejudice

CHICAGO, March 30.—Local office of Music Corp. of America wants to go on record that it, too, is a "maker of men." It points with pride to Mickey Rockford, manager of Wayne King, and Bill Black, manager of Ted Weems, both former office boys here. Another former office boy from New York, Joe Wider by name, is now managing Alec Templeton.

Outburst of local pride is the result of the recent chronicling in these pages that several New York MCA-ites in office jobs had blossomed forth as more or less important adjuncts to bands on the business end.

Basie's \$2,378 in Philly, Springfield

PHILADELPHIA, March 30.—Count Basie proved a potent Easter Monday (25) attraction for race prom promoted by Reese DuPree at Fleisher Auditorium of the YMHA. Ballroom was taxed to capacity by 1,850 dancers and spectators, with very few whites in attendance. With 1,000 paying 85 cents at the gate, 65 cents and a complimentary ticket admitting 600, and 250 dancers paying 45 cents after midnight, box office hit a high \$1,352.50, taking Basie above his guarantee into his percentage privilege.

Basie played the following night for DuPree at Milford, Del., also a race prom. Next big DuPree race promotion here is set for April 26, the Wharton Street Armory that night housing a battle of music with Charlie Barnet, Andy Kirk and Jimmy Gorham. Tentatively set is a white promotion on May 17 at Convention Hall, depending on the availability of Glenn Miller. If booking is cleared, DuPree will pit Gene Krupa against Miller for the dance.

Also planned by DuPree is a full month of race dances in North and South Carolina and Virginia with Fats Waller's new 14-piece band.

SPRINGFIELD, Mass., March 30.—More than 1,208 persons paid \$1,026.90 to dance to Count Basie's Ork at the Butterfly Ballroom here Saturday night (23). Tickets were 85 cents each.

Manager Mitchell LaBuda reported that Basie was the first traveling band to make money at the Butterfly, other bands just about breaking even. Tommy Tucker appears there tonight (30).

Smaller Detroit Dansants Maintain Good Steady Biz

DETROIT, March 30.—Business in local smaller ballrooms with taxi dancing continues on a more even keel than in the bigger spots here. Business has been almost constant at the Trianon, which specializes in providing dancing partners, advertising the fact extensively thru various media.

Trianon has used a local band, King Kader, for several months. Prospects for the coming season indicate a small upturn in business, Jack Broder, operator of the spot, said.

Dick Kuhn and his Music
 VOCALS BY MARCELLA HENDRICKS

75th Week
HOTEL ASTOR, N. Y.
 Broadcasting Over Mutual Network

DIR: MUSIC CORP. OF AMERICA

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

Orchestra Notes

By DANIEL RICHMAN

Manhattan Murmurs

JOHN HAMMOND, Columbia recording exec, left for the Coast this week to supervise some new Benny Goodman cuttings . . . which might be pretty routine stuff, except that Hammond will also endeavor while he's out in the citadel of glamour to entice MARTHA RAYE, of the flickers, to team up vocally with either the full Goodman crew or the sextet (or both) on a couple of pressings . . . la Raye toils for the Columbia label on her own platters, and Benny would like to have a musical tete-a-tete with her on a couple of his . . . if Miss Raye is willing it'll be a deal . . . SAXIE DOWELL prems his new much-planned and long-awaited band at the Hotel Commodore, relieving for Sammy Kaye Monday evens . . . TOMMY DORSEY takes unto himself a new canary, CONNIE HAINES . . . Will Bradley, current at the Famous Door, brings in NICK CHIAZZO to replace PEANUTS HUCKO on tenor sax, and AL MITCHELL to take over HERBIE DELL's trumpet seat . . . Bradley newcomers were with Woody Herman and Mal Hallett, respectively . . . STRINGS IN RHYTHM, 52d street's only string band, at the Torch Club, also takes on a couple of musikers . . . outfit is thus increased to seven men . . . incidentally, tootlers from other orks are stopping in at the spot and taking an interested gander at this unique crew.

Bands About Town

BILL McCUNE takes up the musical reins at the Essex House Casino-on-the-Park May 7 . . . he'll be following NICK D'AMICO, who picked up where Dick Stabile left off this week . . . BOB ZURKE gets the call for the coveted Newspaper Guild Ball to be staged April 26 at Manhattan Center . . . HOT-LIPS PAGE is also on the docket to entertain the newspaper lads and lassies that night . . . with TOMMY TUCKER opening the 3d for 15 days at the Fiesta Danceteria and HARRY JAMES on the follow for three weeks, the dine-and-dancery has great expectations for a continued parade of names . . . negotiations are currently going on for Sammy Kaye, Eddy Duchin, Bob Crosby and Jan Garber . . . whether any one of them, or all of them, will be signed is still a matter for conjecture . . . in the meantime the VELERO SISTERS linger for four more weeks as the Latin American relief rhythm purveyors . . . SONNY KENDIS started a limited engagement this week at Sherman Billingsley's 9 o'clock Club, with CHARLIE MURRAY coming in two days later to supply alternate melodies . . . Kendis just wound up four months at the Detroit Athletic Club in that city.

Eastern Echoes

GEORGE DUFFY has an indef date at the Hotel Carlton, Washington, starting April 4 . . . while three nights later IRVING FIELDS settles down to a monther at the Del Rio Country Club in the nation's capital . . . Bill Green's Casino, noted Pittsburgh nitery, hosts the dansapation of JACK MACLEAN for four weeks as of May 27 . . . BILLY YATES starts his third engagement at the Grey Wolf Tavern, Sharon, Pa., in for eight weeks . . . JOE SONSINI is doing the booking for Co. 1 of the Pittsfield, Mass., National Guards and supplying their armory with some nice names, among them so far Gene Krupa, Harry James and Benny Goodman, with Woody Herman, Glen Gray, Glenn Miller and Cab Calloway slated for future appearances . . . JIMMIE ANDREWS and his Down East Yankees forsake the Park Hotel, Taunton, Mass., for the Diamond Hill Inn, Cumberland, R. I.

Atlantic Seaboard

LEO ZOLLO set to start off the outdoor Rainbow Gardens of Covered Wagon Inn at Devon, Pa., this month . . . INDIVIDUALS, strolling threesome, with DORIS LEE for the song lyrics, at Sam's, Lancaster, Pa . . . JIMMY NAEGRA gets the call at Viking Cafe, Philadelphia . . . ALEX BARTHA and EDDY MORGAN again draw down the season's house assignment at Steel Pier and Hamid's Pier, respectively, Atlantic City . . . KENNEY SCULL takes over at the Wagon Wheel, Pleasantville, N. J. . . AL ROESCH set for the season at Village Garden Wonder Bar, Absecon, N. J. . . battle of music being readied at Penn

A. C., Philadelphia, on the 26th, with CHARLIE BARNET and ANDY KIRK in opposite corners . . . JOE LANZA set at Penn-Atlantic Hotel Rathskeller, Atlantic City . . . WHITEY VARALLO takes over at Hotel President's Round the World Room, Atlantic City, and CHAUNCEY CROMWELL is the newcomer at Ritz-Carlton Hotel's Merry-Go-Round . . . LOU SCHRADER moves into Benny the Bum's, Philadelphia . . . ELINORE STEN and her Smoothies next in at Castle Cole Cafe, Norristown, Pa.

Chicago Cacophony

STUFF SMITH'S date at the Hotel Sherman is down as May 10, for four weeks . . . filling in on the band stand for the same period will be BUD FREEMAN'S outfit . . . FREDERICK BROS. MUSIC CORP. signed up HORACE HENDERSON, Fletcher's brother; BOB MCGREW, a former MCA band, and JERRY LIVINGSTONE . . . LITTLE JOE HART goes into Madura's Danceland, Whiting, Ind., April 11 . . . WENDELL PHILLIPS opens the spring season at Frank Hutchins' Villa Moderne, outside of the Windy City, April 5 and gives way May 9 to TONY CABOT, who returns for a summer run . . . PENNY CALDWELL, of Austin, Tex., ventures up north to join ACE BRIGODE for the warbling duties at Merry Garden Ballroom . . . PAULA O'BRIEN hits the Loop this week in advance of BOB CROSBY, heralding his arrival at his old stand, the Blackhawk Cafe, April 15.

Midwest Melange

WHEN CLYDE MCCOY starts a run at the Beverly Hills Country Club, Newport, Ky., April 26, it will be his fourth engagement at the spot, booked in by Gus C. Edwards . . . BOBBY PETERS takes over the music making at the Club Trocadero, Henderson, Ky., April 19 . . . Commodore Perry Hotel, Toledo, gets the GENE BEECHER Ork April 15 to June 9 . . . KEN HARRIS and his Tone-Style Ork are back at the French Lick Springs Hotel in that Indiana resort for an indefinite stand . . . booking was the result of their work at the hostelry on a one-nighter in February, crew having clicked big with the management . . . TED KING goes into the Southern Tavern, Cincinnati, April 20 for a month . . . moving over from the Hotel Heidelberg, Jackson, Miss., CHIC SCOGGIN opened this week at the Jefferson Hotel, St. Louis, for an indef run, his fifth repeat at this spot.

Points West

SHEP FIELDS goes into the St. Francis Hotel, San Francisco, April 9 for an indeterminate period . . . Casino Gardens, Los Angeles, hosts JIMMY JOY for a pair of months, starting May 9 . . . LARRY KENT gets the band-stand call for the Biltmore Bowl, Beverly Hills, Calif., April indefinitely . . . MALCOLM BEELBY plays the Royal Hawaiian Hotel, Honolulu, indef . . . Los Angeles' Hotel Ambassador gets JOE REICHMAN April 30 . . . TOMMY TUCKER goes into the Elitch Gardens Ballroom in Denver May 17, holding on till June 5 . . . KEN BAKER last week started an indef stretch at the Uptown Ballroom, Portland, Ore.

Of Maestri and Men

WOODY HERMAN takes in the three weeks starting April 23 at Frank Dailey's home of the network wire, Meadowbrook, at Cedar Grove, N. J. . . FRANK MITCHELL and the "Town Hall Trio" celebrated their third month at the Silver Dollar Bar, Baltimore, by signing for an additional 30 weeks at the spot . . . completing his sixth season at the Ponce deLeon Hotel, St. Augustine, Fla., BILL MARSHALL, a Meyer Davis outfit, signed for his third season at the Lawsonia Hotel in Green Lake, Wis. . . the FOUR SENATORS closed a 14-week stand at the Pelican Club, Palm Beach, Fla., and open April 16 at the Pals' Cabin, West Orange, N. J. . . JIGGS JACKSON, pianist, is at the Ibachs Cafe, Wilmington, Del. . . ROY MCDOWELL set his six-piece band into the Carolina Country Club, Raleigh, N. C., for the Saturday dances . . . Southeastern Orchestra Service is booking HAL THURSTON'S new ork.

Time Marches On

CHICAGO, March 30.—Fate is bringing Ben Pollack into competition with his former band. Pollack opens with a new outfit at the Sherman Hotel here for four weeks April 12, and on the same night, a few blocks away, Bob Crosby's outfit opens for a similar period at the Blackhawk Cafe.

The Crosby outfit is the former Pollack aggregation.

Fio Rito Sues for 4Gs as Ex-Partner Of Calif. Ice Show

NEW YORK, March 30.—Ted Fio Rito, thru his attorneys, Samuel Hirsch and C. Cantalupo Jr., filed a warrant of attachment in Supreme Court here, attaching Harold Steinmen's share of the gate receipts from the Joe Louis-Johnny Paychek heavyweight fight at Madison Square Garden here last night. Band leader claims \$4,000 is still due him from a \$14,000 litigation dating back more than a year, when he failed allegedly to receive his full share as co-partner of an ice-skating revue, the *St. Moritz Express*, at the Oakland (Calif.) Ice Skating Rink, January 7-18, 1939.

Fio Rito charges that Steinmen, as cashier of the venture which had Dr. Arthur Brandt as co-partner, failed to turn over to the partnership \$14,000 in receipts. Steinmen claims he was protecting himself against debts due him in previous business relations with Brandt. Fio Rito has already recovered about \$10,000 thru litigations in Portland, Ore., and Seattle, Wash.

As a result of the complaint, sheriff's office here is holding \$4,000 of Steinmen's share of last night's fight, pending court hearing, which is set for immediate disposal.

Musicians Condemn Non-Union Pubs

LOS ANGELES, March 30.—Condemning local music publisher practice of employing non-union arrangers and copyists for orchestration publications, members of Local 47, AFM, this week urged delegates to the national convention to ask for a national scale for this type of work.

Meeting of the local Monday (25) marked the beginning of a drive against pubs who employ non-union arrangers, and those who compensate AFM members below union scale. Price range for the orchestrations varies in different sections of the country, and opinion here seems to be that this work should come under a national set price.

RESORT MANAGERS

Leading midwestern university orchestra wants summer resort location beginning June 1.

Plenty of novelties, also exceptional girl and three male vocalists—library of 500 pieces—all arrangements made for own instrumentation—sweet or swing.

DON'T MISS THIS OPPORTUNITY

To book an experienced and reliable college orchestra. Highest recommendations gladly given.

WRITE BOX D-65

The Billboard, 25 Opera Place, Cincinnati, Ohio.

Lawrence Welk

(Reviewed at the Trianon Ballroom, Chicago)

ORIGINATOR of the "Champagne Music" label and a wizard on the accordion, Welk fronts a capable organization which furnishes strong dance music, a feature of utmost importance in any ballroom. The tone, soft and smooth, is easy on the ears and inviting to the feet. While the boys occasionally include a swing number, the outfit is more a defender of the sweet and orthodox music which is again gaining a foothold.

Basic instrumentation includes six rhythm, three sax and four brass, but set-up is usually modified to coincide with the nature of the tune. Welk is generous with his squeeze box, and with Jerry Burke, who handles the electric organ and Novachord, creates a pleasing and novel blend. Frequent emphasis on the clarinet section further enhances the smooth style of this group.

Vocal assignments are in the hands of Jane Walton, attractive canary, who is a comparative newcomer to the Welk organization, and a couple of the tootlers who double in both pop stuff and amusing novelties.

Welk himself stands out as the most important single feature, acting the part of a salesman at all times and getting by exceedingly well. *Honigberg.*

Sterling Young

(Reviewed at the Del Mar Club, Santa Monica, Calif.)

YOUNG fronts one of the most danceable combinations in these parts, and his consistent draw at this swank spot proves him to be a favorite with the dress crowd. Band has plenty of sugar sprinkled on the swing to bring it down into the almost sweet class. Outfit uses three brass, four saxes and three rhythm. Altho its okeh in its present form, the addition of a couple more men would give the crew a more solid delivery.

Young chucks the baton now and then to double either on fiddle or trumpet, adding real value to the band and taking himself out of the ornamental classi-

The Reviewing Stand

fication. Some of the band's best arrangements feature fiddle on top of the reeds. Another effect is gotten by building in stuff for the bass clarinet.

Vocal department is taken care of by Alan Simms and Bobbie Ennis. Simms gets his stuff over adequately and makes a nice lyric speller for the outfit. Miss Ennis, aside from being a good warbler, is also very easy on the eyes. *Owen.*

Don Dunbar

(Reviewed at the Windmill, Natchez, Miss.)

KNOWN as "Dixie's King of Swing," Dunbar's Ork originated in the Diamond Ballroom, St. James, Minn., and has been touring these parts subsequently for nine years. Band plays plenty of sweet swing and is going over big with patrons here.

Dunbar is a triple-threat man, fronting, doing the arranging with George Patton (tenor sax) and serving as vocalist. Outfit also has Mickey Gwynn for the warbling, with Patton taking an occasional ditty. Line-up is four brass, four reed and four rhythm. *Case.*

Bobby Parks

(Reviewed at The Beachcomber, New York)

PARKS is now fronting a five-piece band on his first regular location date in town in some time at a spot other than class clubs and class hotels.

He originally stepped out of the Sonny Kendis Band at the Stork Club a couple of years ago to front his own combo, subsequently playing the Yacht and El Rio clubs and the Plaza Hotel's Persian Room with a seven-piece band.

After a try with a larger band at the Edison Hotel here a few months ago, Parks has now cut down to two reeds (besides the maestro's sax), piano, string bass and drums. The music is thoroughly danceable without being distinctive—but then it's tough to be distinctive with such a small band. The saxes stand out,

and Parks blows a good horn and also takes the mike for occasional pleasant singing.

Bobby is a tall, blond and handsome youth who should be particularly attractive with the females. He has a quiet, restrained personality that ought to be particularly good for class spots where loud personalities are considered in bad taste. *Denis.*

Jay McShann

(Reviewed at Century Room, Kansas City, Mo.)

THIS septa outfit, which had attracted attention locally for a number of years as a seven-piece combo, finally blossoms out as a full-size crew, and the difference in playing is now sufficient to attract an altogether different type of trade. Ork now measures four rhythm, three trumpets, one sliphorn and four reeds.

McShann, a boogie-woogie rock pianist whose style in straight solos resembles Count Basie's, paces the band thru nearly all numbers. The rhythm section is far better developed in co-ordination and jump qualities than the brass and reeds. Realizing this, McShann features his rhythm quartet a great deal, letting bass, piano and guitar alternate on melody solos, while the rest of the band sits out. Gene Ramey, bass player, not only takes most of the quartet's solos, but also shines in take-offs in many of the larger band's numbers.

Most of the arrangements are by tenor sax man William Scott. However, nearly every player has one original in the band's library. *Locke.*

Freddy Martin

(Reviewed at the Edgewater Beach Hotel, Chicago)

SOFT and sweet all the way, the Martin brand of music is made to order for class hotels and ballrooms. The music can be enjoyed by both dancers and listeners and despite its reserved policy has sufficient variety not to become

boring at any time. A swingeroo creeps into the dance sets occasionally in later hours, but its importance is minimized.

Martin is a popular and personable Midwest maestro who takes his job seriously and conducts proceedings with an admirable degree of polish. He toots a sax capably, coming in singly with melodious solos and furnishing generous help to his three-sax section. Other instrumentation includes three rhythm (with the pianist doubling on the electric organ), three fiddles and four brass.

The vocal department employs several of the musicians, most of whom boast fair enough pipes. Clyde Rogers, tenor sax man, dishes out romantic melodies with feeling, as does Eddie Stone, violinist, formerly with Isham Jones. Novelties are warbled by Glenn Hughes, trombonist, in a jolly manner. A trio, George, Harry and Reed, harmonize in pops. *Honigberg.*

Alex Bartha

(Reviewed at Marine Ballroom, Steel Pier, Atlantic City)

LONG run of Bartha at this resort pier dansant spells institutionality for the maestro as part of the pier's regular trimmings. And from the brand of wholesome terp music dished, it is easy to understand why Bartha will undoubtedly stay put here for many more seasons to come.

Maestro hosts the visiting names brought in (Kay Kyser here when caught), and alternates as well with the higher-priced music to make the dancing continuous. A fiddler, Bartha sticks to the stick, wielding it over a capable crew comprising four sax, two trumpets, trombone, bass, piano and drums.

No vocal chores, band devoted entirely to dishing out the straight up-and-down dance music. No arresting arrangements either, sticking to the stocks and getting the most out of them. Tempos and tunes evenly varied to make for the maximum in dance appeal. Apart from the ride tenor saxes, Bartha doesn't blast, but entertains with music that is both tuneful and terpsome.

Bartha, out front, makes a personable head man, using the stick to good advantage. *Orodenker.*

Review of Records

By M. H. ORODENKER

Bluebird Beauts

EVER creating an original setting for the songs, contrasting the swing with the sweet with equal facility, Glenn Miller can always be depended upon to make the most of the music. Most interesting of his recent recordings for Bluebird is his now familiar *Tuxedo Junction*, but not to be overlooked is its mate, *Danny Boy*, which is the sweet music of *Londonberry Air*. With a rhythm song on one side and the romantic ballad on the other, its Miller music all the way for *Say Si Si* with *Imagination* and *Too Romantic* with *Sweet Potato Piper*. And in the double of *Let's All Sing Together* with *The Woodpecker Song*, Miller further exhibits his versatility with a vocal and instrumental novelty.

In the enthusiasm for Miller, not to be overlooked on the same label is the bright and rhythmic brand of music offered by Charlie Barnet, his superior saxophone playing highlighting all the sides. *It's a Wonderful World*, Jan Savitt's theme song, with *Busy as a Bee* and *So Far So Good* with Savitt's irresistible toe-tapping tune, *720 in the Books*, adds two dandy doubles to Barnet's credit.

Easy on the Ears

FOR the smooth and polished dance tempos, with the singing of Mary Ann Mercer enhancing its commercial appeal, Mitchell Ayres takes two tunes from the Broadway *Two for the Show* musical, *How High the Moon* and *A House With a Little Red Barn*. And there's as much dance delight in his doublings of *Last Night's Gardenias* with *A Little Boy* and *A Little Girl* and *I'll Be Seeing You* with *You Oughta Hang Your Head in Shame*.

The tic toc tempos of Gray Gordon make reason enough for reviving a couple of real old ones, *I Love Me* and *Ain't You Ashamed*. However, it's asking too much of the vocal limitations of Rita Ray to turn another Bonnie Baker trick for either of these sides. The romantic rhythms championed by Blue

Barron is adapted to his familiar style for *You, You Darlin'*, *The Moon and the Willow Tree* and *Gotta Get Home, On the Isle of May*. Art Kassel, returning to the label, makes himself welcome with his sweet music for *Up the Chimney Go My Dreams*, which he pairs with an original novelty, *Table Truckin'*, which doesn't catch on too well.

More solid music comes from the sides of Bob Chester for the current favorites, *With the Wind and the Rain in Your Hair* and *I Walk With Music*; and from Vincent Lopez for two old ones, *How Many Times* and his familiar theme, *Nola*.

(See REVIEW OF RECORDS on page 69)

Buckeye Lake Gets Going In Pre-Season Operation

BUCKEYE LAKE, O., March 30.—Marking first activity of the new season, the Mayfair Room at Hotel Lake Breeze and the Pier Ballroom here have started operations on a limited schedule. Many improvements have been made in the Mayfair Room, according to Doc Perkins, manager. Paul Hand's Ork opens the club, which will operate Fridays, Saturdays and Sundays until May 15, when the park swings into full-time operation.

Pier Ballroom will operate Saturdays and Sundays until the regular season begins, with a park-plan policy of dancing to two bands on Sundays.

Owen Bartlett Opens New Booking Office on Coast

HOLLYWOOD, March 30.—Owen Bartlett, former vice-prexy of Local 47, AFM, and at one time with Rockwell General Amusement Corp., joined Bill Fleck and Elliot Kelly in a new booking office venture here.

Outfit will be tabbed American Productions, Inc., and for the present will concentrate on corraling local bands with view of building them into national prominence.

Music in the Air

By SOL ZATT

Bernie Rides Again

ONCE again the old maestro, BEN BERNIE (*Hotel Taft, New York City, NBC Red*), embraces the airwaves with a dance remote—for the first time in almost a year. And coming at a time of day when the airplanes are cluttered up with housewife hash, Bernie is a welcome relief to daytime listening (1-1:15 p.m.), providing one of the few afternoon musical breaks in a long line of serial stories, true life dramas and home and garden sessions.

Even if this were on some time in the evening, its value would be as great, altho most of the corn is directed toward the daytime listener in a somewhat explosive way. Bernie, despite his bad puns, is an able maestro and a master showman.

Proof of the pudding is that he's on only for 15-minutes, and in that time manages to amuse, play good music, build up patronage, good-will for the spot and liven up a period that is ordinarily boring.

His announcements are comical, as only Bernie can heave them, always giving the title a juicy introduction and even doing a long spiel on the author of a tune he's plugging. Donald Saxon and the Bailey Sisters neatly round out the session on the singing assignments. It's Bernie's personality by a mile.

Wrong Slant

GRADUATING from the ranks of Tin Pan Alley, TERRY SHAND (*New Kenmore Hotel, Albany, CBS*) is new in the field of orkdom (just about two months) and devotes most of his energies to plugging his own tunes and building himself generally on the basis of his past performances, instead of on his current status as a band leader.

Everything is either something Shand composed, or something he happens to be singing. His reputation as a composer of popular melodies is always good to use as a builder-upper, but to plug himself constantly in name only, to the exclusion of style, showmanship and ideas, isn't so hot.

Shand is selling himself to the public as a composer and pianist who has just blossomed forth as an ork leader. The natural thing then would be to develop a style built around his other abilities, thus lending a touch of showmanship to an already crowded field. But he makes a mistake in singing most of the time.

Musically the band is full of resonance and the balance projected a clear and rich sound. Between Shand's vocals, Luanne, the fem warbler, gets a couple of innings.

Noble Suavity

SETTING himself apart from the run-of-the-mill midnight sessions, RAY NOBLE (*Palace Hotel, San Francisco, CBS*) has one of those 25 minute programs that is distinguished by beautiful music, beautifully played, and consequently making for beautiful listening.

One question, however, arises in the matter of tune selection, which was obviously made with a great deal of care, but nevertheless lacked commercial appeal to hold the grip of the average listener. First 20 minutes of the program were devoted largely to the Cole Porter and Jerome Kern type of sophisticated show tunes, which were a pleasure to listen to. In the last five minutes the first familiar pop (*Faithful Forever*) was played.

The question? Is it likely that a dance remote consisting mainly of unfamiliar music goes over the heads of the public? We think it does. In this case, one or two more well-known songs, properly fitted into the selections played, would have made a beautiful program more commercial and within the desirability range of the average listener. It would have meant perfection for an already almost perfect show.

ENGAGEMENT of Jerry Livingston at the Deshler-Wallick Hotel, Columbus, O., has been extended indefinitely. Since opening here early in February the composer-conductor has broken attendance records.

Bands on Tour

Advance Dates

JACK WARDLAW: Rock Hill (S. C.) Cotillion Club, April 5; Eastern Carolina Teachers' College (Junior Prom), Greenville, N. C., 13; Plymouth (N. C.) Theater, 17; Tulip Festival, Washington, N. C., 19; Women's College, Univ. of North Carolina, Greensboro, N. C., 27; The Gallopade, Rocky Mount, N. C., May 2; Dental Convention, Charlotte, N. C., 7; Carolina Theater, Lumberton, N. C., 8; Governor's Ball, Rotary Convention, Rocky Mount, N. C., 9.

JOHNNY (SCAT) DAVIS: Orpheum Theater, Davenport, Ia., April 5-7.

JOHNNY LONG: Capitol Theater, Scranton, Pa., April 5-6.

HOWARD BAUM: Greystone Ballroom, Detroit, April 5-7.

MITCHELL AYRES: Paramount Theater, New York, April 10 (two weeks).

CLAUDE HOPKINS: Roseland Ballroom, Richmond, Va., April 11.

COUNT BASIE: Flatbush Theater, Brooklyn, April 11 (week); Windsor Theater, Bronx, N. Y., 18 (week); Carlton Theater, Jamaica, L. I., N. Y., 25-27.

VIC SCHOEN (backing the Andrews Sisters): Windsor Theater, Bronx, N. Y., April 11 (week); Carlton Theater, Jamaica, L. I., N. Y., 18-21.

JMMIE LUNCEFORD: Tower Theater, Kansas City, Mo., April 12 (week); Univ. of Nebraska, Lincoln, Neb., 19; Carlton College, Northfield, Minn., 20; Riverside Ballroom, Green Bay, Wis., 21; Eagles Lodge, Minneapolis, 23; Grand Theater, Evansville, Ind., 25-27; Auditorium, Nashville, Tenn., 28; Armory, Louisville, 29; Oriental Palace, Jackson, Tenn., 30.

CLYDE MCOY: State-Lake Theater, Chicago, April 12 (week).

JOHNNY MCGEE: Ritz Ballroom, Bridgeport, Conn., April 14.

BOYD RAEBURN: Carroll College, Waukesha, Wis., April 19; Marquette Univ., Milwaukee, 26; Hammond High School, Hammond, Ind., May 2.

TINY HILL: Univ. of Illinois, Champaign, Ill., April 26; Milwaukee Athletic Club, Milwaukee, April 27; Crystal Palace, Dubuque, Ia., 28; Excelsior Park, Minneapolis, May 5-7.

ACE BRIGODE: Teachers' College, Whitewater, Wis., May 3; Milwaukee Athletic Club, Milwaukee, 4; Riverside Ballroom, Green Bay, Wis., 5; Lakeside Ballroom, Guttenberg, Ia., 7; Stangler Ballroom, Swisher, Ia., 8.

JACK TEAGARDEN: Bachelor's Cotillion Club, Washington, April 17; Auburn University, Auburn, Ala., 26-27; Univ. of Alabama, Tuscaloosa, Ala., 29-31.

PHIL LEVANT: Greystone Ballroom, Detroit, April 17, 19, 20, 21.

LARRY CLINTON: Trianon Ballroom, Toledo, April 18.

GLEN GARR: Oberlin (Ohio) College, April 20.

GLEN GRAY: Jersey City (Mo.) Armory, May 6.

JAN SAVITT: RPI Gymnasium, Troy, N. Y., May 10.

GLENN MILLER: State Theater, Hartford, Conn., May 12; Chicago Theater, Chicago, July 19 (week).

WOODY HERMAN: Golden Gate Ballroom, New York, May 19.

HAPPY FELTON: Tybrisa Pavilion, Savannah, Ga., June 22-30.

Porter Ditty Makes Jump

NEW YORK, March 30.—Newest song to take a sprightly jump forward in the coin-operated phonos this week is Cole Porter's *I've Got My Eye on You* from the Fred Astaire-Eleanor Powell musical film, *Broadway Melody of 1940*. With the picture now on a national release indications are the song will be on top in a very short time.

For other news of song popularity in the music machines turn to page 70 and the Record Buying Guide in this issue of *The Billboard*.

Padula Plans Phila. Name Ork Mecca

PHILADELPHIA, March 30.—A counterpart of Frank Dailey's Meadowbrook Country Club at Cedar Grove, N. J., is in store for local dancers this summer if current deals are satisfactorily consummated. Art Padula, operator of the Anchorage Inn here, is huddling with Music Corp. of America for a parade of name bands at his spot, starting May 1.

Anchorage hits its stride in the summer with physical attributes that make it a natural for such a policy. Besides, Inn is located within city limits, making it easy of access. Padula first bannered name bands here when he operated the center-city Arcadia International House. If deal goes thru, spot will be manna for local song pluggers in search of a major plug, since plan calls for beaucoup Mutual and Columbia airings for the bands.

Great Lakes Boats Book Orks Earlier Than Usual

DETROIT, March 30.—Early opening of the season on Great Lakes boats is anticipated in the first booking reported from the local Del-Ray Office, which set Eddie Martin's Band for the S. S. South American, starting May 18. This is about two weeks earlier than the usual season opening around Decoration Day and considerably earlier than the usual start of band engagements on the lake boats plying between Buffalo, Duluth and Chicago.

Martin, just completing a four-week stand at the Detroit Yacht Club, goes into an engagement at the Arcadia Ballroom here this week until the opening of the lake season.

New Band's \$300 Debut

KANSAS CITY, Mo., March 30.—Harry Kauffman's Ork, formerly with Station WDAF here and now a dance band, made its debut at the University of Kansas City Country Club March 16, grossing over \$300 for the first prom. Ducats peddled at \$1 per.

Kirk a Turnaway in Knox.

KNOXVILLE, Tenn., March 30.—After 800 persons filled Whittle's Ballroom Saturday (23) for Andy Kirk's engagement, the management turned away more than a hundred, refunding a number of advance-sale ducats. Tariff was \$1.65 advance, and \$2 door.

MUSIC ITEMS

(Continued from page 11)
re-elected for the fourth consecutive term as judge of the Magistrate's Court of Elford, Westchester County, N. Y. With Glenn Leap, His Honor is also co-author of the firm's latest tunes, "How Was I To Know?" "Everything Happens to Me" and "March On, America."

Hollywood Highlights

DICK RODGERS and Larry Hart have been commissioned by Universal to turn in a couple of additional songs for their score for *The Boys From Syracuse*, Broadway hit musical of last season now being picturized. Titles of the two numbers the writers are working on are *The Greeks Have No Word for It* and *Cinderella*.

Seven tunes go into Gene Autry's latest flicker, title of which has been changed from *The Old Mill Stream* to *The Gaucho Serenade*. Latter pop tune, plus *The Singing Hills*, figures in the score, as well as *Headin' for the Wide Open Spaces*, *Song at Sunset*, *Give Out With a Song*, *Rollin' Home* and *The Wooting of Katty McFusty*.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

By M. H. ORODENKER

Theme Platters

SINCE record retailers are concentrating on peddling platters in package lots, many merchants are devising their own album sets to supplement the output from the wax factories.

In this direction, merchants could well take advantage of the many recent releases of theme songs recorded. There have been enough theme song recordings since the first of the year to make up two or three albums of four or six disks each. Such packaging is a cinch for buyers bent on building a worth-while record library and has appeal to the casual purchaser. Further, such homemade albums lend themselves to eye-appealing counter and window displays, utilizing photos of band leaders and even the sheet music of the various theme songs.

Theme songs can also make a pleasant interlude in the entertainment program for the hotel or night club room. Cards on each table provide for six band names and the associated theme song. Gist of the game is that the house band plays the theme songs of six famous bands and the house gives appropriate prizes to the patron who can name the bands and the names of the theme songs. Game serves as an excellent vehicle to impress upon the patrons the house band's own theme song.

Stunt requires keeping about 40 theme songs in the books. Idea was carried out recently at Club Joy, Lexington Ky., and it was never necessary to give out more than to four winners the usual run being only one or two. At the Club Joy winners received free ducats to the spot.

Road Maps

MOST locations at this time of the year are at roadhouses and pavilions in outlying sections. And while the road directions to a spot may be generally known, a great deal of business is lost because prospective patrons are a bit hazy on the going and coming.

For the current run of Glen Gray at Meadowbrook Country Club, Cedar Grove, N. J., F. C. (Corky) O'Keefe, personal manager for the band, has had a handy and meticulous road map printed giving detailed road directions to the Meadowbrook. The map herald further enhances its value by carrying bountiful plugs on Gray's recordings. The heralds are being distributed by Decca in record stores in the New York metropolitan area and in Northern New Jersey.

Distribution of the maps, and 10,000,000 have been printed up, has already resulted in a sharp increase in the number of autos with New York license plates in the Meadowbrook parking lots, which augurs well for the stunt and its expense.

Tommy Dorsey, preceding Glen Gray at the Meadowbrook, also employed showmanship to stimulate trade. Utilizing the door prize idea, some 30,000 cards were distributed in the Meadowbrook area. Holders of the cards were eligible as winners of a record player and package of platters upon attendance and deposit of the numbered card at the club. Give-away drawings were held nightly during Dorsey's date.

Request Cards

IN ORDER to build up a patrons' mailing list, both for himself and the hotel, KEMP READ, playing at Stone Bridge Inn, Riverton, R. I., got up smartly designed and tastefully worded cards for distribution on tables. They were addressed to the patron as "Your Request Card" and passed the word along that the band would like to play and sing "your favorite selection. This card is for your convenience in submitting special requests, which will be complied with when possible."

Card asks that the requester fill in name and address to be placed on mailing list to be notified of special attractions.

Pennsy Coal Regions Hosting Names Again

WILKES-BARRE, Pa., March 30.—Name bands are resuming their appearances in the anthracite region once more, with many of them holding forth in Wilkes-Barre and Scranton theaters for stage shows, while early Easter season marked the resumption of the big-name band policy at Lakeside and Lakewood parks near Hazleton, and at West Side Park in Berwick.

Lakewood Park featured Johnny Messner Easter Monday (25), and has Bob Crosby listed for April 4, with Glenn Miller and Kay Kyser for later dates. Gray Gordon played Easter Monday at Lakeside Park, with Red Nichols listed for tonight (30). Johnny McGee played West Side Park (27) and Kyser was at Masonic Temple in Scranton Easter Monday.

Music Men, Inc., at the Morrison Hotel here Monday (25), drew nearly 1,000 people at \$1 per. Max Halperin, Theater Authority rep, okehed talent to appear gratis, and most of the big acts in town showed up.

Among those on hand were Helen Hayes, Philip Merrivale, Gertrude Niesen, Beverly Roberts, Joan Merrill with Al Siegal, Georgie Tapps, Willie Shore, Bob Brown, Don McNeil, Escorts and Betty, Gray and Bergen, Dale Evans, Eddie Garr and Eddy Howard.

Leeds After Rumba, Tango Catalog; Miller Cuban Rep

NEW YORK, March 30.—Leeds Music Corp. has appointed Miguel Miller as its Cuban representative, working out of Havana. Firm intends to build up a comprehensive rumba and tango catalog, with Miller's appointment one of the initial steps in that direction.

Leeds is the second music pub within the past month to establish a representative in Cuba, Jack Robbins having opened an office during his Havana vacash several weeks ago.

Cugat Big St. Louis Draw

ST. LOUIS, March 30.—Xavier Cugat grossed \$58,000 for the four-week period ended March 22 at the Chase Hotel here. Average weekly business at this spot is \$10,000. Cugat pulled the diners in despite the generally slack Lent season, mainly because of the local interest in rumba and conga dances.

Good Number To Know, Anyway

NEW YORK, March 30.—Supposedly to honor (and popularize) their engagement at the Hotel Pennsylvania, Jerry Gray, one of the boys in Glenn Miller's crew, penned a tune, *Pennsylvania 6-5000* (phone number of the Pennsy)—but a little too late for their own use.

Song will be plugged by Miller over the air, but since he leaves for the road next week there's only one person for whom it can do any good—Jimmy Dorsey—who follows.

Of course, it will still be good next fall when Glenn goes back into the spot for six months.

Chi Music Men Frolic

CHICAGO, March 30.—The annual Tin Pan Alley ball, staged by the Professional

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50
10,000 .. \$6.00
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Two New Romantic Song Hits

By John Dayotis, Well-Known Song Writer

BLUE CARIBBEAN MOONLIGHT (Fascinating Tango)
THE ROSE I GAVE TO YOU (Beautiful Waltz)

Both Songs Have Been Commended by the World-Famous Violinist, FRITZ KREISLER.

Complete Orchestration, 75c; Piano Copy, 35c; Both \$1.00.

ART MUSIC PUBLISHING CO., 853 Broadway, Rm. 1104, New York

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

Orchestra Routes

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

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

A
Aar, Jay: (The Place) NYC, nc.
Aces, Four: (Cawthon) Mobile, Ala., h.
Albert, Bill: (Bartlett Club) Rochester, N.Y., nc.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Andrews, Jimmie: (Diamond Hill Inn) Cumberland, R. I., nc.
Andre, Fabian: (Ambassador) Chi, h.
Angelard, Ed: (Earl Carroll) Los Angeles, nc.
Armstrong, Louis: (Cotton Club) NYC, nc.
Arnte, Billy: (Oasis) Sarasota, Fla., nc.
Arnez, Ditch: (La Conga) NYC, nc.
Ayres, Mitchell: (St. George) Brooklyn, h.

B
Bardo, Bill: (Trocadero) Henderson, Ky., nc.
Barker Trio, Art: (Syracuse) Syracuse, h.
Barron, Blue: (Edison) NYC, h.
Barry Bros.: (Arlington) Binghamton, N. Y., h.
Bartal, Jeno: (Piccadilly) NYC, h.
Basile, Joe: (Shrine Circus) Altoona, Pa.
Baum, Charles: (St. Regis) NYC, h.
Becker, Saxie: (Top Hat) Phila, ro.
Beekman, Jack: (Brown) Louisville, h.
Berigan, Bunny: (Paramount) NYC, t.
Berman, Lew: (Rainbow Room) Washington, D. C., nc.
Bernie, Ben: (Taft) NYC, h.
Bestor, Don: (Rustic Cabin) Englewood Cliffs, N. J., ro.
Binder, Max: (Del Rio) Washington, D. C., nc.
Blaine, Jerry: (Hollywood) NYC, re.
Bonick, Lewis: (Fox and Hounds) Boston, re.
Bono, Richard: (Statler) Cleveland, h.
Booris, Al: (Tremont-Plaza) Boston, re.
Borr, Misha: (Waldorf-Astoria) NYC, h.
Bova, Joe: (Shanghai Inn) Cincinnati, re.
Bowne, Jerry "Muscle": (Royal Hawaiian) San Francisco, nc.
Bradley, Will: (Famous Door) NYC, nc.
Bragale, Vincent: (Dempsey-Vanderbilt) Miami Beach, Fla., h.
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.
Breese, Lou: (Chez Paree) Chi, nc.
Brigode, Ace: (Merry Garden) Chi, b.
Bruneson, Jan: (Jack Dempsey's) NYC, re.
Burkhardt, Johnnie: (Henry Grady) Atlanta, h.
Burton, Henry: (Oaks) Winona, Minn., nc.
Bush, Eddie: (Seven Seas) Hollywood, nc.
Busse, Henry: (Palace Theater) South Bend, Ind., 4; (Armory) La Fayette, 5; (Univ. Ill.) Champaign, Ill., 6; (Emboyd Theater) Ft. Wayne, Ind., 8-10.

C
Calloway, Cab: (Old Fellow's Temple) Wilmington, Del., 5.
Captivators, Three: (Netherland Plaza) Cincinnati, h.
Carpenter, Bob: (Gables Inn) Atlantic City, nc.
Carlsen, Bill: (Claridge) Memphis, h.
Cavallaro, Carmen: (Lookout House) Covington, Ky., nc.
Chapman, Jack: (La Salle) Chi, h.
Chiquito: (El Morocco) NYC, nc.
Clarke, Buddy: (Park Central) NYC, h.
Clinton, Larry: (Sherman) Chi, h.
Cobina, Carlos: (Biltmore) NYC, h.
Cole, Melvin: (Harry's New Yorker) Chi, nc.
Coleman, Emil: (Ciro's) Hollywood, Calif., nc.
Collins, Jay: (Sherman's) NYC, re.
Collins, Bernie: (Newman's Lake House) Saratoga Lake, N. Y., nc.
Colono, Emil: (Leon & Eddie's) NYC, nc.
Continental, The: (Monte Cristo) Chi, nc.
Contreras, Manuel: (Henry) Pittsburgh, h.
Cook's, Herb: (Swingheart) (Rainbow Club) Vicksburg, Miss., nc.
Craig, Francis: (Hermitage) Nashville, Tenn., h.
Crocker, Mel: (Hi-Hat Club) Steubenville, O., nc.
Cromwell, Chauncey: (Ritz Carlton) Atlantic City, h.
Crusaders, The: (Congress) Chi, h.
Cugat, Xavier: (Statler) Detroit, h.
Cuneo, Frank: (Club Del Rio) Manos, Pa., nc.

D
Danders, Bobby: (Gay '90s) Chi, nc.
Darisse, Gilbert: (Chateau Frontenac) Quebec, Can., h.
Davis, Paul: (Martin's Tavern) Lima, O., nc.
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Meyer: (Park Lane) NYC, h.
De La Rosa, Oscar: (Havana-Madrid) NYC, nc.
Demetry, Danny: (Club Royale) Detroit, nc.
Dennis, Dave: (Fiesta Danceteria) NYC, re.
De Rosa, Tommy: (Club Holland) NYC, nc.
De Vodi, Don: (9 o'Clock Club) NYC, nc.
Dibert, Sammy: (Powatan Club) Detroit, nc.
Dixon, Lee: (Play-Mor) Kansas City, Mo., b.
Donahue, Al: (New Yorker) NYC, h.
Doneck, Peter: (Horseshoe Bar) NYC, cb.
Dorsey, Tommy: (Paramount) NYC, t.
Dorsey, Jimmy: (Pennsylvania) NYC, h.
Downer, Bill: (Nightingale) Washington, D. C., nc.
Duchin, Eddie: (Plaza) NYC, h.
DuHarte, Julian: (Casa Marta) NYC, nc.
Duke, Jules: (Tutwiler) Birmingham, h.

E
Eaton, Dick: (Red Hill) Pennsauken, N. J., nc.
Eby, Jack: (Royal Palm) Miami, nc.
Eldridge, Roy: (Manhattan Center) NYC.
Ellis, Joe: (Queen Mary) NYC, re.
Engel, Freddy: (Knight Tavern) Plattsburg, N. Y., nc.

F
Famillart, Mickey: (Weber's Silver Lake Inn) Clementon, N. J., nc.
Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.
Fay, Penn: (Montgomery's) Upper Darby, Pa., cb.
Fedor, Jerry: (Fischer's Casino) Detroit, nc.
Felton, Happy: (Benny the Bum's) Phila, nc.
Fiddlers Three: (Connor) Laramie, Wyo., h.
Fidler, Lew: (Broadwater Beach) Biloxi, Miss., h.
Fiedler, Johnny: (Plaza) San Antonio, h.
Fields, Irving: (Greenwich Village Casino) NYC, nc.
Flo Rito, Ted: (Cleveland) Cleveland, h.
Fisher, Buddy: (Trocadero) Evansville, Ind.
Fischer, Mark: (Club Morocco) Detroit, nc.
Fisher, Freddie: (Blatz Palm Garden) Milwaukee, nc.
Fiske, Dwight: (Savoy Plaza) NYC, h.
Flindt, Emil: (Paradise) Chi, b.
Folds, Lew: (Porter's) Danville, Ill., nc.
Foley, Frank: (Rendezvous) New London, Conn., re.
Fomeen, Basil: (Belmont Plaza) NYC, h.
Francis, Benita: (Oasis) Seattle, nc.

Frank, Carl: (Primrose) Newport, Ky., cc.
Freedley, Bob: (Troc) NYC, nc.
Freeman, Bud: (Kelly's Stables) NYC, nc.
Fremont, Al: (Club Gloria) Youngstown, O., nc.
Friml Jr., Rudolph: (Providence-Biltmore) Providence, h.
Fulcher, Charles: (Bon Air) Augusta, Ga., h.
Funk, Larry: (Biltmore) Dayton, O., h.

G
Gagen, Frank: (Statler) Cleveland, h.
Garber, Jan: (Citadel) Charleston, S. C., 5-6, b.
Garr, Glenn: (Armory) Binghamton, N. Y., 5.
Gasparre, Dick: (El Morocco) NYC, nc.
Gaston: (Monte Carlo) NYC, cb.
Gerard, Gerry: (Ohio) Youngstown, O., h.
Gilbert, Jerry: (Thomas Jefferson) Birmingham, h.
Glass, Billy: (Pastor's) NYC, nc.
Goad, William: (Chateau Enslay) Birmingham, h.
Golden, Neil: (Condado) San Juan, P. R., h.
Golly, Cecil: (Donahue's) Mountainview, N. J., ro.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Gordon, Don: (Central) Sayville, N. Y., h.
Graffier, Frenchie: (Club 100) Des Moines, nc.
Grant, Bob: (Savoy-Plaza) NYC, h.
Gray, Glen: (Meadowbrook) Cedar Grove, N. J., cc.
Gruen, Eddie: (100 Club) Chester, Pa., nc.

H
Hahn, Al: (Radisson) Minneapolis, h.
Hall, Sleepy: (Biltmore) NYC, h.
Hall, George: (Bradford) Boston, 5, h.
Hamilton, George: (Schroeder) Milwaukee, h.
Harris, George: (Bradford) Boston, h.
Harris, Phil: (Wilshire Bowl) Los Angeles, re.
Harting, Dorothy: (Gentlemen of Rhythm: (Pepper Pot) NYC, nc).
Hauck, Happy: (Chez Ami) Buffalo, nc.
Hawkins, Erskine: (Savoy) NYC, b.
Heidt, Horace: (Palace) Columbus, O., t.
Helman, Dave: (Warwick) Litzitz, Pa., h.
Henderson, Horace: (5100 Club) Chi, nc.
Herbeck, Ray: (Peabody) Memphis, h.
Herman, Woody: (Univ. Md.) College Park, Md., t.
Holmes, Herbie: (Nicollet) Minneapolis, h.
Horton Girls: (Castle Cole Club) Norristown, Pa., nc.
Hope, Al: (Park Lane) NYC, h.
Huarte, Julian: (Marta's) NYC, cb.
Hugo, Victor: (Little Rathskeller) Phila, nc.

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

I
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
J
Jerome, Henry: (Child's Paramount) NYC, re.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Bill: (Cozy Corner) Detroit, nc.
Johnson, Duke: (Murray's Rainbow Room) Atlantic City, nc.
Jones, Emperor: (Brick Club) NYC, nc.
Juneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick: (Aragon) Chi, b.

K
Kane, Allan: (Brown Palace) Denver, h.
Karson, Maria: (Musicales: (Fort Hayes) Columbus, O., h).
Kaspar, Gordon: (Shawnee) Springfield, O., h.
Kassel, Art: (Bismarck) Chi, h.
Kavellin, Al: (Muehlebach) Kansas City, Mo., h.
Kay, Herbie: (Cleveland) Cleveland, h.
Kaye, Sammy: (Commodore) NYC, h.
Kellem, Milton: (Delmonico's) Phila, nc.
Kemp, Hal: (Palmer House) Chi, h.
Kendis, Sonny: (9 o'Clock) NYC, nc.
King, Don: (Riverside) Tucson, Ariz., b.
King, Russell: (Steve's) NYC, nc.
King, Henry: (Plaza) NYC, h.
King's Jesters: (Philadelphian) Phila, h.
King, Wayne: (Riverside) Milwaukee, t.
Kirk, Andy: (Howard) Washington, D. C., 5, g.
Kish, Joe: (Vine Gardens) Chi, nc.
Klyde, Harvey: (Chateau) Chi, b.
Kobblers, Korn: (Old Vienna) Cincinnati, re.
Kolker Bros.: (Esquire Club) Baltimore, nc.
Koons, Dick: (Mayflower) Washington, D. C., h.
Krupa, Gene: (Lakewood Pavilion) Mahanoy City, Pa., 4; (Penn State College) State College, Pa., 5; (Savoy Ballroom) NYC, 7.
Kuhn, Dick: (Astor) NYC, h.
Kuhn, Lee: (Narragansett) Providence, h.

L
Lake, Sol: (606 Club) Chi, nc.
Lang, Teddy: (Swing) NYC, nc.
Lande, Jules: (St. Regis) NYC, h.
Lane, Jimmy: (Mandalay) Los Angeles, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Sid: (Hi-Hat) Chi, nc.
Lang, Lou: (White) NYC, h.
Lanza, Joe: (Penn-Atlantic) Atlantic City, h.
Layne, Lesse: (Barney Spinellas) Staten Island, N. Y., re.
Leth, Woodie: (Old Mill Inn) York, Pa., nc.
La Plante, Lylle: (El Chico) Miami Beach, 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.
Little, Little Jack: (State-Lake) Chi, t.
Lopez, Vincent: (Capitol Theater) Madison, Wis., 3-4; (King's Ballroom) Lincoln, Neb., 11.

Lorch, Carl: (Adolphus) Dallas, h.
Lowe, Bert: (Lenox) Boston, h.
Lucas, Clyde: (Statler) Detroit, h.
Lyman, Abe: (Royal Palms) Miami, Fla., nc.
Lynn, Bert: (La Conga) Hollywood, nc.

M
McCarty, Bob: (Broadway Manor) Louisville, nc.
McCoey, Billy: (Chanticleer Inn) Rockyhill, Conn., nc.
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.
McGrane, Don: (Diamond Horseshoe) NYC, nc.
McIntire, Lani: (Lexington) NYC, h.
McKinney, William: (Plantation) Detroit, nc.
McLean, Connie: (Kit Kat) NYC, nc.
McMenamin, Freddy: (Alpine Tavern) Atlantic City, nc.
Macias, Pete: (Lounge Riviera) Washington, D. C., nc.
Mack, Buddy: (Roumanian Village) NYC, nc.
Madriguera, Enric: (Jung) New Orleans, h.
Magee, Sherry: (Village Barn) NYC, nc.
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.
Marcello, Bernie: (Club Weseman) Wichita Falls, Tex., nc.
Marchetti's Rumba Kings: (Colonial Inn) Bridgeport, Pa., nc.
Mario: (Pastor's) NYC, nc.
Mario, Don: (Music Bar) NYC, nc.
Marsala, Joe: (Fiesta) NYC, b.
Marshall, Bill: (Ponce de Leon) St. Augustine, Fla., h.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Martin, Freddy: (Edgewater Beach) Chi, h.
Marinero, Joe: (Park Lane) NYC, h.
Marvin, Tommy: (Grande) Detroit, b.
Marvin, Mel: (Moonlight Gardens) Saginaw, Mich., nc.
Masters, Frankie: (Roosevelt) NYC, h.
Mathey, Nicholas: (Casino Russe) NYC, nc.
Maul, Herbie: (Century Room) Tulsa, Okla., nc.
Maus, Stewart: (Capitola) Capitola, Calif., b.
Meadows, Frankie: (Swing Club) NYC, nc.
Meadowbrook Boys: (Darling) Wilmington, Del., h.
Meekin, Fran: (Wisconsin Roof) Milwaukee, b.
Men of Note, The: (Shawnee) Springfield, O., h.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Fritz: (Ritz-Carlton) Atlantic City, h.
Miller, Glenn: (Bucknell Univ.) Lewisburg, Pa., 5; (Sunnybrook Ballroom) Pottstown, 6; (Roseland Ballroom) NYC, 7; (Coliseum Ballroom) Baltimore, 8.

N
Molina, Carlos: (Colony Club) Chi, nc.
Monchito: (Stork Club) NYC, c.
Moore, Carl "Deacon": (State Teachers' College) Maryland, Ky., 5; (Merry Gardens Ballroom) Chi, 6; (Meyer's Lake Park) Canton, O., 7.
Morand, Jose: (La Conga) NYC, nc.
Moreno, Consuelo: (Cuban Casino) NYC, nc.
Morgan, Russ: (Roosevelt) New Orleans, h.
Morris, George: (Whirling Top) NYC, nc.
Morrison, Ray: (Warwick) NYC, h.
Munro, Hal: (Graemere) Chi, h.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murray, Charlie: (Stork Club) NYC, nc.

O
Navis, Mary: (Yacht Club) Phila, nc.
Nelson, Ozzie: (Blackhawk) Chi, nc.
Newton, Frankie: (New Kelly's Stable) NYC, nc.
Nobel, Ray: (Palace) San Francisco, h.
Noble, Leighton: (Ben Franklin) Phila, h.
Norris, Bobby: (Belvedere) NYC, h.
Norris, Stan: (Park Plaza) St. Louis, h.
Notes of Rhythm, Four: (Battle House) Mobile, Ala., h.
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

P
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Oliver, Fred: (Warwick) NYC, h.
Olsen, George: (Strand) NYC, t.
Olson, Hem: (Country Club) Coral Gables, Fla., nc.
Orlando, Carlos: (Nor-Bridge) Phila, nc.
Osborne, Will: (Casa Manana) Culver City, Calif., nc.
Owens, Harry: (Roosevelt) Hollywood, h.
Ozark Mountaineers: (Playhouse) Coral Gables, Fla., nc.

Q
Pablo, Don: (Palm Beach) Detroit, nc.
Page, Paul: (Pla-Mor) Kansas City, Mo., b.
Page, Bob: (Music Box) Indianapolis, b.
Palermo, William: (La Marquise) NYC, nc.
Panchito: (Versailles) NYC, nc.
Parker, Roll: (Little Ritz) Norristown, Pa., c.
Parks, Bobby: (Beachcomber) NYC, nc.
Parrish, Charlie: (Casa Grande) Berwyn, Md., nc.
Pastor, Tony: (Barney Rapp's) Cincinnati, nc.
Patrick, Henry: (Stork Club) Phila, nc.
Perry, Ron: (Bossert) Brooklyn, h.
Peters, Bobby: (Gibson) Cincinnati, h.
Petti, Emile: (Savoy-Plaza) NYC, h.
Phillips, Wendel: (Villa Moderne) Chi, nc.
Pierre: (New Russian Art) NYC, nc.
Pliner & Earle: (Blackstone) Chi, h.
Powell, Teddy: (Arcadia) NYC, b.
Prager, Col. Manny: (Claridge) Memphis, h.
Pullo, Ben: (Joyland) Boston, nc.

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

Quinton, Bob: (Dempsey's Bar) NYC, nc.
R
Raeburn, Boyd: (Melody Mill) Chi, nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rand, Clarence: (Mayfair) Kansas City, Mo., nc.
Rasmussen, Don: (Metz) Wausau, Wis., nc.
Ravel, Don: (Dixie Lee's Old South) NYC, nc.
Ravazza, Carl: (Sir Francis Drake) San Francisco, h.
Raymond, Nicki: (Coq Rouge) NYC, nc.
Raymond, Harry: (Jefferson) Columbia, S. C., 6, h.
Read, Kemp: (Stonebridge) Tiverton, R. I., h.
Reichman, Joe: (Mark Hopkins) San Francisco, h.
Rennie, Jack: (Fox & Hounds) NYC, nc.
Resh, Benny: (Bowery) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Rhythmic Strings: (Torch Club) NYC, nc.
Richards, Jimmy: (Commodore Perry) Toledo, h.
Rinaldo, Nino: (885) Chi, nc.
Rios, Rosita: (La Conga) NYC, nc.
Ritz, Case: (Ritz) Bridgeport, Conn., b.
Roberts, Red: (Coral Gables) Lansing, Mich., cc.
Rodrigo, Nano: (La Conga) NYC, nc.
Roesch, Al: (Village Garden) Atlantic City, c.
Rollini, Adrian: (Piccadilly) NYC, h.
Roth, Eddie: (Alabam) Chi, nc.
Rudolph, Jack: (Jungle) Youngstown, O., nc.
Rudy's: (Gypsy Camp) NYC, cb.

S
Sabin, Paul: (Ritz Carlton) Atlantic City, h.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sanders, Roy: (Suburban Gardens) Washington, D. C., nc.
Saunders, Red: (Club Dellisa) Chi, nc.
Savitt, Jan: (Lincoln) NYC, h.
Schroeder, Gene: (The Pirates Den) NYC, nc.
Scoggin, Chic: (Heldelberg) Jackson, Miss., h.
Senators, The: (Pelican Club) Palm Beach, Fla., nc.
Shand, Terry: (New Kenmore) Albany, N.Y., h.
Sharkey, Bill: (Troc) NYC, nc.
Sherr, Jack: (9 o'Clock Club) NYC, nc.
Shevlin, Pat: (Evergreen Casino) Phila, nc.
Siegel, Irving: (Bill's) Miami, nc.
Siry, Larry: (Ambassador) NYC, h.
Smith, Stuff: (Hickory House) NYC, nc.
Smith, Otis: (Wind Mill) Natchez, Miss., nc.
Smith, Bob: (Stone's Grill) Marion, O., re.
Sousa III, John Phillip: (Paxton) Omaha, h.
Spivak, Charlie: (Pennsylvania) NYC, h.
Stable, Dick: (Syracuse) Syracuse, h.
Steel, Ted: (Lincoln) NYC, h.
Stefano's Hawaiians: (Beachcomber) NYC, nc.
Steiber, Ray: (El Dumbo) Chi, nc.
Stipes, Eddie: (Bank Bar) Toledo, nc.
Stoefler, Wally: (Belvedere) Baltimore, h.
Straeter, Ted: (Fefe's Monte Carlo) NYC, nc.
Strange, Johnny: (Tutwiler) Birmingham, Ala., h.
Street's Christeen, Sophisticates: (Childs') Syracuse, re.
Sullivan, Joe: (Cafe Society) NYC, c.
Sylvester, Bob: (Club Rex, Birmingham, Ala., nc).

T
Sylvio, Don: (Bertolotti's) NYC, nc.
Tan, Jimmie: (Kaufman's) Buffalo, nc.
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.
Terry, Frank: (McVan's) Buffalo, nc.
Thoma, Wit: (Bat Gormly's) Lake Charles, La., nc.
Thomas, Hark: (Commodore) Detroit, nc.
Thomas, Tex: (Casa Manana) Boston, re.
Tisen, Paul: (Commodore) NYC, h.
Toppers, The: (Irvin Wolf's Rendezvous) Phila., nc.
Torres, Dick: (Continental) Kansas City, Mo., h.
Tovaro, Pedro: (Henry) Pittsburgh, h.
Trace, Al: (Ivanhoe) Chi, nc.
Trovato, Salvatore: (New Yorker) NYC, h.
Tucker, Orrin: (Chicago) Chi, t.
Tucker, Tommy: (Essex House) NYC, h.
Turk, Al: (Oriental Gardens) Chi, re.

U
Ulmer, Ernest: (Club Laurel) San Antonio, nc.
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.
Velez, Angel: (New Hollywood) Bridgeport, Conn., nc.
Vera & Her Ramblers: (Eagleville) Eagleville, Pa., h.

W
Wald, George: (Brown) Louisville, h.
Walters, Lee: (Blue Lantern) Phila, nc.
Wargo, Addie: (Club 26) Milwaukee, nc.
Warney, Leo: (Monte Carlo) NYC, nc.
Wasson, Hal: (Plantation) Grand Rapids, Mich., nc.
Watson, Leo: (Onyx) NYC, nc.
Weiler, Curt: (Embassy) Phila, nc.
Welk, Lawrence: (Trianon) Chi, b.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
Wharton, Dick: (Bellevue-Stratford) Phila, h.
Widmer, Bus: (Riverside Park) Phoenix, Ariz, b.
Wilde, Rand: (Netherland Plaza) Cincinnati, h.
Williams, Sande: (Astor) NYC, h.
Williams, Griff: (Stevens) Chi, h.
Williams, Glen: (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.
Woods, Howard: (Tantilla Gardens) Richmond, Va., b.

Y
Yates, Billy: (Greywolf Tavern) Sharon, Pa., nc.
Young, Ben: (Northwood Inn) Detroit, nc.
Young, Roland: (Lombard's) Bridgeport, Young, Eddie: (Heidelber) Jackson, Miss., h.
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: (Essex House) NYC, 5; (Trianon Ballroom) Cleveland, 7.

New Plays on Broadway

Reviewed by Eugene Burr

FULTON

Beginning Thursday Evening, March 28, 1940

THE SCENE OF THE CRIME

A play by Frank Gould. Staged by Frank Merlin. Setting designed and executed by Cirkor & Robbins. Lighting by Joseph Riley. Press agent, George A. Florida. Stage manager, Craig Williams. Presented by Harry Howard.

Arthur Hanley Hallam Bosworth
Tobias Rosenfeld Louis Sorin
Edith Hanley Elaine Kent
Stella Hanley Kittie Cosgriff
David Hanley Chester Stratton
Jean Louise Latimer
Katherine Sheila Trent
Marion Hanley Margaret Callahan
Larry Pearson Robert Morrow
Jimmy Hanley David Wayne
Spence Howard Lane
Bob Hanley Allan Hale
Dr. William Hood King Calder

ACT I—Scene 1: An Evening. Scene 2: The Following Morning. ACT II—The Night; Several Months Later. ACT III—Evening, Three Months Later. The Action Takes Place in the Hanley Apartment, in New York City.

Frank Gould had a sound idea in *The Scene of the Crime*, which Harry Howard presented Thursday night at the Fulton Theater, and for the most part he developed it effectively, particularly since it is a first play. That it doesn't get its full effect upon the stage of the Fulton is due chiefly to direction that failed to clean up a new playwright's mistakes and—most particularly—to the brutally inadequate playing of a central role. There is still a good amount of effect, tho—and Mr. Gould even gets away with the feat of having a ghost appear successfully in an otherwise realistic drama, a major miracle that also depends largely on the actor concerned.

The play deals, simply and with honest indignation, with the effect of a murder upon a murderer's family. The Hanleys, father, mother, three sons and two daughters, were a nice lower middle-class household until David, the middle boy, decided to go bad. One night David and a few others held up a subway change booth and killed the attendant, and the Hanleys' flimsy structure of quiet existence crashed down upon their startled ears. It wasn't only the murder and the execution of David, which in itself rocked them in a tidal wave of hopeless despair; it was also what went after. They were marked as the family of a boy who had burned. The father, broken in health and spirit, was unable to work; the oldest boy lost his job and had to take another out in Jersey; the youngest lad, studying for the law, stayed on hopelessly because he felt he couldn't desert his parents; the younger girl ran off and got married; the elder girl lost her fiance and was afraid to marry the man who really loved her because she, too, felt that she had to stay with her parents. So in the end the father and mother, staring bleakly into the darkness of the future, close the windows and doors, turn on the gas jets, talk wistfully of the happy life they once had, and die in each other's arms. It is touching without being maudlin.

But Mr. Gould, believe it or not, has the ghost of the boy who was executed present throughout the final scene that shows the destruction of the family and his parents' death, crying out unheard for forgiveness and vainly trying to prevent the tragedy he has caused—and Mr. Gould gets away with it! That's frankly amazing; and it's due not only to writing that sincerely avoids bathos, but even more to the outstanding acting job of Chester Stratton, who plays the ghost. Young Mr. Stratton's work is in sober truth terrific—honest, powerful, finely shaded, never overdone and tremendously effective. He actually makes you believe in the ghost.

The play has many faults—long sections of awkward and unnatural dialog, a dependence upon unmotivated entrances and exits that makes the Hanleys' flat seem a bit like the corner of 42d street and Broadway, a jerkily written first act, and an insistent hammering away upon the main theme that rules the play in a straight line devoid of incidental plotting, particularly when the family waits for news of the execution throughout the entire second act. But there is nothing there that couldn't have been straightened out by direction and by rewriting during rehearsal. Frank Merim, who did the staging, has created moments of dramatic effect; but he

failed to smooth the rough spots—and he also allowed to go on unmolested the one performance that does all it can to ruin the play.

That is the work of Hallam Bosworth who, as the father, is as stogy and ineffective as a debutante in a charity pageant. As the middle-class Mr. Hanley he is always every inch an Actor with a capital "A"; he expresses emotion by turning his lines into a sort of sing-song recitative in the best op'ry house tradition; and every time he walks on the stage the entire play slumps down unhappily into the orchestra pit. On the other hand there are, in addition to Mr. Stratton's amazing work, really fine performances by Margaret Callahan as the elder daughter and David Wayne as the youngest son. King Calder and Allan Hale are forthright and pleasant, as the faithful suitor and the oldest son, respectively; Kittie Cosgriff at least tries sincerely as the mother and Louis Sorin does a good incidental character job. The rest range from adequate to awful.

BROADWAY

Beginning Saturday Evening, March 23, 1940

MAMBA'S DAUGHTERS

(Return Engagement)

A play dramatized by Dorothy and DuBose Heyward from DuBose Heyward's novel of the same name. Starring Ethel Waters. Staged by Guthrie McClintic. Settings designed by Perry Watkins and painted by Triangle Scenic Studio. Press agent, Gardner Wilson. Presented by Guthrie McClintic.

Mamba (Hagar's Mother) Georgia Burke
Policeman Vincent Copeland
Clerk of the Court John Kerr
The Prosecuting Attorney John O'Connor
St. Julien DeC. Wentworth (Saint) Robert Thomsen
The Judge Barry Kelley
Hagar Ethel Waters
Davey Al Stokes
Ned Wilson Bradley
Mingo Louis Sharp
Drayton Canada Lee
Maum Vina (The Island Matriarch) Ethel Purnello

Eva Edna Waters
Willie May Laura Vaughns
The Reverend Quintus Whaley J. Rosamond Johnson
Gilly Bluton Willie Bryant
Dolly Alberta Hunter
Lissa (as a Child) Joyce Miller
Martha Rena Mitchell
Gardenia Maude Russell
Tony Jimmy Wright
Lissa Fredi Washington
Charleston Courtroom Visitors, Ediwander Island Field Hands and Church Members.

ACT I—Scene 1: The Courtroom. Charleston. A Summer Morning, Twenty Years Ago. Scene 2: The Commissary of Brick House Plantation on Ediwander Island. Early Evening in May. Five Years Later. Scene 3: The Church. Later, Same Evening. Scene 4: Mamba's Room on the Charleston Waterfront. Later, That Night. ACT II—Scene 1: The Commissary. An Evening Twelve Years Later. (The curtain will be lowered during this scene to denote a lapse of several hours.) Scene 2: Gilly's Cabin. Ediwander Island. Later, the Same Night. Scene 3: The Commissary. Night, the Present Time. Scene 4: Gilly's Cabin. Later, the Same Night. Scene 5: The Commissary. Later, Same Night.

Furthering the lower-prices-for-tickets movement (which is an extremely good movement to further when you can turn the trick), Guthrie McClintic brought his production of *Mamba's Daughters* back to town and installed it at the Broadway Theater last Saturday night at \$1.65 top. Ethel Waters is still in the lead, and the play is still a cheap and saccharine collection of stale theatrical cliches whose only reason for being is that it allows Miss Waters to have a framework for her performance.

Chief of the changes—except the change in price—is the substitution of Georgia Burke for Georgette Harvey as Mamba. Miss Burke plays well enough to get her share of praise; but few actresses could possibly equal the magnificently quiet eloquence of Miss Harvey, who did so fine a job in the original engagement that it successfully rivaled Miss Waters' fine work. Robert Thomsen has taken the place of Jose Ferrer as the most important white in the cast, and does very nicely.

But the most important aspect of the evening is still the performance with which Miss Waters graduated from Main Stem merry-merries to a position as one of the nation's outstanding dramatic actresses. As Hagar, the dark-skinned Madame X of the Heywards' soppy and

stilted script, she does some of the finest acting of our generation. With the new box-office scale it's doubly cheap at the price.

MAXINE ELLIOTT'S

Beginning Saturday Evening, March 23, 1940

SEPARATE ROOMS

A comedy by Joseph Carole and Alan Dinehart, in collaboration with Alex Gottlieb and Edmund Joseph. Directed by William B. Friedlander. Setting uncredited. Press agent, Joseph Shea. Stage manager, Alan Dinehart Jr. Presented by Bobby Crawford. Tagger Jack Smart
Gary Bryce Austin Fairman
Don Stackhouse Lyle Talbot
Linda Muzelle Britton
Scoop Davis James Robbins
Pam Glenda Farrell
Jim Stackhouse Alan Dinehart
Leona Sharpe Madora Keene

The Entire Action Takes Place in the Penthouse Apartment of Jim and Don Stackhouse in New York City.
ACT I—Eight o'Clock in the Evening in Early Spring. ACT II—Scene 1: Early Afternoon, Two Months Later. Scene 2: A Morning, One Week Later. ACT III—A Morning, One Month Later.

Separate Rooms, a farce that had something of a Chicago run because of the fact that Glenda Farrell, Alan Dinehart and Lyle Talbot took part in it, arrived last Saturday at Maxine Elliott's Theater with Bobby Crawford billed as producer, having been brought to New York practically on the spur of the moment. It looks as tho it had been written in the same way.

Miss Farrell and Messrs. Dinehart and Talbot must feel right at home on the stage—because they're practically playing in a picture. Except for some extremely blue stuff, most of it in the last act, and a number of genuinely amusing lines that must have crept in in disguise, the only thing they've added to their screen appearances is a third dimension. It would be nice to welcome back Mr. Dinehart and Miss Farrell more warmly, but the circumstances forbid. As for Mr. Talbot, he hasn't played here before—but he turns out to be about the best of the lot.

Separate Rooms, as the title may just possibly suggest, is the sort of thing that the stage tossed upon the Flushing dump about 20 years ago—a little farce that is utterly meaningless and discouragingly unfunny except for the few bright lines mentioned above. It manages to hit a peak of hilarity at the end of its second act, only to dissipate it completely in an unconnected and embarrassing final stanza.

It's about an actress who marries a young playwright in order to get ahead, despite the opposition of the playwright's older brother, a Broadway columnist. So the columnist gets some choice bits of dirt about her and threatens to print them unless she becomes a really good wife. She does, and finds she likes it. Then, in the third act (which is evidently tacked on because all good film people know that all good plays simply must have three acts) the gal and her husband convince the columnist that he should marry his own secretary by telling him that he got drunk one night and left her in what some people still insist on calling an interesting condition. He didn't, of course; but the secretary

Theater Talk

By SHERLING OLIVER

Lines and Business:

The trend of the times is sufficiently frightening to engender a frequently missing spirit of co-operation among the various organizations that go to make up the theater. The Dramatists' Guild, long possessed of a "rugged individualist in an ivory tower" frame of mind, is now willing to consider concessions to experimental theater groups. This change of attitude deserves applause and encouragement. If all the organizations concerned, and we mean all of them, will realize the common-sense fact that the time has come to stop the bleeding and start the transfusions, then and then only is there any bright hope for the patient.

In the light of what is now happening, a change of thought, from what will we lose by co-operation and concession, to what may we gain by it, is the only sensible course.

The Good Soldier:

"I would like you to know that I am not being such a traitor to the theater as would appear from the publicity Paramount has sent out about my going to them. The first condition I made, and for which I have fought a long fight, was that I should always have the months of September to January completely free. By this means I hope to be able to preserve a lifeline to Broadway. Aitho I am becoming a little unsure as to what this mystic Theater is, to which we are supposed to devote our lives, I cannot get out of the habit of regarding it so." Signed, MARGARET WEBSTER.

Bravo!

Bits and Pieces:

GERTRUDE LAWRENCE'S list of guests at her cocktail party for the American Theater Wing of the British-French Allied Relief Fund at the Stork Club the 31st comprised practically the entire theater and newspaper world.

Showboat Notes:

BILLY BRYANT is opening his season soon, and his daughter BETTY is being advanced from ingenues to leads. . . . The Dixie Queen may go to Houston to be presented there by the Civic Theater as a special attraction at the Spring Fiesta.

Don't miss the THEATER OF THE PICCOLI at the Majestic. These charming little woodenheads have appeared before 12,000,000 people in 30 countries.

ALBERT W. TARBELL is negotiating a lease on the Maplewood Theater for a summer season to begin in May.

LYMAN BROWN says inquiries coming in to his office indicate an unusually active summer.

DEAN JAGGER is in Hollywood readying for the title role in RKO's *Brigham Young*. The LIEBLING office set him for a one-picture deal with options.

MRS. ALEXANDER DEAN and FRED BURLEIGH will operate Cohasset this summer. . . . The critics couldn't agree on *Liliom*. . . . WILLIAM LE MASSENA is in *There Shall Be No Night*, in the part of a young poet who drives an ambulance in war-torn Finland.

The Light of Heart by EMLYN WILLIAMS is a smash hit in London. (It's said to be a perfect play for JOHN BARRYMORE). . . . The only American stage stars in London now are BEBE DANIELS and BEN LYON, who are doing excellent work in a hit. . . . ROBERT MONTGOMERY has become an English country gentleman in an old Tudor house just outside London.

A. E. MATTHEWS, who is looking for a play to bring over, writes from Prospect Cottage Bushy Heath, Herts, that he'd give almost anything for some fresh lettuce, green peas and grapefruit. . . . They are wondering how ARCH OBOLER can get JOAN CRAWFORD, ELSA LANCASTER, RONALD COLMAN and JAMES CAGNEY to act on the air for a \$21 fee. It's just an indication of how far actors will go when something worth while presents itself.

BROADWAY RUNS

Performances to March 30, Inclusive.

Dramatic	Opened	Perf.
Drift Column. The (Alvin) Mar. 6	6	30
June and the Paycock (revival) (Mansfield) Jan. 16	16	87
Ladies in Retirement (Miller's) Mar. 26	26	7
Lady in Waiting (Beck) Mar. 27	27	6
Life With Father (Empire) Nov. 8	8	168
Liliom (revival) (44th St.) Mar. 25	25	8
Male Animal. The (Cort.) Jan. 9	9	95
Mamba's Daughters (return) (Broadway) Mar. 23	23	9
Man Who Came to Dinner. The (Music Box) Oct. 16	16	192
Margin for Error (Plymouth) Nov. 3	3	171
My Dear Children (Belasco) Jan. 31	31	64
Philadelphia Story. The (Shubert) Mar. 28	28	39
Scene of the Crime. The (Fulton) Mar. 28	28	4
See My Lawyer (Adelphi) Sept. 27	27	214
Separate Rooms (Elliott's) Mar. 23	23	9
Skylark (Morosco) Oct. 11	11	198
Time of Your Life. The (Guild) Oct. 25	25	174
Tobacco Road (Forrest) Dec. 4	4	33
Two on an Island (Hudson) Jan. 22	22	80
Weak Link. The (Golden) Mar. 4	4	32
When We Are Married (Lyceum) Dec. 25	25	112
Musical Comedy		
DuBarry Was a Lady (46th St.) Dec. 6	6	134
New Hellzapoppin (Winter Garden) Dec. 11	11	128
Pins and Needles (Windsor) Nov. 27	27	37
Reunion in New York (Litt.) Feb. 21	21	45
Theater of the Piccoli (Majestic) Mar. 21	21	13
Too Many Girls (Imperial) Oct. 18	18	180
Two for the Show (Booth) Feb. 8	8	60

figures that she can soon fix that up. That, my friends, is what is known as the play at Maxine Elliott's. It's funny for perhaps one-tenth of its running time; and about the only real contribution it has to offer is a line or two nicely hitting off those gentlemen who earn a living by exposing other people's private affairs for the lip-licking delectation of any moron who has two cents. But it should, I suppose, satisfy those who are willing to pay theater prices to see three film players in person.

Miss Farrell, who used to be a good actress and who still occasionally seems one on the screen, is a good actress at Maxine Elliott's in the few moments when she forgets herself. But for the most part she overplays like a screen star, often killing the comedy by literally out-clowning it. Mr. Dinehart is his usual pleasant and extremely likable self, even though he does occasionally read a line as though he were doing a single in vaudeville; and Mr. Talbot, saddled with the terrible role of the playwright, really tries hard and does surprisingly well with it. A large lad named Jack Stuart is ingratiating as a butler, and the rest are about what you might expect—or fear. William B. Friedlander directed as though he were staging the book of a musical comedy—which, after all, was just about what he was doing.

Incidentally, it took four authors to write the piece. It must have been brutally hard for four men to avoid getting better ideas than this.

44TH STREET

Beginning Monday Evening, March 25, 1940

LILIOM

A play by Ferenc Molnar, adapted by Benjamin Glazer. Staged by Benno Schneider. Settings, costumes and lighting designed by Nat Karson. Settings built by T. B. McDonald Construction Co., and painted by Robert Bergman Studios. Costumes executed by Brooks Costume Co. Incidental music by Deems Taylor. Press agent, Karl N. Bernstein. Stage manager, Henry Ephron. Presented by Vinton Freedley.

- Marie Helen Shields
- Julie Ingrid Bergman
- Mrs. Muskat Ann Mason
- "Liliom" Burgess Meredith
- Four Servant Girls Beatrice Pearson, Elaine Perry, Evelyn Moser, Jane Amar
- Policemen Joseph Macauley, Howard Freeman
- Mother Hollunder Margaret Wycherly
- Ficzur (The Sparrow) Ella Kazan
- Suburban Policeman Frank Vincent
- Young Hollunder Kenneth Bates
- Wolf Beifeld John Emery
- Linzman Joseph Kramm
- First Mounted Police Francis De Sales
- Second Mounted Police Lee Berkman
- The Doctor Chet Bree
- The Carpenter Gibbs Penrose
- First Policeman of the Beyond Joseph Macauley
- Second Policeman of the Beyond Francis De Sales
- The Richly Dressed Man Howard Freeman
- The Poorly Dressed Man Richard MacKay
- The Old Guard R. Henry Handon
- The Magistrate Arnold Korff
- Louise Joan Tetzel
- The Sword Swallower Ajax
- The Juggler Edwin George
- The Strong Man Richard Vimtour
- Peasants, Townspeople, etc.:
- Florence Earle, Mary Gidea, James Russo, Constance Dowling, Eleanor Prentiss, Gail Drexel, Patricia Harris, Gigi Gilpin, Beatrice Pearson, Sonny Wright, Joyce Haywood, William Robertson.

Children: Eileen Murphy, Haldor de Becker, John Cushman, Peggy Romano, Marilyn Jolie. Prolog—An Amusement Park on the Outskirts of Budapest, 1910. ACT I—Scene 1: A Lonely Place in the Park. Scene 2: The Photographic "Studio" of the Hollunders. Scene 3: The Same. Later That Afternoon. ACT II—Scene 4: A Railroad Track on the Outskirts of the City. Scene 5: The Hollunder's "Studio." A Half Hour Later the Same Evening. Scene 6: A Courtroom in the Beyond. Scene 7: Before Julie's Door.

That there is a potential box-office lure in Ferenc Molnar's *Liliom*, which was one of the Theater Guild's big successes when the Guild was at the gawky age, can hardly be denied, what with the wholly inexplicable esteem that the piece of Budapestiferous claptrap has enjoyed ever since. But what other reason there could possibly be for reviving it is a question that can probably be answered only by Vinton Freedley. Mr. Freedley did revive it Monday night at the 44th Street Theater in a lavish and loving production, and the jingling at

the box office will probably be a pleasant sound at the south end of Shubert Alley for several weeks. But revival merely emphasizes the fact, long suspected by a few hunted heretics, that *Liliom* is a meaningless, maundering, silly, self-conscious and jerkily ineffective script, awash upon a thick sea of crocodile tears and darkened by a heavy drizzle of diluted emotion. It lumbers coyly thru its fantasy like a performing bear afflicted with the meemies; it seemingly pretends to profundities that aren't there; it sketches in its characters with the delicacy of an apprentice house painter, and (See *LILIOM* on page 56)

NATIONAL

Beginning Saturday Evening, March 23, 1940

A CASE OF YOUTH

A comedy by Wesley Towner, based on a play by Ludwig Hirshfeld and Eugene Wolf. Staged by Arthur Sircom. Settings designed by A. A. Ostrander, built by Vail Scenic Construction Co., and painted by Robert W. Bergman Studio. Incidental music composed by Dana Suesse. Stage manager, Ronald T. Hammond. Press agents, Richard Maney and Marian Byram. Presented by Courtney Burr.

- Dobbs Frank McCormack
- Mrs. Watts Mary Sargent
- Carlo Bertram Thorn
- Diana Valerie Cossart
- Mr. Mayflower Arthur Margetson
- Peter Richard Kendrick
- Midge Ellen Schwanneke
- Boomer Herbert Duffy
- Bessie Dorothy O'Hanlon
- Mrs. Rosenkranz Babette Feist
- Kline Guy J. Sampsel
- Fish William Rees
- Mrs. Marrow Lalive Brownell
- Clark J. Ascher Smith
- Politto Leo Badia
- Baxter Sey Bockner
- Mrs. Finkle Anne Gerlette
- Swithers Bert Wilcox
- Waiter Auguste Aramini

ACT I—Mr. Mayflower's House in New York. A Saturday Afternoon in Late Spring. ACT II—Scene 1: The Same. The Next Morning. Scene 2: The Living Room of Peter Ross's Suite at the Pierre Hotel, New York City. Eight o'Clock That Night. ACT III—Mr. Mayflower's House. Immediately Following Act II.

Anyone who needs renewed faith in the ability of American actresses had best hurry (and hurry is the word for it) to the National Theater, where *A Case of Youth*, which Wesley Towner based on a previous play by Ludwig Hirshfeld and Eugene Wolf, is playing at present writing. It opened Saturday under the aegis of Courtney Burr, but you can't tell how long it will stay. It is a tribute to American acting progress because making her debut in its leading role is Ellen Schwanneke, a widely publicized Austro-German actress, who turns in an overplayed, coy, mannered and altogether ridiculous performance that would appear incompetent if it were the work of an American dramatic school student.

Miss Schwanneke does about everything possible to prove the pre-eminence of our native talent. Cast as a young girl, she is cute until you begin to suspect that she's the daughter of Winnie-ther- (See *A CASE OF YOUTH* on page 56)

HENRY MILLER'S

Beginning Tuesday Evening, March 26, 1940

LADIES IN RETIREMENT

A play by Edward Percy and Reginald Denham, starring Flora Robson. Staged by Reginald Denham. Setting designed by Raymond Sovey, constructed by T. B. McDonald Construction Co. and painted by Trangle Studios. Costumes designed and executed by Helene Pons. Press agents, Richard Maney and John Latham Toohy. Stage manager, Richard Bender. Presented by Gilbert Miller.

- Lucy Gilham Evelyn Ankers
- Leonora Fiske Isabel Elsom
- Ellen Creed Flora Robson
- Albert Feather Patrick O'Moore
- Louisa Creed Estelle Winwood
- Emily Creed Jessamine Newcombe
- Sister Theresa Florence Edney

The Scene is Laid in the Living Room of an Old House on the Marshes of the Thames Estuary Some 10 Miles to the East of Gravesend. ACT I—Scene 1: A June Morning in 1885. Scene 2: An Afternoon in the Following September. Scene 3: Late Afternoon, a Week Later. ACT II—Scene 1: A Saturday Night in Mid-November. Scene 2: Sunday Morning. ACT III—The Following Wednesday Night. Scene 2: Thursday Morning.

No matter what comparisons may be called proverbially, they are inevitable when such a play as *Ladies in Retirement*, by Edward Percy and Reginald Denham, comes to town. For *Ladies in Retirement*, which was presented by Gilbert Miller at Henry Miller's Theater Tuesday night, is built upon the same basic theme as another Miller production of vivid memory, *Payment Deferred*.

In each, a person not of criminal bent kills an innocent victim for profit, and is thereafter hounded by remorse; and in each the structure and writing are, in terms of theatrical effect, no more than a framework for the artistry of the leading player. That *Ladies in Retirement*, seen last night, is less vivid and less frightening than *Payment Deferred*, seen almost nine years ago, is therefore almost as much the fault of Miss Flora Robson, the star, as it is of the Messrs. Percy and Denham. The tedium and discursiveness of the play are matched by the coldness and matter-of-factness of its principal player.

It's all about the killing of old Leonora Fiske, a kind-hearted strumpet who has retired to a lovely old English cottage on the proceeds of her ancient conquests, and who makes the mistake of inviting down for a visit the two sisters of her housekeeper. The two sisters turn out (See *Ladies in Retirement* on page 56)

MARTIN BECK

Beginning Wednesday Evening, March 27, 1940

LADY IN WAITING

A comedy by Margery Sharp, based on her novel, "The Nutmeg Tree." Starring Gladys George. Directed by Antoinette Perry. Settings designed by John Roof. Presented by Brock Pemberton. Settings built by Vail Construction Co. and painted by Robert W. Bergman Studios. Press agents, Richard Maney and Ted Goldsmith. Stage manager, Paul A. Foley. Assistant stage manager, Walter Moore.

- Antheilme Michele Burani
- Susan Packett Carol Curtis-Brown
- Bryan Relton Stephen Ker Appleby
- Mrs. Packett Lenore Chippendale
- Julia Packett Gladys George
- Griffin Anita Bolster
- Burns Paul A. Foley
- Rogers Guy Spaul
- Sir William Warring Alan Napier
- Esme Bellingham Mary Heberden
- Willie Genocchio Walter Moore
- Fred Genocchio Leonard Penn
- "Ma" Genocchio Ethel Morrison
- Bert Genocchio Albert Allen
- Joe Genocchio James Decker

ACT I—Scene 1: Mrs. Packett's Living Room, Muzin France. Saturday. Scene 2: Julia's Bathroom, London. The Following Monday. Scene 3: Bar-Salon of a Channel Boat. The Next Wednesday. Scene 4: The Living Room. Seven o'Clock. Following Morning. ACT II—Scene 1: The Living Room. Four o'Clock the Next Afternoon. Scene 2: The Living Room. That Evening. ACT III—Julia's Bedroom at Mrs. Packett's. Half an Hour Later. Late Summer, 1937.

Gladys George is terrific. She could probably make the worst play in the world—or even *The Time of Your Life*—(See *LADY IN WAITING* on page 62)

Bobolino Group Offers "Servant in the House"

NEW YORK, March 30.—On the evening of Easter Sunday at the Barbizon-Plaza little theater the Bobolino Theater Group, headed by Jan Lindermann, presented a one-performance revival of Charles Rann Kennedy's *The Servant in the House*. The audience, possibly swayed by the sentiment of the season, was extraordinarily polite.

It's not news that the smash hits of the turn of the century don't wear so well as the smash hits of 150 years before; but *The Servant in the House* wears particularly badly—as badly as, say, a crepe de chine brake-band. Like *The Passing of the Third Floor Back*, it deals with a Christ-like figure mysteriously moving thru a household to (See *BOBOLINO GROUP* on page 63)

"Margin" Fair in Philly

PHILADELPHIA, March 30.—While biz for its scheduled fortnight wasn't anything to crow about, Locust Theater at the last minute decided to hold *Margin for Error* for a third week; and the Holy Week was out of the way, biz for the third week, ended today, slumped to \$4,200 at a \$2 top. Gives it \$16,000 for its three weeks here, considered fair since there were no names in the cast. Nothing set to follow. Doubtful whether *Margin* will remain for a fourth week despite its low operating costs.

Forrest reopened last Saturday (23) with *A Night at the Folies Bergere*. Clocked an okeh \$21,300 for first week of eight days ended tonight. Ducats scaled at \$2.85 top; critics were kind, and gross further takes in four matinee performances during the week. Stays for a second week, with *Love's Old Sweet Song* in for a fortnight April 8. Erlanger still dark, with nothing in view. Walnut St. Theater playing Yiddish road shows.

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.)

"A Case of Youth"—6%

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

"Mamba's Daughters"—90%

YES: Anderson (*Journal-American*), Rice (*Post*), J. H. D. (*Sun*), N. G. B. (*Herald-Tribune*).
NO: None.
NO OPINION: T. S. (*Times*).
*Show was not reviewed in *The News*, *Mirror* and *World-Telegram*.

"Separate Rooms"—31%

YES: J. P. (*Herald-Tribune*).
NO: Brown (*Sun*), Waldorf (*Post*), Chapman (*News*), Whipple (*World-Telegram*).
NO OPINION: Anderson (*Journal-American*), L. N. (*Times*), Coleman (*Mirror*).

"Ladies in Retirement"—88%

YES: Whipple (*World-Telegram*), Anderson (*Journal-American*), Brown (*Post*), Winchell (*Mirror*), Watts (*Herald-Tribune*), Mantle (*News*).
NO: None.
NO OPINION: Lockridge (*Sun*), Atkinson (*Times*).

"Ladies in Waiting"—56%

YES: Atkinson (*Times*), Chapman (*News*), Lockridge (*Sun*), Whipple (*World-Telegram*).
NO: Winchell (*Mirror*), Brown (*Post*), Anderson (*Journal-American*).
NO OPINION: Watts (*Herald-Tribune*).

"Liliom"—69%

YES: Atkinson (*Times*), Watts (*Herald-Tribune*), Winchell (*Mirror*), Lockridge (*Sun*), Whipple (*World-Telegram*).
NO: Anderson (*Journal-American*), Brown (*Post*).
NO OPINION: Mantle (*News*).

"The Scene of the Crime"—13%

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

Pironti Play NSG in Cherry Lane Try-Out

NEW YORK, March 30.—A non-Equity group of youngsters projected them⁴ selves onto the stage at the Cherry Lane Theater, Greenwich Village, Tuesday (26) in a pathetic little script, Tarquiny C. Pironti's *A Man and His Gods*, presented by T & W Productions. However noble and conscientious were the efforts of the players, no one of them could be singled out as having enough ability to get the hang of this business of acting or even of indicating promise. They fail to appreciate word values, and fail to give meaning or interpretation to their lines.

The author's meager contribution tells of the unsuccessful marriages of two sisters who wed for convenience and thought their happiness lay with men beyond their immediate reach. They harbored short-sighted views of the martial institution anyway, excusing their failures on grounds that they embodied the predicament of the current generation. The play's male lead hitched his wagon to humans—women—instead of a star, and wondered why he never got very far.

The dialog was crude. *Sylvia Weiss*.

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Boston Nitery Salaries Low As \$10 a Week

BOSTON, March 30.—An intensive drive to sign up local night spots before April 15 is being staged by AGVA here under Tom Senna. Acts are offered as low as \$10 a week in night clubs by office-in-hat bookers.

Senna reports two clubs in Lynn, Mass., the Blue Moon and the 20th Century, have signed AGVA agreements.

New York AGVA deadline of April 1, under the terms of an agreement with members of the Artists' Representatives' Association in New York, may affect local clubs that are still nonunion, as a great deal of New York talent is used.

Sixteen local booking offices also have accepted AGVA licenses, according to Senna.

Once organization is complete it is expected the union will try to remedy local conditions. Cases where acts have been offered as low as \$1.25 for private entertainments are cited as proof that quick action is needed.

A mass meeting of union performers is scheduled for tomorrow.

Holtz Packs 'Em At Detroit Spot

DETROIT, March 30.—Record crowds have been the rule for the Bowery, leading local night club, with opening of Lou Holtz as headliner last week despite Holy Week.

Frank Barbaro, manager of the spot, found response so heavy that an extra Sunday matinee show was set for the first time Easter Sunday.

Havana Better For U. S. Acts

CHICAGO, March 30.—With tourist ships stopping off in Havana again, Josef Schubaichitz, operator of the Moulin Rouge Cafe there, resumed bookings of American talent. Tommy Sacco, local booker who ships talent to Havana, says the club employs 12 entertainers, each getting three months.

Three acts are booked at a time, each auditioned by the proper government authorities in Havana before they are permitted to open. This practice, reportedly, is to keep undesirable characters out of the country. Last three acts to leave here are Jane Jordan, soubrette; Eve Yvonne, singer, and Pat Carter, dancer.

Casino, Philly, Adds Show

PHILADELPHIA, March 30.—Evergreen Casino returns floor shows this week for the spring and summer. First revue is headed by Jimmy Costello, emcee, with Earl and Josephine Leach, dance team; Dolly Reckless, line of Lindsay Girls and Pat Shevlin band.

Philly Champagne Nights

PHILADELPHIA, March 30.—Burgundy Room of Bellevue-Stratford Hotel inaugurates a series of "Champagne Nights" this week. Best dancers among patrons rate two pints of the bubbling water Clara Bartholomew and Fred Nieland, dancers, will supervise the contest, with Dick Wharton heading a Meyer Davis unit for the music.

Delmonico's New Name

PHILADELPHIA, March 30.—Harvey Lockman shutters his Delmonico's tonight for alterations to convert his supper club into a Cotton Club. Reopens Thursday (4), with Bobby Evans as band front and emcee.

Green Gables, Milford, Burns

MILFORD, Conn., March 30.—Damage estimated at \$2,500 was caused at a fire at the Seven Gables Inn, one of the oldest night spots in Connecticut. The fire, believed to have started from defective chimney, gutted the rear section of the building.

Now It's the "North American Way" in S. A.

Lloyd and Willis, dance team, before sailing to South America to appear at the Casino Atlantico, Rio de Janeiro, Brazil, hoped for a citation from the State Department in recognition of their efforts to extend the good neighbor policy.

They plan to introduce a dance tabbed North American Way and to teach it to South Americans.

Band Arrives in Snowstorm and Finds Club Closed

HARTFORD, March 30.—Capitol Park Casino, which has been operating six weeks under Tony Shayne, in association with Yale Kaplan and Joe Russo, failed to open Thursday. Claude Thornhill and band, arriving in a snowstorm, found the place dark and the doors locked. Kaplan was in New York Friday straightening out difficulties.

The Lobster Club here is still using women in floor shows despite Connecticut law forbidding employment of women after 10 p.m. A recently formed Actors' Protective Association is raising funds to fight the legislation, which they claim also deprives male performers of employment, particularly male members of dance teams.

Vaude Outlook for Summer Is Good; More Houses Coming In; 1-Day Names for N. H., Boston

NEW HAVEN, Conn., March 30.—Kay Kyser and orchestra will head the opening vaude show for 1940 at the Arena, Sunday (31). Nathan Podoloff, general manager of Arena, resumes Sunday two-show policy, after layoff since last fall. Saturday one-day vaude was used for a while but was dropped last fall. Last Sunday show was in October and had Horace Heidt and his troupe as headliners.

House seats 7,000 with 40 cents and 75 cents admission for matinee and 55, 85 and \$1.10 for evening.

Jimmy Evans of New York books. Joe Hurley doing publicity.

BOSTON, March 30.—The Metropolitan Auditorium, Providence, operated by Paul Bromley, has inaugurated Sunday vaude. The house was opened Sunday (24) and played a matinee and evening show.

Al Donahue and Tommy Tucker bands headlined. Acts on the bill included Bea Wain, Zasu Pitts, The Vespers, Wessell Brothers and the Marston Trio. Satisfactory business was reported. The evening show played to 2,900 at 65 cents each.

The two-band policy will be continued at tomorrow's show (31). The "battle of

trumpets," Harry James and Louis Prima and Abbott and Costello will be top attractions.

The Ford agency of this city is booking.

DETROIT, March 30.—Fox Theater here will shortly inaugurate six-day-a-week vaude. House is now straight films. Because of automobile industry activity in summer, Detroit is a strong vaude town during the hot months.

Dave Idzal, general manager of the house, will do his own booking.

HERRIN, Ill., March 30.—Marlow Theater, owned by John P. Marlow, is planning stage shows with name bands as headliners.

The first live layout is due early in April.

NEW YORK, March 30.—Edward Sherman will book the State, Harrisburg, Pa., beginning April 11. Dave Appolloni's unit will inaugurate the six-day policy, the first live show to play that house in two years.

WHEELING, W. Va., March 30.—Capitol here, after an absence of several weeks, returns to stage shows last three days of each week.

Current is Broadway to Rio unit with Andree Andree.

On successive week-ends will be offered French Casino on Parade, Blackstone the Magician and Artists and Models.

House will also revive the Wednesday name bands on stage when orchestras are available.

Dancer Suing Club; Claims Dance Floor Splinter Cut Foot

SAN FRANCISCO, March 30.—A \$30,000 damage suit has been filed here by Florence Muskin, dance member of the Three Sophisticated Ladies, against the Bal Tabarin, night spot, for injuries assertedly suffered when she was impaled on the dance floor by a splinter which pierced her leg.

That accident, according to Miss Muskin, not only ended participation in the act, but halted her dancing career during recent months. Owners of the club have denied the dancer's charges that negligence in maintaining the dance floor was responsible for the accident.

Bowling Fest Ups Detroit Club Dates

DETROIT, March 30.—Local talent will get a lot of work because of the current American Bowling Congress tournament, scheduled to run several weeks at the Michigan State Fair Coliseum here.

Detroit hosts, as well as visitors, are planning a series of celebrations and local bookers are concentrating on this special club work.

Buckeye Lake Club Open

NEWARK, O., March 30.—Mayfair Room, night club at Hotel Lake Breeze at near-by Buckeye Lake, is now planning week-ends, Doc Perkins, manager announces. A new bar and other improvements have been completed. The club operates Fridays, Saturdays and Sundays, switching to full week May 15 until Labor Day.

Two Floor shows nightly. Opening show included Gil and Vickie Raye, comedy, impersonations and acro dancing; Helen Craig, tap dancer; Flo Arden, blues singer, and Paul Hand's Orchestra.

St. John Club Reopens

ST. JOHN, N. B., March 30.—Earlescourt Club, Lancaster Heights, in suburban St. John, has reopened after being closed for several months. This club offers badminton and tennis as well as dancing. Ken Jones Ork furnishes the music.

Club Talent

New York

JIMMY KIERSTED, clerk at the Jewel Music Publishing Co., is doubling as a vocalist. He is now chirping for the Bobby Norris Band at the Belvedere Hotel.

JACK GLEASON, emcee at Club 18, has signed for the forthcoming musical, *Keep Off the Grass*. AUDREY THOMAS is at the Elks Rendezvous, new Harlem night spot. Others on the bill are Chickee Martin, Vernetta La Salle, Mimi Lind, Jesse Mathison, Willie Duke, Miss Dorella, Margaret Watkins and Allen Drew.

Chicago

VIRGINIA HAYES, vocalist, has joined Fabian Andre's Band, which returned to the Ambassador East Saturday (30).

ALLAN ROGERS, singer and emcee, has been set to follow Ralph Cook at Harry's New Yorker this summer. Spot will remain open thruout the summer.

ALEXANDER AND SANTOS go into the Sherman Hotel with Ben Pollack April 12. DOROTHY DORBEN will remain at the Edgewater Beach Hotel for the summer to book and produce the Beach Walk shows. MARDONI, magician, has bought himself an airplane.

KAY AND JUNE NELSON, piano and song team, are at The Buttery, Ambassador West Hotel.

EDGEWATER BEACH Hotel has instituted a "professional showing" night Wednesdays, with a promise of employment to the acts that fit its Marine Dining Room. The Dawn Sisters, June Brooks and Tony Marks were the first to show.

Philadelphia

CHAZ CHASE takes over the top spot at Weber's Hof Brau on the Jersey side. HELEANE AND DONALDSON, ballroomatics, and Betty Barr are new at Hotel Philadelphia. SONGBIRDS set at 1523 Club include Mitzi Lane, June Davis, Marie Elliott and Kay Lavery.

Atlantic City

PHIL BARR'S 500 Club opens early in May. Uses top names. MANIE SACKS, of the MCA office in New York, is spotting acts and bands here for the summer.

Here and There:

GEORGE JESSEL goes to Detroit's Bowery April 8. ARTHUR BLAKE, impressionist, is set for the Cadillac, Philadelphia. HANYAN, together with Irene St. Jean, drew a holdover at

Weber's Hofbrau, Camden. JACK HILLIARD is in his fourth week at the Philadelphia Room of the Hotel Philadelphia. BALLARD AND RAE are current at the Tic Toc, Montreal.

CARLTON AND JULIETTE are holdovers at the Schroeder Hotel, Milwaukee. FRANCIS AND LONAS have a three-week assignment at the Club Casino, Scotts Bluff, Neb. FAIRY CUNNINGHAM has an extended stay at the Town and Country Club, Milwaukee. JACK DALTON is now emceeing at the Talk of the Town, Chicago. NOVELLE AND NOLA opened at the Club Gloria, Columbus, O.

FRANK, WILMA AND RAY are in their third week at the Chez Ami, Buffalo.

NITA LA TOURE was forced out of her engagement at the Henry Grady Hotel, Atlanta, due to the recent passing of her father in Louisville. Also forced to forego a fortnight at the Roosevelt Hotel, Jacksonville, Fla. "GRANDFATHER'S FOLLIES" winds up a four-week stay at Jimmy Brink's Lookout House, Covington, Ky., April 4 and will be followed by a show emceed by Cliff Winehill and featuring the Donn Arden Girls (12) and the Gale Sextet.

BEVERLY HILLS Country Club, Newport, Ky., has the Ted Lewis Ork, with Charles (Snowball) Whittier and the Three Radio Aces, and the Dennis Sisters, The Hackers, Betty Jane Smith and Marie Hollis. MAURICE AND CORDOBA open at the Netherland Plaza, Cincinnati, April 5 for a fortnight's stand.

THE GOLDEN PAIR (True and Trudy Wilkins) have signed a personal rep contract with Lester Laden, of the Rudy Vallee Corp.

HELEN HOLMES (Carmen Rand), dancer, left the Greenwich Village Casino, New York, March 22 to open at the Hi-Way Casino, New Bedford, Mass., thru Harry Kilby.

FLORETTA AND BOYETTE opened at the Schroeder Hotel, Milwaukee, March 26, booked by MCA. FRANK, WILMA AND RAY are in their third week at the Chez Ami, Buffalo. They recently concluded four weeks at the Club Esquire, Toronto.

MARY DEES, double for the late Jean Harlow, has been set by Guy Martin, of New York, for a 16-week tour of South America, beginning March 29.

ALOHA DEAN will go north after closing at the Chatterbox, St. Petersburg, Fla. ESTRALLITA VILLANEUVA, dancer, is current at The Lotus, Washington.

HARRI, HENRI AND JULIETTE are holdovers at the Chanticleer, Rockhill, Conn. BERNHARDT AND GRAHAM return to this country April 15 after a date at the Casino Copacabana, Rio de Janeiro. LENA GINSTER closes at the Belle Murphy Club, Cleveland, after being there since October.

Palmer House, Empire Room, Chicago

Solid entertainment in both the band and floor bill attractions have followed the sensational run of the Orrin Tucker and Bonnie Baker partnership, but it is doubtful whether the current combination will equal the freak business attracted by its predecessor. (In 11 weeks Tucker and Miss Baker attracted capacity dinner trade and very good supper business. They drew more than 60,000 people during the run.)

Hal Kemp and orchestra and a new Merriel Abbott production, the best this season, moved in for an eight-week engagement. Kemp in his first stand in this hotel fortunately has no Palmer House records of his own to shatter and will devote most of his time to the band rather than worry about figures. He has an admirable hotel organization, playing music colorfully and with proper restraint. Janet Blair is the comely female vocalist.

In the little 10 p.m. show, sandwiched in between the two regular floor bills, the Kemp family displays its commercial wares. Bob Allen, personable and veteran romantic baritone, holds attention with *It's a Blue World, I'm in the Mood for Love and Lullaby of Broadway*. Jack LeMaire, guitarist, turns comedian with a dizzy impression of a jitterbug swinging to *I Got Rhythm*. The Smoothies, two men and a girl, harmonize with special arrangements of familiar tunes, but pay too much attention to the mike to go over properly in front of an audience. They should concentrate on the patrons at all times.

Mari Lynn, of the Abbott line, is on briefly with a neat toe number. A good-looking kid in a refreshing specialty.

The show itself features three singles, all men, and the 16 Abbott Girls in two sock production numbers. The opening, *Springtime in Paris*, develops seasonal atmosphere as the kids cavort thru a breezy well-directed routine. The finale, *Tiger Cage*, creates sensational fanfare in both its production and execution. The girls in leopard skins, supported by six men, perform an exciting mass adagio turn inside a cage. Flashy music and proper sound effects heighten the suspense of this unusual hotel room number.

Roy Benson, young magician with a clever line of talk, sells his thimbles,

tassels and ball tricks with an acceptably sense of humor. The stunts are sufficiently mystifying.

Roy Davis offers a fine novelty which stopped the show. He mimics recording artists as their phonograph records are being played and his actions synchronize perfectly with the voice on the record. As soon as the customers realize that it is not as easy to do as it appears at first they accept him with heavy response.

George Tapps, as the name indicates, taps in an artistic manner. His work is sharp and more commercial than that of a concert dancer. Danced a Spanish folk dance, *The Merry Widow Waltz*, a rumba and closed big with a hilarious impression of an old-time vaude hooper.

Phil Dooley's hustling four-piece combination keeps the dance floor crowded during intermissions. Al Fuller is in charge of the press department.

Sam Honigberg.

Plaza Cafe, Pittsburgh

Midtown location, a line of girls and a policy of encouraging adult patronage keep the Plaza one of Pittsburgh's busier niteries.

Half-hour show opens with "Five Darlings of the Dance" prancing an impressionistic routine to the tune of *Ghost Goes to Town*. Singer Ray Kern follows with *Gauche Serenade*, acrobatic Evelyn Stevens makes up in good looks what her turn lacks in novelty, and Betty Beagle keeps the pace moving with a fast stock tap.

Doorman Dewey Moon wins the house singing *Brother, Can You Spare a Dime?* and *South of the Border*, encoring with *Danny Boy*.

A snappy idea is the chorus terp version of *Hungarian Rhapsody*. Wind-up is bandleader Jimmy Peyton stepping from emcee duties to vocalizing of *She Had To Go and Lose It at the Astor*.

At the Plaza for three years, Peyton still retains freshness and a sax ability that recently called him to the Pittsburgh Symphony for a solo.

What distinguishes this cafe from city's other bright sites is its play for business men out for a bust, abetted by 10 hostesses always handy as drinking and eating partners.

Perennial following of owners Freda Pope and Eddie Hess, man-wife team who'll stop at table and talk congenially about farm and children, keeps register ringing regularly. Long-time headwaiter Brownie and super-courteous Negro waiters help too.

Peg Lanagan books. Morton Frank.

Belvedere Hotel, New York

For years a staid, conservatively operated hotel, this 48th street spot went thru a \$250,000 remodeling job last summer and only a couple of months ago added a small band to its slick dining room.

Two weeks ago the hotel took another step forward when it brought in Bobby Norris' seven-piece band and this week added a girl vocalist. Norris is a young, good-looking, curly-haired sax tooter who has been around for years in class hotels thruout the country and is making his local debut as a band leader. He is backed by two more sax, piano, drums, string bass and accordion. The outfit is new, Norris having had to send his original musicians away and pick up local men, due to union rules. And altho the band is still using mostly stock arrangements, the music is more than okeh. Norris leads the tempos, shakes the maraccas for the rumbas

and otherwise makes a pleasing front man.

Vocalist is tall brunet Phyllis Crowling, whose low voice could not be heard clearly due to acoustics that are now being corrected. Only other entertainment is palm reader Lucille Lincoln, a charming little brunet doubling from Leon and Eddie's.

The band airs three times weekly at 11 p.m. over WMCA. The room itself is a pleasing surprise. You just don't expect it west of Eighth avenue. It is intimate despite its roominess and has the band crowded in one corner and the large circular bar at the opposite end. Soft brown color scheme is very restful; service is excellent; food is very good, dinner being from 85 cents and cocktails from 25 cents.

Joseph Pliha is room manager and a very engaging fellow, too. Joseph C. Reynolds is the hotel manager and George MacMurray the press agent.

Paul Denis.

Hotel Huntington, Pasadena, California

This class spot, catering to ritzy winter tourists, is playing up the Aniwa Boys, entertaining band, with only occasional outside acts booked in. Outfit just wound up six years at the swank Dunes, Palm Springs, and knows how to deliver stuff to suit the white tie-and-tails crowd.

The outfit features a lot of its own original stuff. One of the best was a Mussolini number done by Jerry Grauer, the leader, and Bill Hopkins. Another good gag was a musical debate between a Californian and a New Yorker. Most of their material is on the risque side, but not dirty enough to get many blushes from the sophisticated audience.

With several flickers under their belts, including a Crosby film, the Aniwa Boys have developed into a really entertaining unit.

Ray Sherill, guitarist, takes care of the vocals. His warbling is okeh, especially on *All the Things You Are* and *Careless*.

Line-up includes Grauer, piano and accordion; Bill Hopkins, violin and viola; Herb May, viola and fiddle, and Jack Dunn, bass. Aside from being a good show outfit the crew dishes out typical hotel dance stuff, with just enough rhythm to please the elite terp hounds.

Dean Owen.

Brown Derby, New York

Languishing ever since it opened last December, this 52d street gay-nineties style night club received a much-needed hypo when Jack Waldron came in with his screwball show Sunday (24).

Waldron bought an interest in the club (for, as he explains, the only way to get a good night club job today is to create it) and is emseeing a refreshing, unconventional "crazy show." Waldron's shrewd emseeing and his knack of handling night club audiences should make this spot a popular one on Swing Street. The club seats 120 and includes a bar, with the show going on on a platform that provides good visibility from almost any point.

There are two shows a night, at midnight and 2 a.m., altho the spot opens for dinners and serves very good food. Waldron emsees in his crisp, tongue-in-cheek manner, and has assembled a batch of engaging stooges for laughs built around nutty ideas and outlandish costumes. Count Polski, a sad-faced stooge whom Waldron picked up on the Coast, is a great laugh-getter. He takes eggs on his face, writhes on the floor and declaims gibberish—but it's all for laughs. Then there's Eddie Parks, formerly of Grace and Ed Parks, and Eddie Lord, formerly of York and Lord, both of whom do swell work. Blond and luscious Mitzi Haynes does mostly straight, laughing herself sick before the punch lines. The hoke these five concoct is really amusing.

The rest of the show has the Musicaloons, three men on violin, cello and accordion, and singing pop songs with comedy effects coming mostly from the cellist. It's good comedy and the boys also join Sylvan Green at the piano in providing the show music.

Henry Fink does a couple of songs in interest-holding tenor style, revealing a confident style. Robust Nellie Durkin shuns the mike to let out her big voice in swiny songs. Eddie Furman, with special songs; Arthur Behim, with old-

time songs, and Mabelle Russel, with special tunes, provide between-show entertainment at the piano.

The policy provides for some entertainment always going on—and leaves it up to the customers to listen or not.

Harry Davies is the press agent.

Paul Denis.

Cafe Society, New York

This spot makes its first change of emsee in more than a year, with Jack Gilford, who formerly carried the show, replaced by Charlie Rabiner, who doesn't look as youthful as Gilford but who has some sparkling comedy material which he puts to the very best of use. Rabiner has a quick wit, used effectively.

The standing army of jazz maniacs who converted this spot from a burlesque of Cafe Society into a jitterbug shrine includes Big Joe Turner, the Kansas City Singing Fool, and the boogie woogie pianology of Albert Ammons, Meade Lux Lewis and Pete Johnson. Added to the roster of excellent colored talent are Hazel Scott, dynamic blues singer, and the Golden Gate Quartet, spiritual singers, who pack a wallop.

The talents of brass-lunged Turner and the boogie woogie piano players have been previously praised in these columns, and still shine. Hazel Scott is a standout with blues numbers and also piano swing versions of the classics.

Golden Gate Quartets had to give encore after encore. Four colored boys, they have excellent arrangements of the more popular spirituals, which they do without musical accompaniment but simulating various musical sounds. The quartet doubles over CBS.

Rabiner doesn't look like much until he starts to deliver, but when he does he can work all night. Has one choice bit at the piano in which he interprets various phases of existence of classical composers. He also has some neat squelchers for hecklers.

Spot is operated by genial Barney Josephson, with Oscar Schiverman the head greeter. Ivan Black is the press agent.

Sol Zatt.

New Kenmore Hotel, Albany, New York

Murphy Brothers, enterprising proprietors of this hotel, are presenting this week an outstanding floor show at their Rainbo Room. Patronage continues to be large and groups of prominent members of the Legislature are regular nightly attendants.

The Winter Sisters offer exceptionally entertaining dancing and really carry off honors of the program. The Borises appeared in a pleasing dancing turn. Satisfactory.

The music by Terry Shand and his NBC Orchestra scored a definite success. Shand, a composer and arranger, has to his credit many musical hits. The music attracted many favorable comments.

George W. Herrick.

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OLD HEIDELBERG, CHICAGO

Netherland Plaza, Pavillon Caprice, Cincinnati

The Pavillon Caprice, with Peter Maurice as headwaiter and Toni Lamare captain, continues to attract the cream trade from many miles around. The bossman, Max Schulman, is registering joy over business, which is running 7 per cent ahead of last year.

Spot's new attraction is Ran Wilde Orchestra, with Frances Pozzi, harpist, who moved in March 22 for a four-week stand. Shows changed every two weeks.

Meta Carlyle, cute and vivacious, opens with so-so impersonations of Pitts, Garbo, Chevalier and D'Orsay, swinging into more meaty fare with a solid brand of acro tapping. She should shelve the take-offs, which suffer due to the room's vastness.

Howard Nichols makes a firm impression with his rhythmic and novel hoop-rolling and spinning, which at one stage has him whirling as many as 11 hoops on his legs, arms and head at one time. Turn has speed, color and showmanship.

Marian Nolan and Edward Noll, hold-overs, stack up as one of best ballroom pairs to show here in several seasons. The youthful team is well groomed and displays a liberal wardrobe. Their dance efforts are considerably above average. Contributed three routines when caught, each smacking of novelty and appeal. They bowed to the strongest hand of the evening.

Ran Wilde's 13-piece crew, despite limited rehearsal, did a satisfactory job with the show music. On the dance stuff, the lads clicked it off in the same manner that made them so popular here nearly two years ago. Especially effective were their arrangements of *Rain and Wind in Your Hair*, *Limehouse Blues* and *Indian Summer*. Frances Pozzi, harpist, registered solidly in a couple of sessions of her own, while Ray Adams, vocalist, handled his chores ably.

Minimum is \$1, except Saturday, \$2. Cuisine and drinks are excellent, with the prices in line with what one would expect. Richard Elsner is catering chief and Jean Bishop press agent.

Bill Sachs.

Chez Paree, Chicago

A big, crowded show ushered in the spring season, using five acts and three production numbers. Lou Holtz and the Oxford Boys have been here before, while Georges and Jalna, Beverly Roberts and Mimi Kellerman are making their Chez bow. Because of Miss Roberts' shortcomings as a cafe entertainer, robbing the revue of its singing spot, and the comparatively spotty layout, the bill lacks durable strength.

The beautiful 16-girl line, trained by Fred Evans, is seen in a stock and seasonal waltz, a gay Mexican novelty in which the backs of their gaudy costumes are made to appear as Gauchos and a classy finale danced to excerpts from concert numbers. Latter flash should have been spotted earlier in the bill.

The Oxford Boys, three lads with a guitar who have a polished impression act, are on too early but go over big. Their vocal versions of band leaders' theme songs are unusually familiar and their interpretation of *Dark Eyes* is a smooth bit of entertainment.

Mimi Kellerman, niece of Annette Kellerman, is an impressive interpretative dancer whose flirtatious mannerisms and lively steps and turns earn attention. She works in a Spanish costume and uses castanets in a colorful opening routine. While a comparatively big girl, she handles herself gracefully.

Beverly Roberts, former Hollywood resident, is a good actress, but when such talent is applied to songs it is overburdened with a strange assignment. The Al Siegal, well-known arranger, is responsible for the numbers, they are in dire need of a voice to give them full justice. Miss Roberts acts them instead. And, too, she should open with something light and familiar to net attention before attempting special numbers.

Lou Holtz, a Chez veteran, still must be in his prime, for he attracted one of the best opening-night crowds the cafe has had in a long time. He had few new stories, yet his worshipers relished the old ones, getting a kick out of his individual dialect and interpretation. As an emcee, however, he lacks the alertness demanded in a night club.

Georges and Jalna whirled thru five versatile numbers and scored. The team can dance and sell. Set included a waltz to *Vienna Woods*, fox-trot, a dramatic Latin offering they call *Perfidia*, *Daric-*

town Strutters Ball and a rumba.

Lou Breese holds over to play a great show and to furnish good dance music. Don Huston offers the productions and dance set vocals. Don Orlando's combination on hand during intermissions. Bob Curley is the p. a.

Sam Honigberg.

Hotel Navarro, Fox and Hounds, New York

Newest local club is on the scene of previous failures, this spot having been formerly the Normandie and Ciro's of London. Under management of Joe Colonna (Jerry's brother), prices are within reason; service, food and drinks being okeh. The room is ideal for in-time entertainment, being tastefully decorated in a gold and ivory motif. Mirrored paneling gives the spot a modern effect. Location is in the snooty Central Park South sector. The spot deserves to catch on.

Opening night (28) had the talent routined into floor shows. However, continuous entertainment would give the spot an added bit of intimacy.

The regular talent consists of three entertainers. Leadoff is by Annette Guerlain, personable chirper, whose vocaling is ideal for the room. Opens with *Gauche Serenade*, follows with *All the Things You Are* and encores with *Can't Give You Anything But Love*. Registers well.

Standout is Fairfax, a smooth-working magician whose line of patter and assortment of tricks compel attention and applause. While many of his illusions have been in the magician's catalog for some time, his twists and routining make them appear new. Working in tails and with an assistant preparing props, he leads off with paper tearing and includes sliced lemon trick and the casting of fishing pole. Took several bows.

Renee Rivera, Latin chanteuse, accompanies herself at the piano and renders effectively *Allegro Conga* and *Tabu*. Encored twice with pop tunes. Good looking, she would be more effective in an intimate spot if she would tone down some of her bravura.

Opening night had the show emceed by Lou Saxon, who gave the acts a good sendoff. Jack Rennie's Ork (4) provides dance music.

George MacMurray press agents.

Joe Cohen.

Edgewater Beach Hotel, Marine Dining Room, Chicago

The only local hotel outside the Loop employing bands and acts in its main dining room. It caters to classy trade and displays little interest in the average neighborhood club patron (admission is 75 cents week nights and \$1 Saturdays and holidays, plus tax).

Shows are booked and produced by Dorothy Dorben, whose eight-girl line is used in imaginative opening and closing efforts. Latest on tap, caught at the second show, are a roller skating specialty by the attractive kids and a dressy Easter Bunny finale in which Frances Willer is singled out in a brief acro routine.

Freddy Martin and band, popular in this territory, and two acts complete the floor bill. The Gale Sextet, using the catchy billing tag of "three dance teams," makes a nice flash in both straight and comedy numbers. The Gay 90's routine, however, lacked organization, being jumbled and with no solid finish. Each dancer is young and displays sufficient dancing ability.

Dorraine and Ellis, musical comedy song team, work in costume and deliver the conventional semi-classical fare. Team is exceedingly youthful and appearance is quite nice, but delivery is not commercial enough to register in this large, formal room. It should be a good act for the more intimate spots.

Martin's band contributes two numbers, *Dancing in the Dark*, an old favorite with this outfit, and a new novelty, *The Man Who Comes Around*, which is light but amusing. The orchestra plays soft and sweet music, quite in keeping with the general Edgewater atmosphere. Vocals are handled by band members in good fashion, and the leader, a personable chap, emsees in a fitting manner.

Bernie Cummins' band returns here May 4 and will remain until the middle of June, when the hotel reopens its famed Beach Walk. Herbert Foote, or-

The Broadway Beat

By GEORGE SPELVIN

A LOCAL night club booker tells of the time he was down to his last \$8. Up against it, he spent his dough to cable a big name in London, asking for authorization to get her night club work over here; and, to his pleasant surprise, the big name cabled right back (prepaid) that it would be okeh at \$3,000 a week plus one-way fare. The booker was unable to book her, but the cable served its purpose. It gave him entree into all the class spots, and he did a thriving business thereafter. . . . Earl Hines, looking about for a title for a new Bluebirdisk piano solo, asked Leonard Joy, Victor recording chief, for some ideas. Joy, in the press of a million business details, hurriedly suggested that something be used descriptive of his own mental condition. So customers are now asking for Hines' latest pianistic waxing, *Child of a Disordered Brain*. . . . So-You-Think-Youve-Got-Hard-Luck Dept.: A young actor who'd played small parts in a few standout shows was unable to connect with anything for a couple of seasons. Funds dwindled meanwhile; and, not being "intellectual" or "modern" enough to feel that he had the right to ask taxpayers to support him for the sake of his art, he took a job tossing packing cases around and later one as a doorman in a small film theater, barely keeping his chin above water. And then at last the break came—a nice part for a big producer in a show figured to run a good while. So he wired his wife to come back from out of town, where she'd been living with her family, and looked forward to the good days ahead. The management had promised to call him for rehearsals—but he lived in a rooming house, with the phone in another house across the way; and when the management called it was told that his name wasn't known. The management called three times—and then hired another actor for the part. Now, having found out about it, they're trying to work him in as an understudy; but even that's not certain at present writing.

PROFESSOR KAMM, mentalist and psychoanalyst in the Terrace Room of the Hotel New Yorker, recently discovered that he has other talents—in the song-writing direction. The result of the discovery was *Let's Go Jitterbug* and *Make a Wish*. Maestro Bob Crosby, winding up a run on the band stand last week, played the latter one night, with a sensation resulting when the professor ventured onto the rostrum to sing the lyrics. The Crosbyites got such a kick out of it they brought him up to Decca to make a wish on wax. . . . Johnny Greenhut, president of International Attractions, who married Aileen West, showgirl of the *Folies Bergere*, claims they married sooner than they'd intended because the press agent was thinking up too many dates for his fiancée with the lads at Harvard. And now the Clifford Fischer office is mad at him, insisting that he take over the bond which had to be posted when the former Miss West was imported from England, and pointing angrily to a clause in her contract which forbade her to wed. . . . Make-up in *The Mirror* on March 25 had on the page opposite Winchell's column a beer ad with a testimonial from—Ed Sullivan. . . . The Plaza is calling its new show *Reunion in the Persian Room*—which is logical enough, because Eddy Duchin, Paul Draper and Jane Pickens are featured again on the same bill for the umpteenth time.

FROM "somewhere in England" Private Fred H. Phillips writes: "Recently I enjoyed leave in London. Despite sandbags and blackouts the theaters seem to be doing a fair country trade. *The Little Dog Laughed* is generally accredited to be the show of the season." Phillips, circus writer and drum-beater for the New Brunswick tourist bureau, was until he joined the Canadian colors, p. a. of Fredericton (N. B.) Exhibition. . . . The Lambs Club has been building up its glee club of more than 50 voices (Robert Shaw, director) and will sing for the Greater New York Fund April 1. . . . The new Hurricane Club and the Beachcomber are feuding. The Beachcomber had been getting a lot of plugs with its Zombie drink ("only two to a customer"), when along came the Hurricane and announced that it would feature the Tabu—so potent that they hated to serve it at all. Now the Beachcomber retaliates by threatening to put on display (Wednesday nights only) a drink called the Cyclone. It will be displayed in a glass case at the bar—and you'll probably be permitted to take only one look. . . . Practically a perfect score was run up by a recent Barbizon-Plaza press release announcing a short play group doing dramas "by such Authors as: Franz Molnar, Eugene O'Neill, J. P. Concle, Anton Chechov, Clifford Oddets, Noel Coward, G. Bernhard Shaw and others." Honestly, doesn't the Barbizon press department know that Molnar's first name is Ferenc (sometimes spelled Ferencz), that O'Neill's name has two "l"s, that "concle" is really E. P. Conkle, that Tchekov can also be spelled Chekov but never "Chechov," that Odets has only one "d" and the Shaw's second name is Bernard? Noel Coward must feel horribly slighted; they got him right.

ganist who has been here for eight years, plays during dance intermissions.

Sam Honigberg.

Russian Kretchma, New York

One of the most charming floor shows we have ever seen is right here, at the tip of the Lower East Side group of foreign night clubs.

The show is called *A Gypsy Wedding* and starts informally when a group of gypsies stroll onto the dance floor and sit down against a backdrop, canopy and props. The gypsies are the bride's relatives and have a good time singing and dancing until the groom arrives, accompanied by his own people and carrying the ceremonial tree laden with gifts and moneys. Then there's more singing and dancing, some haggling over money and finally everybody goes off. That's the framework for the show and its great charm is its casual naturalness.

The 19 people are all in costume, crowding the floor space. Nastia Poliakova, veteran here, sings Russian melodies beautifully. Simeon Karavaeff, for-

mer vaude and revue dancer, is completely winning as comedian, emcee and dancer. Dora Boshoer revealed a good soprano voice. Michel Michon's baritone is smooth and soothing. Gypsy Rita and Sinda dance with exotic verve. Mischa Usdonoff, Cossack dagger dancer, sings in this show. Nadia Mirova sings well. Volodia Katov's Orchestra, four pieces, provides a concert of altogether pleasing foreign melodies, plays a mixture of foreign and American tunes in dance tempo and also accompanies the show. Violinist Mischa Novey plays haunting, exquisite Russian melodies. And an overweight accordionist provides excellent accompaniment and solos.

Peter Nemeroff, owner of the club, put on the show and we want him to know right here and now that it's a relief to see a show where the girls are not young and beautiful, for a change, and where a folk scene is the basis of the show instead of an emcee's hysterics.

The main show alternates with a variety bill by the same cast nightly.

Food and service fine. Press agenting by Dorothy Ross. Paul Denis.

GIL AND BERNICE

MAISON

Held Over Second Week

LOEW'S STATE, NEW YORK

Direction—William Morris Agency.

Shows in 34 Atlantic City Spots Easter Week-End; Outlook Good

aged by report of great business from Florida local hotel and nitery owners oiled their cash registers last week and drew some 400,000 Easter week-enders.

Most of the regular summer spots unshuttered for the Easter trade and hotels added floor revues.

Robert Friedberg inaugurated a floor show for the Round the World Room at President Hotel with Armen Camp, Patsy King, Gaye Dixon and Whitey Varallo Band.

At the Merry-Go-Round of Ritz-Carlton Hotel Max Malamut brought in Chauncey Cromwell's Ork, with Glory Davis, vocalist. The 22 Club at Ambassador Hotel opened with Bert Estlow's Band.

Hotel Traymore added a floor revue headed by Nick Nickerson, in addition to Bill Madden Band. At Sand 'n' Surf Room of Seaside Hotel Col. H. Cook added acts to Bill Oakenlander's music. Entertainers, including concert artists, played the Vernon Room of Chalfonte-Haddon Hall; at Fisher White's Marlborough-

Blenheim and Walter J. Buzby's Dennis hotels.

A show and band held forth at Frank Fiore's Penn-Atlantic Hotel Rathskeller and at the (Joe) Agostini Hotel Grill.

Louise Mack unshuttered her Entertainers' Club with Franzell, fan dancer; Sherry Louise, songstress, and Lowell Wilson, pianist.

At Club Nomad, operating year round, Arthur Goodelman brought in a new show topped by Panette Peiper. For his Paddock International, Eddie Kravis opened with Marie Kibbe, Dorothy Adell and Celiste.

At Benson's there is Shee, Johnny Steele, Edythe Beach, Mary Terry and Russ Schmidt. Hazel (Lee) and Fred's (Taylor) Novelty Wonder Bar brought in Peggy Heavens, Hazel Lee (co-partner in spot), Ann Du Buc, Betty Nixon, Tiny Klein, Carman Grove and Jack Brown. Entertainment was also on tap at Fred White's "2112" Bar and Amos Barnes' Circus Bar.

Diann and Donald topped the show at Tom McDonough's Erin's Isle Cafe; Pearl Augustine and Frank Sterling headed the revue at Jordan's Cafe, with floor shows on at the Bath and Turf Club, Chez-Paree, J. Elliott's Emerald Cafe, Clare Corky's Casa Loma Cafe, Pat Gallagher's Cafe, Wyoming Cafe and the Belport Inn at Venice Park.

The roadhouses on White and Black Horse pikes also shared in the Easter enthusiasm. On the Black Horse, M. M. Sofraney's Gables Inn, Zinck's Log Cabin, La June's Chester Inn, Stardust Inn and the Wagon Wheel all used talent. On White Horse pike, Fred and Lee Eccles' Village Garden Wonder Bar and M. Barlow's Tally-Ho used talent.

Corelli, Whitehead Tangle on DBF Fund

NEW YORK, March 30.—Dissolution of the AFA Death Benefit Fund was again postponed when Sidney E. Cohn, attorney, filed a petition in New York Supreme Court yesterday as a representative of "Alan Corelli and others," asking for a six-week adjournment, which the court granted.

The adjournment was asked "in order to take steps as may be necessary to bring about the removal of Frank E. Lynch and Ralph Whitehead as trustees for their misconduct." The petition alleged "Gus Van and Rudy Vallee have not been notified" of the fund's dissolution action.

Harold Koenigsberg, attorney for Lynch, fund trustee who appealed to the courts, said today that Van and Vallee have been mailed at least three communications on the fund situation and that they never replied. Sophie Tucker was the fourth trustee of the DBF but resigned last year. Whitehead is trustee ex officio.

Whitehead issued a statement after the court hearing attacking Corelli for "an attempt to gain personal glory at the expense of the actors," claiming his "spiteful action" is keeping money "from the actors to whom it belongs."

Corelli later denied that he was seeking personal glory, declaring that when he saw that no actors were taking interest in the matter he felt he had to step in "to protect the 4,000 actors who are too dumb to protect themselves."

"Why should Whitehead appoint one of his councilmen as trustee? I'm satisfied if the court appoints a trustee to take care of the money," he said.

John Leary New AGVA Phila Head

PHILADELPHIA, March 30.—John Leary, singing emcee current at Palumbo's, was elected president of the AGVA local here at an organization meeting Tuesday (26). Union earlier absorbed the United Entertainers' Association, indie group previously affiliated with the American Federation of Actors. Tom Kelly continues as executive head of the local.

Other officers elected are Vice-Presidents William DeMayo, Charles Arthurs, Joseph Burns, Jack Herbert and Lee Travers, Treasurer James Walker and Secretary Mary Eljer.



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Recording Nights Help Milwaukee Club Business

MILWAUKEE, March 30.—Latest entertainment wrinkle is Recording Nights, staged Friday, Saturday and Sunday at the Cardinal Club here.

Recordings are made of guests' speaking or singing voices and are played back thru a loud-speaker system. Best recordings over a period of several weeks are awarded prizes.

English Names Not Opposing More U. S. Acts

LONDON, March 25.—Agreement has at last been reached between Grand Order of Water Rats and Variety Artists' Federation on former's claim that, before any action is taken in relation to industry conditions, representatives of the two bodies should meet in an endeavor to co-operate.

The Rats represent the majority of vaude names here and are likely to take part in further discussions relating to the managerial request for a variation of the Labor Department order admitting foreign attractions to this country.

Managements having definitely stated they will not be able to continue vaude after the spring unless they can import foreign names. The Agents' Association claims its members are unable to find sufficient home attractions to meet managerial demands. The GOWR has issued a statement that it is not objecting to limited importations under well-defined conditions.

Chicago Clubs Set for Season

CHICAGO, March 30.—Floor shows will go into Frank Hutchins' Villa Moderne May 9, when Tony Cabot's Band returns for another run. Spot, on the outskirts of Chicago, is open all the year round, but loosens its entertainment budget only during the warm weather.

Hi Hat Club is to close for six weeks this summer for remodeling. Operators, Elmer and Louis Falkenstein are not planning to run name shows again until fall.

Tiny Cosgrove reopens his South Bluff Country Club, Peru, Ill., April 13 with a band and floor shows. Paul Marr will again book the talent.

Bob Hope Unit Starts in Chi

NEW YORK, March 30.—Bob Hope, with talent from his air show, will open at the Chicago, Chicago, May 17. In the unit are included Jerry Colonna, Jack Hope, Brenda and Cobina and Dolores Reed. Six Hits and a Miss, originally scheduled to join the unit, have withdrawn because of a film job.

William Morris office here is angling a New York date for the unit, expecting to place it either at the State or Paramount.

"Oomph Parade" New Clark Unit

CHICAGO, March 30.—Harry Clark, local unit producer, is breaking in his second unit of the season today at the Indiana Theater, Richmond, Ind., and after several West Virginia dates will move it on the T. D. Kemp Southern time, starting April 11. Labeled *Oomph Parade*, it features Sid Page, Perry Twins, Jerry Lawton, Four Masterdons, Milt Hinken's Band and 15 models.

Clark's *South American Nights* closed last week after a five-month road tour in West Virginia, Ohio and the South.

Gardens, Pitts, Closes

PITTSBURGH, March 30.—Old Shay Gardens will close next week permanently. Operated by Etzi Covato, Gardens had been named Italian Gardens until a year ago, when name was changed because of owner's fear that war would make moniker a handicap.

Covato and John Maganotti are looking for another site.

IA Walkout of Musicians Set Back in Philly

PHILADELPHIA, March 30.—Threatened walkout of union stagehands, projectionists and electricians Monday (1) in sympathy with the striking musicians at Warner theaters was averted yesterday (29) when A. Rex Riccardi, secretary of the musicians' union, announced an "indefinite postponement" of the walkout.

The "postponement" followed a telephone call from Los Angeles by Joseph N. Weber, AFM prexy. It was Weber who pressured George Browne, head of the stagehands' international, to issue a road-call two weeks ago to the local IA to walkout. Feeling of IA members was definitely against a sympathy strike. During the two weeks' notice period, Warner made no attempt to settle differences with the musicians.

A compromise settlement is in the wind that would have vaude and band returning to the Earle, dropping of music at the Fox and four nabe vaude houses instead of six.

Rockettes' Producer To Stage Ice Revue

NEW YORK, March 30.—Russell Markert, producer and originator of the Radio City Music Hall Rockettes, will produce and direct the *Ice-capades of 1941*, a 50-people musical revue on ice, which will tour arenas thruout the country under auspices of the Arena Managers' Association. Fourteen weeks, already lined up, start November 1.

Uksila and Vida, producers of the Sun Valley ice show at the New York World's Fair last season, have been engaged as skating instructors. Since Markert could not obtain release from his Music Hall post in time to produce show, which plays the Atlantic City Auditorium, July 19 to September 3, Uksila will probably be in charge of the A. C. production, to be dubbed *Ice-capades of 1940*. The show will be entirely revamped late by Markert, with additional foreign stars who are touring Europe and Australia now, but who will be brought in for the American tour.

Contracts for those who will probably get top billing are expected to be signed next week. There are still openings in the 24-girl line and in a few male roles. Casting is being handled from local quarters of the AMA. Road show will rehearse in A. C. simultaneously with the run of the revue in the Auditorium.

Parnell New Mgr. Of Tivoli Circuit; Allen Sets Talent

NEW YORK, March 30.—Wallace R. Parnell has been appointed general manager of the Tivoli Circuit of Australia, according to word received by Charles Allen, Tivoli's American representative. Parnell succeeds the late Frank Neil.

The circuit, which operates the Tivoli theaters in Melbourne and Sidney, has instituted a change in policy. Shows will now be rerouted every five weeks instead of continuing indefinitely. The rerouting does not necessarily mean a change of personnel, according to Allen, since the shortage of talent there will not permit complete changes.

Allen is currently booking for Tivoli shows, opening May 22. Since the outbreak of the war transportation costs to Australia have been increased 33 per cent.

Summer Hits 3 RKO Vaude Spots

NEW YORK, March 30.—Three RKO houses are dropping vaude. The Shubert, Cincinnati, discontinued vaude after Thursday night's show. The Colonial, Dayton, O., will have no stage shows after April 11, and the Palace, Cleveland, will drop vaude in early May.

All will operate on straight films during summer.

B'way Goes Big; MH Great 92G; State Fine 30G

NEW YORK. — Broadway spending showed a marked increase during the Easter holidays, with all of the kids home from school. *Young Tom Edison*, at the Music Hall, topped its first week gross of \$82,000 with a smashing \$96,000 for the second week.

The Paramount, with Tommy Dorsey's Band on the stage and *The Road to Singapore* on the screen, accounted for a fast \$48,000—just \$8,000 below the opening week's gross. With the attraction running another two weeks, second half of the Easter week kept the tills tinkling fast. The third week will probably be good for at least \$40,000.

Loew's State has been having a pretty fancy time at the box office, last week grossing \$30,000 with George Jessel as the headliner. Also on the bill were Kitty Carlisle and the Hartmans. Picture is *House Across the Bay*. Show holds over for another week, the first since Ed Sullivan appeared there. Jessel's gross is \$4,000 better than Jimmy Fidler's, who preceded him at the house.

Both Roxy and Strand collared \$40,000 on their opening weeks. With George Olsen's band at the Strand and *Virginia City* on the screen, house didn't jam 'em down as they did opening night due to the build-up of the picture, but the \$40,000 represents a pretty busy week. Holding for a second week.

Roxy's opener week of *Primrose Path* was below expectation. Stage bill includes Bob Ripa, Marjorie Gainsworth, Con Colleano and Gluck Sandor's Troupe. Holdover week is showing an improvement.

Rowland OK 74C at Philly Fay's; Savoy Fine 66C at Carman

PHILADELPHIA. — Dian Rowland as the burly contribution to the box-office pull proved plenty potent for the Fay's Theater Easter bill, ringing the bell with \$7,400 for the week ended Wednesday (27). Vaude contingent included Pat Henning and Bettye Ray, Large and Morgner, Wally Brown and Annette Ames, The Digitans, the house line and Harry Cohen's house band. *Music in My Heart* supported on the screen.

With weather conditions continuing favorable, new bill promises to hit an even higher \$7,600, according to House Manager Sid Stanley, based on biz for the week-end half of the stand. Three fems split the billing for the new show fashioned as a *Casino de Paree Revue*, Wanita, Marcia and Mariya. Vaude stanzas hold Dick Nash and Janet Evans, Mazonne and Abbott, Three French Co-Eds and Don Rice, with *The Marines Fly High* on the screen.

Carman Theater had an Easter click with a five-act layout that included Harry Savoy, Three Murtagh Sisters, The Six Grays, Fayne and Foster, Larry Best, Louis Basil's house band and *Music in My Heart* on the screen. Playing for six days ended Saturday (30), house averages were topped with a dandy \$6,600. Total doesn't take in the vaudeless Sunday shows, new bill coming in Monday (1).

Unit and Rey Ork Big at Para, L. A.

LOS ANGELES.—A Fanchon & Marco unit paired with Alvino Rey's Orchestra hit a healthy \$21,800 at the Paramount here for seven days ending March 20. The house average is \$18,000. The regular 30 and 65-cent admission scale prevailed.

Pic was *Road to Singapore* (Para.).

Frisco Mild to La Conga Unit

SAN FRANCISCO.—Golden Gate Theater registered an improvement with a \$14,200 gross for the week ending March 22. The La Conga Fiesta unit provided the stage attraction. The house average with the 30, 45 and 55-cent scale is \$15,000.

Film was *The Big Guy* (Univ.).

Vaudefilm Grosses

"Rebecca," Vaude Strong in Buffalo; Rollini Bill Okeh

BUFFALO. — Despite putrid weather Easter week, vaudefilm bills here scored with unusually good grosses.

For the week of March 29 the Buffalo anticipates big things with a strong picture, *Rebecca*. Opening day was very good, first day of real spring weather. Stage has D'Artega and the house ensemble, Gertrude Lutzi, Peggy Stewart, Eight Ben Yost Varsity Singers and Bono. The latter has returned as featured trumpeteer. The management expects a gross of \$17,000, which would be \$4,500 above average.

The Buffalo did very well for week ended March 28. Clocking \$16,900, the management was more than pleased, especially after a low Holy Week gross. Picture was *Road to Singapore*. The Adrian Rollini Trio featured on stage and went over well. Others were D'Artega and the orchestra ensemble, Gertrude Lutzi, Peggy Stewart, Ben Yost Singers and an eight-girl choir.

For April 5 week, Buffalo plans to hold the stage show over, with new pic. *My Son, My Son*. Tommy Dorsey with band and Bert Wheeler were shoved up to April 12 week.

The Century, which has been interspersing vaudefilm bills with double pictures lately, is going to bring more vaude attractions in April than it had during Lent. Blue Barron is definitely set for latter part of April.

Lent Slump Hurts "Village Vanities"

SPRINGFIELD, Mass.—The last days of Lent hurt the box office at the Court Square Theater for the three-day showing of *Greenwich Village Vanities*, which closed Saturday (23).

Margolitta Korde, featured, appeared in many skits and was well received, but the audiences best liked the Three Lucky Bucks, Negro soft shoe dancers. Others on the program were "Lovey" Stacey, Walter Coolidge, Jack Lyons, Herbie and Barbara Faye and Pinto and Della.

Picture, *The Lone Wolf Strikes*.

Kennedys 82C In Milwaukee

MILWAUKEE.—A show headed by Edgar Kennedy and wife, Patricia, collected an \$8,200 take at the Riverside Theater for the week ended March 28. Also on the bill were Walton and O'Rourke, Frank Ross and Anita La Pierre, Carter and Holmes, Texas Tommy and Walter Liberace. Regular 25-30-35 cents admission prices prevailed. Average biz is \$7,000. Pic, *Honeymoon Deferred*. (Univ.).

"Fun's-A-Poppin'" Hits Par in K. C.; "Hullabaloo" Off

KANSAS CITY, Mo.—*Fun's-A-Poppin' Revue*, at the Tower Theater here week ended March 28, grossed \$6,300, slightly over par. Acts included Milton Douglas, Three Walkmirs, Bobby Belmont and Jack Lane. Pic, *Rancho Grande*.

Week ended March 21 was under par with \$5,900 for *Hullabaloo Revue*, starring Danny and Edith, George West, Stalac Brothers and Pearl and Guy Cherney. Weak pic, *Invisible Man*.

Hartford Gives Apollon 10Gs

HARTFORD.—A healthy \$10,000 was registered at the State for three days that began Saturday (23). Stage bill had Abbott and Costello and the Dave Apollon unit.

Pic was *Great Man Votes*.

2 Films, 7 Acts-- And Still Biz Off

BOSTON.—Despite seven acts and a double horror bill, the third "Show of the Month" at the RKO-Boston Theater drew \$14,300, the lowest gross since the full-week flesh shows were inaugurated three months ago. House has three-day vaude weekly, with one full week each month.

Headliner was Borrah Minevitch's Harmonica Rascals, and other acts included Holland and Hart, Fred Lightner and Rosella McQueen, Frank and Pet Trado, Ginger Harmon, The Del Rios and Bill Bailey.

Pics, *Black Friday* and *House of Seven Gables*.

Donahue Record For Butler 1 Day

BUTLER, Pa.—A one-day stand at the Penn Theater here, on Thursday (7), by Al Donahue's Orchestra set a record for the house, drawing \$746.50. According to George A. Notopoulos, house manager, it was necessary to stop selling tickets three times during the day.

Pic was *Hidden Enemy*, considered no aid to the b. o.

House did four shows. Scale was 25 and 35 cents. Seating capacity 1,000.

Vaude at Post St., Spokane, Takes Dip

SPOKANE, Wash.—Easter holiday bumped Post Street vaude for its first loss in some time, the gross of \$1,550 for March 22 to 24 being \$200 under house average. The Post has been taking in about this amount over average the past two months.

Billings were Ross and Bennett, Three Mack Brothers, Tenner and Swift, Tommy Collins and Petch and Deauville. Accompanying films were *Two Thorobreds* and *Scandal Sheet*.

Wilkes-Barre Vaude Does Good Business

WILKES-BARRE, Pa.—With only three-day-a-week stage show playing here during Holy Week, the Irving did exceptionally good business for its 34th consecutive vaude bill (March 21 to 23). Bill featured Palermo's Canines, Judson Cole, Kelvin and Jocelyn, Garner and Wilson, Stanley Twins and Charles Malone. Screen attraction was *Calling Philo Vance*.

The Capitol, other Comerford house, ran split week during Easter Week, with Paul Whiteman and orchestra the first half doing fine at b. o. and Shep Fields orchestra and the Mills Brothers the second half.

First Vaude Bill 14Gs at Denver

DENVER.—Despite his engagement coinciding with Holy Week, Duke Ellington Orchestra grossed \$14,000 at the Denver Theater for week ending Tuesday (26). A sepiu jitterbug contest Friday night and a contest for palefaces Monday proved good b.-o. attractions. On screen was Shirley Temple in *The Bluebird*.

Ellington was the first stage attraction in Manager Bernie Hynes' new policy of running double features or one film plus stage show. Ellington's showing may result in other flesh bookings for the Denver.

Manager Hynes used a tie-up with Gibson Bradshaw, of the Denver Distributing Co., Rock-Ola distributor. In 300 locations in this area automatic phonos featured Ellington recordings with stickers on the machines advertising his playing dates. During Ellington's engagement a box in the lobby continuously played Duke's recordings.

With Jimmy Lunceford opening a week at the Denham Theater Wednesday (20) Denver was given two weeks in succession of top colored bands.

Mighty 51Gs For Orrin and Bonnie in Chi

CHICAGO. — Ideal spring weather greeted the awaited opening of Orrin Tucker and orchestra, with Bonnie Baker, at the Chicago (29) and business was capacity a couple of hours after opening. A six-shows-a-day schedule will give the attraction a mighty \$51,000, a figure that hasn't been seen around these parts in months. On screen is Paramount's *Seventeen*, a filler.

Last week, ended March 28, the Chicago did an okeh \$37,500 with Horace Heidt's Band and second week of Bing Crosby in *Road to Singapore*. Bad weather part of the week kept attendance down.

State-Lake is doing a fair enough business with Little Jack Little this week (29-4), cashing in on both the name of the leader and the overflow from the the Chicago across the street. A nice \$16,000 gross indicated. Screen has second Loop run of *Slightly Honorable*. Week of March 22 State-Lake wound up with a similar figure attracted by Buddy Rogers and ork and second run of *Invisible Stripes*.

Vaude in Lincoln Censored; Gross As Good as Ever

LINCOLN, Neb.—Altho the law stepped on both the *Sidewalks of Paris* unit at the Liberty and the straight vaude bill at the Nebraska on account of strippers and blue cracks from emsees Tom Wells and Willard Ellis, extracting fines of \$270 from the shows and \$156 from the theaters, grosses were good week ago last.

Sidewalks of Paris, Joe Marcan's show, headlining two nudies, Mile. Ceegon and Karen Keil, at 15, 25, 35 and 55 cents; grossed \$2,700 on three days, and the Nebraska vaude bill, with Pat Paradise topping, at 10, 20, 25 cents, drew \$1,700, good at those prices.

Ware, Herth Pull Well in Dayton, O.

DAYTON, O.—Easter week at the Colonial Theater brought a swell \$8,000 due largely to the dual headliners, Linda Ware, juvenile pic star, and the Milt Herth Trio.

A house record is expected the current week with Ed Sullivan and his Hollywood contingent, including Arthur Treacher, Bela Lugosi, Marjorie Weaver, Helen Parrish, Vivian Day, Betty Jaynes and Douglas McPhail.

TWO PROVOCATIVE SPECIAL ARTICLES IN THE

SPRING SPECIAL

(April 13 Issue)

"PROBLEMS IN OPERATING SMALL BIG-CITY NIGHT CLUBS"

(Pertinent Angles on Managing the Minuet Club, Chicago, and the Gaucho, New York)

FROM ICE FLOOR TO FLOOR SHOWS

By Dorothy Lewis

Featured in the Ice Revue at the St. Regis Hotel, New York. (Stimulating Information and Thoughts on Developing Dance Technique on Ice Floors)

Vaudeville Reviews

4-Hour Show Keeps Troops in High Spirits in Front Line; Near-By Artillery the 'Music'

PARIS, March 9.—Equipped with special war-time credentials, this correspondent for *The Billboard* was granted by the French military authorities the courtesy of transportation and permission to witness the performance produced in a war zone theater which shook and sometimes rocked from the repercussion of the near-by heavy artillery. The barking of machine guns and zooming of anti-aircraft cannon was continual enough to provide music that was lacking a thousand yards behind the lines—the closest show yet attempted.

Two lines of soldiers were slowly moving in opposite directions. One line, just leaving the huge new barrack-like building, wore the dark blue uniform of the Alpine Chasseurs. The column entering were infantry Poilus in khaki. One had seen, the other wanted to see the vaudeville troupe sent to the front line.

British and French high commands are extending every possible aid in furnishing their troops with variety and plays. As one high ranking officer told this reporter, "It is just as necessary to supply distraction as to give the soldier bread and wine. We have multiplied our radio sets; movie projectors are located along the entire line, gramophones are without number, but for the front-line soldier nothing can replace living entertainment to aid that passion to forget."

The army shows, having a selection of

the best talent in France, plainly indicates why civilian and military Paris is suffering by its lack.

An untitled 40-minute comic sketch opened the spectacle, Juliette Verneuil, Louise Breze and Pierre Aldebert contributing laughs as the wife, daughter and domineering ass who is finally caught up with and put into a private's uniform, much to the delight of the audience.

As the program headliner, Germaine Sablon was a solid triumph with flag waving and patriotic songs. Her *Sky of France*, a new song by Raymond Asso, was repeated three times for the enthusiastic troops.

Other excellent acts were Paulette Nathan, singing old French melodies which had the less sophisticated soldiers crying; Starley, one of the best comic jugglers on the Continent, who was sock with eccentric clowning; Miss Dora, contortionist of ability; Leon Reiter, ace accordionist, and Fernand Duverne, xylophonist, furnishing music for the acro dancing team of Jeanne Meta and Constant Huzchel. Eight other class acts showed during the four-hour session.

Following the regular performance several professional and amateur performers among the troops continued to furnish the entertainment. When this reviewer departed the morale of those particular soldiers was much above normal, even tho the building was still shaking. *C. M. Chambers.*

Music Hall, New York

(Reviewed Thursday Evening, March 28)

New stage show with the film, *Rebecca*, is bright, colorful and awe-inspiring—sharp contrast to the picture's haunting, somber quality.

The production staff has called on most, if not all, of its mechanical tricks, such as lifting the band wagon out of the pit, across the stage and then up to become part of a balcony scene. It also arranged for exquisite lighting for Mlle. Niraska's wing number and also has scenes dissolve and new ones come together in full view of the audience. Visible lighting scene changing on the huge stage is always sure-fire here.

The show is called *Tropical Nights* and opens with Nicholas Daks as a dancing wood sprite, Hilda Eckler as lead girl dancer and Mlle. Niraska weaving her large silken wings under changing lights. Her specialty is still a sock novelty and completely bewitched her audience, winning two solid hands. The ballet girls completed this interesting scene with their usual competent work. The second scene is Spanish and has the male singers serenading en masse a group of girl singers posing on a balcony. Carlos Ramirez's baritone lent pleasing solo passages.

The third scene is a cafe with the male singers grouped around Betty Bruce, who proceeds to do extra fancy tap dancing to Latin tempos. Her technique is actionful, showmanly and includes plenty of topnotch dancing. The finale has the band rolling onto the stage to form background in a huge Mexican patio scene, with the Rockettes doing conga and samba steps.

All in all, a swell, lively spectacle show produced by Leon Leonidoff, with settings by Bruno Maine. Erno Rapee led the big symphony orchestra. *Paul Denis.*

State-Lake, Chicago

(Reviewed Friday Afternoon, March 29)

The slow in spots, the Little Jack Little unit dishes out good theater entertainment. The diminutive maestro extracts a bouncing rhythm from his boys that is easy to take and, on his own, does well with a pleasing, whispering voice and terrific keyboard work that turned him into a piano wizard 'way back.

Band opens with a couple of zestful tunes, *The Woodpecker's Song* and *Diga-Diga-Doo*, embellished with Little's vocal and physical touches, and then Kathleen Quinn, a beautiful blonde with a winning voice, joins the scene with *When You Wish Upon a Star* and later, in Little's company, with *No, Mamma, No*. A band-stand eye-ful.

The Three Radke Sisters, young and shapely kids, have a neat acrobatic and balancing turn which winds up with a sock hand-to-foot trick. The girls work with ease and manage to go over well.

Little's version of *Careless* carries punch, but tune, because of its local origin, has been played to death. Walton and O'Rourke, puppet manipulators, follow with a clever novelty, presented on a small platform stage. The boys employ such creations as a pair of ghosts doing a runba, a Stepin Fetchit character, a stripper, Negro piano team and a pair of ice skaters, latter specialty exhibited on the regular stage.

Al Bernie, mimic, stopped the show with a revised crop of impersonations. He has altered some of his talk for added freshness, and because of his talent as an actor, in addition to his ability in delivering take-offs with satirical exactness, warmed up the comparatively listless audience. Repeats such oldies as Laugh-ton, McCarthy, Fields, Robinson and Hepburn and winds up with James Stewart and Cantor.

In the finale Little's piano responds with highly commercial passages to his crafty fingering of *Somebody Stole My Gal*.

Biz light second show opening day. On screen, second Loop run of *Slightly Honorable* (United Artists). *Sam Honigberg.*

Palace, Akron, O.

(Reviewed Monday Afternoon, March 25)

Smartly spotted to offset Holy Week letdown, Ted Lewis show, first flesh for the local house in a month, held up his end in great style, with business after Good Friday being capacity. Lewis continues as the master showman, having been a favorite here for a decade. Music, novelty and comedy are blended with Lewis' distinctive personal showmanship to provide an hour of revue entertainment.

His revue offering ranges from his in-

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 LEGIT

MUSICAL

LOUIS GOMEZ AND HOPE MINOR—new ballroom combination composed of two experienced and top-notch dancers, each formerly half of an outstanding team. Made their New York debut at the Versailles, night spot, and are already strong enough as a team to work in the best theaters and clubs. Should be terrific in any revue needing a smooth and sock ballroom duo.

PETER LIND HAYES—impersonator now playing with the Jimmie Fidler unit, and caught recently at Loew's State, New York. Manner is extremely polished, and stage presence is excellent. Material is highly satirical, and should prove sensational in a smart legit musical. Lad has made a name on the Coast. Should be able to stop a show any time, anywhere.

evitable *When My Baby Smiles* and *St. Louis Blues*, thru the current swing and ballad favorites to a group of new Latin rhythms for his *Peanut Vendor* climax.

Radio Aces, three boys with well-matched voices, and the Dennis Sisters provide vocal background for the specialties and are competent groups themselves. Comedy fans ate up the ballroom burlesque dancing of the Hackers.

Control dancing of Marie Hollis is the most sensational of this type seen here for some time. Betty Jane Smith, a youngster, is an eye-ful in tap and ballet steps.

Inevitable as Lewis himself is the shadowing of Charles (Snowball) Whittier, who is repeating his familiar turns and delighting the audience with them.

Film fare, *The Farmer's Daughter* (Para.). *Rez McConnell.*

Chicago, Chicago

(Reviewed Friday Afternoon, March 29)

Orrin Tucker and Bonnie Baber (in at a reported \$9,000 for the week, with a split over \$45,000) will make big money for the house, if the opening day throngs are any indication. Under the present six-shows-a-day schedule (and seven shows Saturday) the combination can draw between \$50,000 and \$58,000, which is one of the biggest figures in the theater's history. House (3,900 seats) sold out at 10:15 a.m., with waiting lines from there on. Weather was perfect.

Most impressive factor about the show is the improved showmanship of both Tucker and the band, which can keep the outfit on top of the heap long after Bonnie Baker's songs have had their inning. Tucker can emcee, entertain in song with an individual and refreshing style and control an audience when it needs controlling.

The band is polished, works in excellent unison and scores with well-rehearsed novelty concoctions. This 50-minute revue, using only two outside acts, packs a lot of entertainment. After a novelty opening and a Tucker sax solo on *Do I Love You?*, Jeanne Blanche swings out with a couple of tap routines, embellished with cute arm and shoulder

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movements. A neat decoration for an early spot.

Band next repeats its familiar specialty in which lighted notes are used to represent various instruments, and Orrin unfolds his song chapter with *How Many Times? and I Need Lovin'*, which the patrons applauded long and loud.

In the novel drinking song turn the band and the bodyguards, singing quartet, displayed originality. Effective lighting and tricky beer mugs enhance its value as a stage specialty.

Paul and Nino Ghezzi, hand-to-hand balancers, had little trouble stopping the show. Their tricks are superior to those executed by many of their competitors and the jitterbug dance on their hands is a near riot. They'll need superhuman strength, however, to repeat this sort of thing six times daily this week.

Bonnie Baker takes in the closing spot and has a winning audience waiting for her. Those cute, sweet songs she sings in her own, shy manner are still plenty popular, judging by the tumultuous ovation. Did six, including, *Oh, Johnny, Oh*, and was joined by the Bodyguards in the finale for *Lady Be Good*.

Seats at a premium second show opening day. On screen, Paramount's *Seventeen*, a short picture with Betty Field and Jackie Cooper. Sam Honigberg.

Carman, Philadelphia

(Reviewed Thursday Evening, March 28)

It's a bang-up show Frank O. Ackley has fashioned for Easter week, with a varied bill of five standard acts on tap, each running smoothly and most of them to sensational returns.

Paced by personable Louis Basil, pit conductor, following a pleasing ork overture of Victor Herbert melodies, curtain splits first for Payne and Foster, mixed team. Duo makes music with a set of tuned wine goblets set out on a vibraphone prop and played in that fashion, using resined hand palms instead of hammers. Invert the tray to give gongs for bell ringing. Latter effort is a weakie compared with the glass cups. Sum impression, however, is favorable all around.

Larry Best is a show-stopper with a fast series of impersonations. Clinches the impression from scratch with an Abbott-Costello take-off, the novelty of handling two voices meaning more; follows with a Billy Gilbert sneezing routine and then an *Oh, Johnny, Oh* chirp-

Rob Patrons, Owner; And Drink on the House

WARREN, O., March 30.—Three gunmen who wined their captives and then robbed them are being sought by Trumbull County authorities. The three ordered 22 men and women at the Evergreen night club into a basement, robbed them of \$250 in cash and \$1,000 worth of jewelry and poured drinks for themselves and victims.

After tying their victims with clotheslines, the bandits leisurely ransacked the apartment of the club proprietor, Eli Bonich, taking 13 suits of clothes, 15 dresses, a radio, cigaret machine and eight gallons of wine. On their way out they seized overcoats of patrons.

Bonich said the bandits were in the place three hours.

ing carboning Joe Penner, Ned Sparks, Lionel Barrymore and Henry Armetta. On the call-back gives them a couple of subway train characters—the gum-chewing giddy gal and the kiddie in need of a hurried exit. Each bit goes over big.

The Three Murtah Sisters, all easy on the eyes, are just as easy on the ears in following for another show-stopping stanza. Gals get off with *Ole Man Mose*, harmonizing as the Ritz freres would fashion the ditty; stick to the straight ballad singing for *Careless* and wind with a whirlish impression of three debutantes singing grand opy. On the return characterize *Oh, Johnny, Oh* in the various nationalities and go swing-buggy for the frenzied harmonizing to the *Rock-a-Bye Baby* tune.

Still in the show-stopping groove, Harry Savoy, next-to-shut, is one long deep-down oesophagus roar with his stuttering windjammers and off-side lines. Brings on lovely-to-look-at Eileen Joyce, who does only shadow work for the comic. But it's Savoy all the way, a smash from start to finish.

The Six Grays, five sisters and a brother, ring down the rag in flashy fashion with ensemble and paired rhythm and tap dancing. Song singing of the gals allows for costume changes, Mazie Gray the best of the lot with a swingy version of *Loch Lomand*.

Screen supported with *Music in My Heart* (Col.). Biz good when caught. M. H. Orodener.

State, Hartford

(Reviewed Friday Afternoon, March 29)

Eddy Duchin has more fun leading his band than any other maestro seen here this season. No matter if he's acting as master of ceremonies or waving a baton, he's all smiles and the infectiousness of his personality is catching. The audience joins in the fun, like one big happy family.

It's at the piano, of course, that he really goes to town. No matter how high, far or wide he flings his hands, his fingers always land on the right keys. Hartford takes to him like a duck takes to water.

Stopping the show among the specialty entertainers are Shea and Raymond, with eccentric pantomime like Barto and Mann, only with more verve and ingenuity. It's another case of a tall thin man and a short stocky one, introduced as football heroes from near-by Trinity College. Grinds, bumps and female impersonations are done cleverly enough as to be really funny, with no hint to the sordid.

Lew Sherwood features trick improvisations on *Rancho Grande* and *Under a Spreading Chestnut Tree*, and Stanley Worth, baritone, gives a good rendition of *Careless*.

June Robbins puts oomph into her rendition of *Ole Man Mose*, the best Hartford has heard since Kid (Ants in Your Pants) Koko introduced it in local niteries. Aiding on vocals is Johnny McPhee, who wins with *Indian Summer*. Audience loved the whole show.

Feature pic, *Son of the Navy*, with James Dunn and Jean Parker. Julian B. Tuthill.

Club Broadcasts Show

NEW YORK, March 30.—WMCA is now broadcasting night club shows. Its first is from Chez Harry, aired at 12:15 to 12:30 a.m. daily except Monday and at 11:30 p.m. Sunday.

The talent getting air breaks from the spot includes Harry Hartwell and Dagmar Nordstrom.

Chi Agents Vote To Join EMA

CHICAGO, March 30.—At a general meeting of agents and bookers here Thursday it was voted to retain the Entertainment Managers' Association of Chicago and to augment it to include not only club date offices but also theater, night club and outdoor talent bookers.

David P. O'Malley, president of EMA, who conducted the meeting, revealed that all former EMA committees will be abolished and a new set of officers elected. Another meeting is scheduled to be held in 10 days.

While this move will automatically do away with any local organization efforts on the part of the Artists Representatives' Association, it was pointed out that the EMA may eventually become a member of a national group when benefits from such an action will be realized. The William Morris Agency and Music Corp. of America have linked up with ARA in New York, their local reps were on hand to offer EMA cooperation. New EMA fees are \$10 per office and \$5 for each placement clerk becoming an associate member.

Talent Agencies

DANNY GRAHAM, of Consolidated Radio Artists, Chicago, landed a three-week theater tour for Little Jack Little and orchestra on the Butterfield Circuit in Michigan thru Boyle Woolfolk, of Chicago.

RAY S. KNEELAND, Buffalo, is reporting a real upswing in club dates. Has a long line-up on his books. He is also going in for personal management and has a contract with Francis Magner, Flying Aces, William Wahl and Benny Kruger's Band.

WALTER J. GLUCK, Buffalo, after recuperating from an extended illness, is lining up dates for talent under his personal management: Jack McCoy, Margie Winters, Lenny Gale, Millie Wayne, Nella Saylor, Roberta Costello. Booked Pepper Garat into Lavin's Cafe, Buffalo, and books exclusively for Kaufman's, Liebler's and Mary Rogers here, and Murray's Inn, Albany. He will again handle talent for the Glen Park Barn, Williams-ville, starting April 6.

FRANK J. DUBICK, Empire Vaudeville Exchange, Buffalo, is on a three-week trip to California. He is trying to break into picture character work. Sidney E. Rogers is taking his place and is booking vaude acts into Palace Burlesque Theater, Buffalo; Capitol Theater, Dunkirk, N. Y. (four acts, twice weekly); Jamestown Shea Theater (five acts, twice weekly). Bradford and Warren, Pa., Shea houses, are to be added to vaude line-up soon.

RAY LYTE, of Dave O'Malley office, Chicago, set the Weber Sisters into Columbus, Chicago.

WARREN H. PEARL, office manager of GAC, New York, is in Florida, his first real vacation in three years. . . . HAL HOUBE, Valdesse, N. C., has arranged a five-week tour of the Carolinas for the South Sea Islanders, featuring Princess Luana.

MR. AND MRS. BILLY DIAMOND (he's booker of the Oriental, Chicago) celebrated their 30th wedding anniversary last month.

JACK SAGE is back as manager of the Egyptian Theater, DeKalb, Ill., succeeding Bob Griffith, who joined the Alex Manta Circuit. Egyptian has resumed Sunday vaude.

HERMAN BERNIE, New York, is preparing three shows for *Command Performance* on the Mutual network.

ARTHUR ARGYRIES, manager of the Mutual Entertainment Exchange, Rochester, N. Y., is booking acts into Schine theaters up-State. Deals for week-end vaude in several houses are expected to be set soon.

PEL SCHMIDT, former manager of the Getz Supper Club, Baltimore, is now booking manager for Roy Bergere's agency. Baltimore.

L&J Building More in Georgia

ATLANTA, March 30.—Lucas & Jenkins will build a \$50,000 neighborhood theater in West End. House will offer minor stage shows and will be the largest local neighborhood theater.

Moulin Rouge stage unit opened a new theater for L&J in Augusta three weeks ago.

Teaching HRH Bike Tricks

NEW YORK, March 30.—If Archduke Atto of Austria doesn't land that long-sought job as king of Austria, his American trip may stand him in good stead. Visiting the Music Hall here on the opening day of the last show, Thursday, he visited the basement cafeteria where some of the performers, including Joe Jackson Jr., were dining.

Jackson mentioned to the Archduke that he had been decorated by Otto's grandfather, the Emperor Franz Josef, during his youth for his accomplishments as a trick bicycle rider. The visiting royalty became sufficiently impressed to ask the vaude veteran to teach him some of the tricks of the trade.

Jackson thinks that in a few years the Archduke should make a good opening act.

One-Night Vaude Hypos Chi Spots

CHICAGO, March 30.—Several independent theater operators, experiencing poor business with picture policies and anxious to present novel programs, have been using one-night vaude shows here of late. Tests have shown that altho combo bills do not draw capacity they produce comparatively better grosses.

The Olympic, Avaloe and Symphony theaters, among others, have had several bills using five acts topped, if possible, by a local headliner. Good box-office draws here are standard vaude performers who have developed a radio following thru a recent air show. Bill Anson, impersonator on WGN, and Eddie Peabody, banjolist currently with the Barn Dance Show, are the type of headliners in demand.

Brandt Vaude Out May 1 for Summer

NEW YORK, March 30.—Brandt vaude houses, Flatbush, Brooklyn; Windsor, Bronx, and Carlton, Jamaica, will shutter after May 1. No definite plans are set for the summer. The Brandts are trying to rent the theaters to summer stock groups. If no takers appear the houses may be operated on straight films. Vaude will come back after Labor Day.

The Flatbush and Windsor are now full week, while the Carlton has vaude four days. Acts scheduled to appear at the Brandt houses include Andrews Sisters, Henry Youngman and Vic Schoen's Band, week of April 4; Count Basie's Band, Maxine Sullivan, April 11; Phil Regan, Dixie Dunbar, Herman Timberg and Paul Remos, April 18.

Talent for the two and a half weeks beginning April 25 is still to be booked.

Hotel Men Favor Small Rooms, Shows

CHICAGO, March 30.—There will be considerably activity in the cocktail hotel room field, it was pointed out in an important discussion on hotel entertainment held at the Midwest Hotel Show at the Sherman here last week. Many prominent hotel managers from the East and West attended and expressed belief that the day of the huge dining room using big shows has passed and is being replaced by the smaller and more intimate cocktail room using bands and one to two-act floor bills.

The single type of act that holds most favor with hotel men, judging by opinions of nearly 150 men who attended the meeting, is the novelty. They find it more suitable entertainment for a hotel room and can hold it for an indefinite run without losing any business. Magic and puppet acts got a big play in the hotels in the last year, it was revealed. Frank Bering, of the Sherman, who is an officer of the Midwest group, was host of the affair.

President, S. F., Vaude

SAN FRANCISCO, March 30.—President Theater will start vaude today, playing five acts Saturdays and Sundays, thru the Bert Levey office.

Two pictures will be run with the vaude at 25 cents.

The President has long been a picture house, with bank night and screen being the only added inducements used for years. Owned and managed by Lawrence Borg Theaters.

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(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Aces, The Two (Morrison) Chi, h. Aileen & Bobby (Travelers) Wilkes-Barre, Pa., nc. Alan & Anise (Cotton Club) NYC, nc. Alberto, Hector & Roberto (Weylin) NYC, nc. Alee, Edna, Trio (Sportsmen's Show) Burlington, Vt., 5-8. Allen, Roberta (McAlpin) NYC, h. Alvarez, Aida (La Conga) NYC, nc. Andre, Oscar (Algonquin) NYC, h. Andrews, Avis (Kit Kat) NYC, nc. Armengod, Ramon (Fefe's Monte Carlo) NYC, nc. Armstrong, Joe (Stamp's) Phila, nc. Arnez, Desi (La Conga) NYC, nc. Arnold, Jackie (Chez Ami) Buffalo, nc. Arnold & Appell (Casino) Chi, nc. Austin, Bertie (Thomas Jefferson) Birmingham, h.

Baker, Bonnie (Chicago) Chi, t. Baker, Belle (Bowery) Detroit, nc. Baldwin & Bristol (Oasis) Palm Beach, Fla., nc. Ballard & Rae (Tic-Toc) Montreal, Que., nc. Ballentine, Great (Lyric) Indianapolis, t. Banks, Sadie (Old Roubamanian) NYC, nc. Barclay, Irene (Barney Gallant's) NYC, nc. Barnett, Peggy (Kelly's Stables) NYC, nc. Barrett & Loper (New Yorker) NYC, h. Bartel, Marie, & Van Ness Bros. (Cocoanut Grove) Boston, nc. Barton & Stone (Blackhawk) Chi, nc. Bates, Lulu (Diamond Horseshoe) NYC, nc. Beauclair, Pierre (Parisien) NYC, nc. Beckwith, Babs (Pierre) NYC, h. Bell's Hawaiian Follies (Strand) Kingsport, Tenn., 3; (Bonnie Kate) Elizabethtown, 4; (Radford) Radford, Va., 5-6; (Lincoln) Marion, 7, t.

Bennett, Ethel (Old Roubamanian) NYC, nc. Benson, Roy (Palmer House) Chi, h. Bergen, Jerry (Colosimo's) Chi, nc. Bernard, Ben (Gay '90s) NYC, nc. Bernard, Lil, & Flo Henrie (Alabama) Chi, nc. Bernie, Al (State-Lake) Chi, t. Blackstone & Co. (Loew) Richmond, Va., t. Blair, Cecile (Colosimo's) Chi, nc. Blackstone, Nan (Le Ruben Bleu) NYC, nc. Blair, Joan (Biltmore) NYC, h. Blanchard, Jerry (18) NYC, nc. Bland, Jack (Tony's) NYC, nc. Blaze, Billy (Silver Dollar) Baltimore, nc. Bodan, Margot (Gypsy Camp) NYC, nc. Bogue, Josie (9 o'clock) NYC, nc. Borg, Inga (Colosimo's) Chi, nc. Boshoer, Dora (Russian Kretchma) NYC, nc. Boweryettes (Bowery) Detroit, nc. Bradley, Betty (St. Moritz) NYC, h. Bradna, Olympe (Pal) Cleveland, t. Britton, Harriet (Crisis) NYC, nc. Bruce, Betty (Waldorf-Astoria) NYC, h. Bruder, Rudy (Weber's Hofbrau) Camden, ro. Bruno, Anthony (Latin Quarter) Boston, nc. Bryant, Betty (Coo Rouge) NYC, nc. Buck & Bubbles (Cadillac) Phila, nc. Buckmaster, John (Algonquin) NYC, h. Burton, Mary (Famous Door) NYC, nc. Byrnes, Jimmie (Blackhawk) Chi, nc.

Caldwell, Edith (Statler) Boston, h. Calle, Ginette (Brown Derby) NYC, nc. Calypso Singers (Vanguard) NYC, nc. Campbell, Josephine (Morocco) Detroit, nc. Campillo, Puppy (La Conga) NYC, nc. Carlo & Fernanda (Colony) Chi, nc. Carlisle, Charlie (Bowery) Detroit, nc. Carlisle, Kitty (State) NYC, t. Carmen, Rodrigue (El Chico) NYC, nc. Carpenter, Imogene (Weylin) NYC, h. Carrell, Helene (Lexington) NYC, h. Carter & Bowie (Barney Gallant's) NYC, nc. Carter, Rochelle (Swing Club) NYC, nc. Cascade, Billy (Bertolotti's) NYC, nc. Cassandra (Chez Harry) NYC, nc. Cerf, Alysé (606 Club) Chi, nc. Chandler, Arline (Hollywood) NYC, nc. Chapelle, Carol (Caravan) NYC, nc. Chaplin, Mildred Harris (Gay '90s) Chi, nc. Charles & Barbara (Happy's) Glendale, L.I., nc. Chords, Three (Paramount) Springfield, Mass., t. Co-Eds, Four (San Diego) Detroit, nc. Cole, Frank & Peggy (Barn) Warwick, R. I., nc. Colomo, Aurelia (Weylin) NYC, h. Constock, Frances (Brevoort) NYC, h. Condos Bros. (Palladium) London, mh. Connolly, Frances (La Marquise) NYC, nc. Consolo & Melba (365) San Francisco, nc. Conway & Parks (Kit Kat) NYC, nc. Cook, Ralph (Harry's New Yorker) Chi, nc. Cook, Aileen (Brevoort) NYC, h. Corbett & Lorraine (Harry's New Yorker) Chi, nc. Corday, Renee (Howdy) NYC, nc. Corliss, Jack (Radio Franks) NYC, nc. Cortello's Hollywood Canine Mimics (Carmen) Phila, t. Costello, Diosa (La Conga) NYC, nc. Costello & Lennon (Troadero) NYC, nc. Cotts (Barlum) Detroit, h. Courtney, Leonora (Swing Club) NYC, nc. Covert & Reed (Warwick) NYC, h. Craig, Reginald (Earl Carroll's) Hollywood, nc. Crook & Dutton (Coo Rouge) NYC, nc. Curran, Vincent (Club 18) NYC, nc. Curtis & Perry (Bowery) Detroit, nc.

D'Acosta, Lina (Havana-Madrid) NYC, nc. Dale, Gloria (Yacht) Phila, nc. Dale, Margie (Primrose) Newport, Ky., nc. Dalton, Jack (Talk o' the Town) Chi, nc. Darlene (Stork) Phila, nc. Datska, Jascha (New Russian Art) NYC, nc. Davis, Roy (Palmer House) Chi, h. Dawn, Dorothy (Harry's New Yorker) Chi, nc. Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc. DeFlores, Felipe (Rumba Casino) Miami Beach, nc. De Karlo, Sergio (La Conga) NYC, nc. De La Conde, Zedra (Havana-Madrid) NYC, nc. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. Delahanty Sisters (Tally Ho) Dayton, O., nc. De Marcos (El Morocco) NYC, nc. De Meranvilles (Casino Russe) NYC, nc. Del Carmen, Maria (Club Gaucho) NYC, nc. Del Gray Girls (Imperial) Detroit, nc. Dell, Lillian (18) NYC, nc. Dennis Sisters (Beverly Hills) Newport, Ky., nc. De Witt, Allan (Paramount) NYC, t. Dione, Valerie (LaCava) NYC, nc.

Donnelly, Harry (Bill's Gay '90s) NYC, nc. Dooley Twins (Gold Coast) NYC, nc. Dorraine & Ellis (Edgewater) Chi, h. Drew, Charley (Taft) NYC, h. Drysdale, Grace (Cocoanut Grove) Boston, nc. Dubrow, Herb (Walton) Phila, h. Duffins, The (Sherman) Chi, h. Dumont, Marie (Crisis) NYC, nc. Duncan Sisters (Music Box) San Francisco, nc. Duquesnes (Bowery) Detroit, nc. Durant, Diana (Club 15) Phila, nc. Dushman, Edith (Book-Cadillac) Detroit, h. Duville, Jacqueline (Palumbo's) Phila, nc. Dwyer, Agnes (Hollywood) NYC, nc.

Eames, Wally (Gay '90s) NYC, nc. Easterbrook & Farrar (Queen Mary) NYC, nc. Edward & Angela (Silver Lake Inn) Clementon, N. J., ro. Eleanor (Silver Lake Inn) Clementon, N. J., ro. Elia & Elio (La Conga) NYC, nc. Elin, Marita (Troadero) NYC, nc. Elvera & Romez (Tony Pastor's) NYC, nc. Embassy Boys (Biltmore) Atlanta, h. Emerson, Hope (Lombardy) NYC, nc. Estelle & Papo (Havana-Madrid) NYC, nc. Estes, Del (Minuet) Chi, nc. Evans, Fred, Girls (Chez Patee) Chi, nc. Evans, Bobby (Cotton Club) NYC, nc. Evans, Dale (Blackstone) Chi, h. Everett & Evelyn (Red Gables) Indianapolis, nc.

Faconi, Norbert (Brevoort) NYC, h. Fahudys, The (Pal) Cleveland, t. Falvo, Ann (St. Moritz) NYC, h. Fanslau, Connie (606) Chi, nc. Farrell, Bill (Place Elegante) NYC, nc. Farrell, Jack (Broadmont) Chi, nc. Fawn & Jordan (St. Moritz) NYC, h. Fay, Vivian (Colonial) Dayton, O., t. Faye, Gloria (Sherman) Chi, h. Faye, Gladys (Jimmy Kelly's) NYC, nc. Fazioli, Bernie (Cocoanut Grove) Boston, nc. Fears, Kay (Diamond Horseshoe) NYC, nc. Fellows, Edith (Pal) Cleveland, t. Fernando & Fair (Chez Ami) Buffalo, nc.

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

Fidler, Jimmy (Pal) Cleveland, t. Fields, Reba (Pirates Den) NYC, nc. Finnell, Carrie (606 Club) Chi, nc. Florence & Alvarez (La Conga) NYC, nc. Floretta & Boyette (Schroeder) Milwaukee, h. Flowerton, Consuelo (Queen Mary) NYC, nc. Fontasia (Rumba Casino) Miami Beach, nc. Ford, Whitey & Ed (Lyric) Indianapolis, t. Foster, Gae, Girls (Roxy) NYC, t. Foster, Kay (Barney Rapp's) Cincinnati, nc. Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t. Francine, Anne (Coo Rouge) NYC, nc. Francine (Harry's New Yorker) Chi, nc. Francis & Lonas (Casino) Scottsbluff, Neb., nc. Franey, Dot (Book-Cadillac) Detroit, h. Franz, Ernst, Continentals (Place Elegante) NYC, nc. Fraser, Bill (Blue Lantern) Detroit, nc. Frazee Sisters (Clover) Los Angeles, nc. French, Eleanor (1 Fifth Ave.) NYC, re. French Follies (Capitol) Logan, Utah, 4; (Capitol) Salt Lake City, 5-8; (Paramount) Provo, 9, t.

Gale, Betty (Shelton) NYC, h. Gale Sextet (Edgewater) Chi, h. Gall Gals (Rainbow Roof) NYC, nc. Garcia, Lucio (La Conga) NYC, nc. Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc. Gardiner, Tony (Cocoanut Grove) Boston, nc. Gates, Bob & Maxine (Oasis) Detroit, nc. Gaynes, Lella (Club 18) NYC, nc. Georges & Jaina (Chez Patee) Chi, nc. Gerhardt & Morley (Brevoort) NYC, h. Gibson, Virginia (Bertolotti's) NYC, nc. Gilbert, Ethel (Gay '90s) NYC, nc. Gilbert & Murphy (Commodore) NYC, nc. Gilbert, Paul (Primrose) Newport, Ky., nc. Gilroy, Bill (Seven-Eleven Club) NYC, nc. Giovanni (New Yorker) NYC, h. Gleason, Jack (18) NYC, nc. Glover, Ralph (Seven-Eleven Club) NYC, nc. Glover & LaMae (Nicollet) Minneapolis, h. Golden Gate Girls (Massion) Baltimore, nc. Gomez & Minor (Versailles) NYC, nc. Gonzalo & Christine (Jimmy Kelly's) NYC, nc. Goodrich & Nelson (Cocoanut Grove) Boston, nc. Gory, Gene & Roberta (Food Show) Oakland, Calif. Graham, Inez (Old Fashioned) Boston, nc. Gray, Billy (Colosimo's) Chi, nc. Greer, Jane (Spatola's) Phila, re. Grey, Winnie (Chateau Moderne) NYC, nc. Guerlain, Annette (La Cava) NYC, nc. Gypsy Romaje (Casa Marta) NYC, nc.

Hackers, The (Beverly Hills) Newport, Ky., nc. Haddon, Harriette (St. Regis) NYC, h.

Hadley, Jane, Dancers (Bismarck) Chi, h. Hadreas, Jimmy (Palladium) London, mh. Hager, Clyde (Diamond Horseshoe) NYC, nc. Hale, Chester, Dancers (State) NYC, t. Handler, Shirley (Colosimo's) Chi, nc. Harris, Russ (Baker's) Jacksonville, Fla., nc. Harris, Mary Lou (Old Fashioned) Boston, nc. Harrison & Fisher (Walton) Phila, h. Harrison, Spike (Bill's Gay '90s) NYC, nc. Hart & Allison (Miami) Milwaukee, nc. Hartley, Elsie (Place Cafe) NYC, nc. Hartmans, The (State) NYC, t. Hasburgh, Rabana (Radio City) NYC, mh. Havin, Bee (Blue Lantern) Detroit, nc. Hawaiians, Three (La Cava) NYC, nc. Hayes, Peter Lind (Pal) Cleveland, t. Haynes, Mitzi (Brown Derby) NYC, nc. Hayworth, Seabee, Revue (Broadway) Fayetteville, N. C., 3; (Carolina) Wilson, 4; (Gem) Kannapolis, 5; (Carolina) Lumberton, 6; (Paramount) Concord, 8, t. Healy, Mary (Pal), Cleveland, t. Heasley Twins (St. Regis) NYC, h. Heffer, Hal (Spatola's) Phila, re. Hendricks, Marcella (Astor) NYC, h. Henrique & Adrienne (Cadillac) Phila, nc. Henri, Harri (Chanticleer Inn) Rockyhill, Conn., nc. Herbert, Grace & Charles (Tony's) NYC, nc. Herne, Patricia (Chateau Moderne) NYC, nc. Hild, Dorothy, Ballet (Chicago) Chi, t. Hilton, Frankie (La Salle) Battle Creek, Mich., h. Holland & Hart (RKO Boston) Boston, t. Hollis, Marie (Beverly Hills) Newport, Ky., cc. Honnert, Johnny (885) Chi, nc. Hope, Pat (Woodruff) Watertown, N. Y., h. Horvath, Louis (Gypsy Camp) NYC, nc. Hot Shots, Four (Earl Carroll's) Hollywood, nc. Houston & Harden (Commodore) Detroit, nc. Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Howard, Russ (Crawford) Boston, h. Hubert, John (Fifth Ave.) NYC, h. Hughes, Bud & Pal (Sherman) Chi, h. Hunter, Grady (Mayflower) Jacksonville, Fla., h.

Hunter, LeRol F. (Hippodrome) Baltimore, t. Hutton, Marian (Pennsylvania) NYC, h. Isles, Stephen (Gay '90s) NYC, nc. Izzy & Dizzy (Silver Dollar) Baltimore, nc. Jamison, Bonnie (St. Paul) St. Paul, h. Jarvis, Sammy (Book-Cadillac) Detroit, h. Jason, Jay (Morocco) Detroit, nc. Jaynes, Betty (Colonial) Dayton, O., t. Jaxon, Ventriloquist (Stanley Theater) Galena, Ill., 5-6; (Legion Club) Oskosh, Wis., 9. Jeanne, Phyllis (Biltmore) NYC, nc.

POLLY JENKINS And Her PLOWBOYS Apr. 5-6, Avenue Theatre, Du Bois, Pa. For bookings address personal representative, JOHN SINGER, 48 W. 48th St., N. Y. C.

Jessel, George (State) NYC, t. Joel & Annette (606) Chi, nc. Jones, Marion (State) Columbus, O., re. Jones, Owen (Leone's) NYC, re. Jordan, Joanne (Harry's New Yorker) Chi, nc. Joyce, Marian (2 o'clock) Baltimore, c. Juliette of France (Chanticleer Inn) Rockyhill, Conn., nc. Kalmus, Bee (Belmont Club) Miami, nc. Kaye, Danny (La Martinique) NYC, nc. Keith, Sally (Crawford) Boston, h. Keller, Greta (Algonquin) NYC, h. Kellerman, Mimi (Chez Patee) Chi, nc. Kelly, Paula (New Yorker) NYC, h. Kennedy, Edgar (Lyric) Indianapolis, t. Kiess, Anne (Stork) NYC, nc. King, Charlie (Gay '90s) NYC, nc. King, Bob (Netherland Plaza) Cincinnati, h. Krechmer, Billy (Jam Session) Phila, nc.

Lamb, Gil (Pal) Cleveland, t. Landi, Maria (Havana-Madrid) NYC, nc. Lane, Mary (Jimmy Kelly's) NYC, nc. Lane, Mitzi (1523) Phila, nc. Large & Morgner (Capitol) Washington, D. C., t. Leary, Gordon (Book-Cadillac) Detroit, h. Leary, Johnny (Palumbo's) Phila, nc. Lee & Lah (Pastor's) NYC, nc. Lee, Bob (Wivel) NYC, nc. Lee & Irls (Westminster) Boston, nc. Lenny, Jack, & Statler Twins (Hollenden) Cleveland, h. LeRoy, Del (Frontenac) Detroit, nc. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Joe E. (Clover) Los Angeles, nc.

Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc. Lewis, H. Kay, & Hollywood Varieties: Lepanto, Ark., 4-5; Marked Tree, 6; Pocatontas, 7-8. Lewis, Ralph (Grey Wolf) Masury, O., nc. Libuse, Frank (Diamond Horseshoe) NYC, nc. Linden, Sherry (Westminster) Boston, nc. Lita, Bernie (Silver Dollar) Baltimore, c. Lita, Jai (606 Club) Chi, nc. Litell, Frankie (Steve's) NYC, nc. Lloyd, George (Le Ruban Bleu) NYC, nc. Lloyd & Willis (Casino Balneario Atlantico) Rio de Janeiro, nc. Loblov, Bela (Algonquin) NYC, h. Logan, Jacqueline (Rainbow Inn) NYC, nc. Lola & Andre (Embassy) Phila, nc. Lord, Carole (606 Club) Chi, nc. Lord, Ed (Brown Derby) NYC, nc. Lorraine, Billy (Gay '90s) NYC, nc. Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc. Lucas, Estrellita (Seminole) Jacksonville, Fla., h. Lucas, Nick (Royale) Detroit, nc. Lugosi, Bela (Colonial) Dayton, O., t. Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., cb. Lynn-Lane, Beverly (606) Chi, nc. Lynne, Don & Betty (606) Chi, nc.

MacFarlane, George (Village Brewery) NYC, nc. McGee, Truly, Girls (Beverly Hills) Newport, Ky., cc. McKay, DeLloyd (Hickory House) NYC, nc. McKenna, Charles (Bal Tabarin) NYC, nc. McNaughton, Virginia (Queen Mary) NYC, nc. Mack, Ernie (Nut) NYC, nc. Mack, Helen (Pal) Cleveland, t. MacPhail, Douglas (Colonial) Dayton, O., t. Madison, Rudy (Bill's Gay '90s) NYC, nc. Magley, Pearl, Girls (Primrose) Newport, Ky., nc. Maison, Gil & Bernice (State) NYC, t. Mangan Sisters, Four (Diamond Horseshoe) NYC, nc. Mann, Marion (New Yorker) NYC, h. Mansell, Margie (Imperial) Detroit, nc. Marilyn & Michael (Rainbow Grill) NYC, nc. Martel, Arthur (Bob Berger's) Boston, re. Martin, Tony (Versailles) NYC, nc. Martin & Allen (Tower) Kansas City, Mo., t. Masters, Dow & Rose Marie (Colosimo's) Chi, nc. Matvienko, Dmitri (Casino Russe) NYC, nc. Maurice & Cordoba (Plaza) NYC, nc. Mayhew, Nye (Copley-Plaza) Boston, h. Mercer, Maryann (St. George) NYC, h. Merrill, Joan (Colony) Chi, nc. Mitchell, Frankie (Silver Dollar) Baltimore, c. Moana (Lexington) NYC, h. Moffett, Adelaide (Plaza) NYC, h. Mona, Jean (Queen Mary) NYC, nc. Monolita (Casa Marta) NYC, nc. Monteze, Mona (Havana-Madrid) NYC, nc. Moore & Healy (Royale) Detroit, nc. Moreno, Mercedes (Caravan) NYC, nc. Morgan, Grace (New Yorker) NYC, h. Morton, Peggy (Petite) Pittsburgh, nc. Moriches, Jose (Casa Marta) NYC, nc. Murray, Steve (Parkway) NYC, nc. Music Hall Girls (Stamp's) Phila, nc.

Nani, Nino (Spatola's) Phila, re. Nelson, June & Kay (Ambassador West) Chi, h. Nevins, Thelma (Lido) NYC, nc. Nevins, Scoop (Silver Dollar) Baltimore, c. Nichols, Howard (Netherland Plaza) Cincinnati, h. Niesen, Georgie (Brass Rail) Lawrence, Mass., nc. Niva, Vera (Stage Door) Phila, nc. Noll & Nolan (Bismarck) Chi, h. Nordstrom, Dagmar (Chez Harry) NYC, nc. Norma & Ricardo (Oasis) Seattle, nc. Norman, Al (Capitol) Washington, D. C., t. Norman, Karyl (Frontenac) Detroit, nc. Novak, Wilma (Stamps) Phila, nc. Novell, The Great (Tower) Kansas City, Mo., t. Novelites, Four (Venice) Phila, re.

O'Connell, Alice (Neptune) Washington, D. C., nc. Old New York Quartette (Hunter's) NYC, re. Oliver, Julie (Travelers) Wilkes-Barre, Pa., nc. Opalita & Garcia (Hi-Hat) Washington, D. C., nc. Oppenheim, Harold (Chez Harry) NYC, nc. Ortega, Helen (El Chico) NYC, nc. Osborne, Phil (Gay '90s) NYC, nc. Oxford Boys, The (Chez Patee) Chi, nc.

Quinn, Kathleen (State-Lake) Chi, t.

Page, Ann (Belmont) Miami Beach, nc. Page, Gloria (Morocco) Detroit, nc. Palmer, Gladys (Bartel's) Chi, re. Palfox & Harlo (La Fiesta) San Francisco, nc. Parker, Dorothy (Nut) NYC, nc. Parker, Al (Flamingo Park) Miami Beach, t. Parks', Frances, Debutantes (Gayety) Cincinnati, t. Parks, Eddie (Brown Derby) NYC, nc. Parks, Allan (Gamecock) NYC, nc. Parrish, Johnny (Embassy) Phila, nc. Parsons, Kay (Radio Franks) NYC, nc. Payne, Billy (Cocoanut Grove) Boston, nc. Pedro & Olga (Fifth Ave.) NYC, h. Permond, Peggy (Wiener Flaker) NYC, re. Phillips, Jimmie (Small's) NYC, nc. Pimento & Belen (Casa Marta) NYC, nc. Ploski, Joseph (Brown Derby) NYC, nc. Porter, Frank (Lido) NYC, nc. Preston, Lois (Silver Dollar) Baltimore, nc.

Rabner, Charlie (Cafe Society) NYC, nc. Radio Aces, Three (Beverly Hills) Newport, Ky., cc. Radke Sisters (State-Lake) Chi, t. Ramsey, Mary (Yacht Club) Phila, nc. Ratoucheff, Andre (Cocoanut Grove) Boston, nc. Raye, Vicki (Morocco) Detroit, nc. Reckless, Dolly (Hofbrau) Camden, N. J., nc. Reed, Leo (St. George) NYC, h. Reinhart, Bob (Cafe Society) NYC, nc. Renaud, Rita (Black Cat) NYC, nc. Reynolds, Helen, Skating Girls (Shrine Circus) Altoona, Pa., 1-6. Rhythm Rockets, Seventeen (Capitol) Washington, D. C., t. Rice, Marsha (Casa Manana) Boston, nc. (See ROUTES on page 60)

Magic

By BILL SACHS
(Communications to Cincinnati Office)

RUSSELL SWANN is back in the Empire Room of the Waldorf-Astoria, New York, for an indefinite stay. . . . GALI-GALI journeyed to the New York Orthopaedic Hospital the other day to give the unfortunate kiddies there an Easter treat with his sleight-of-hand nifties. . . . ILLINOIS KNIGHTS of the Ebony Winds staged a State conclave at Starved Rock Lodge, Ottawa, Ill., March 29. A banquet was followed by a magic revue to which the public was invited. . . . DOC MAHENDRA and wife, Anne, and George and Madeline Marquis dispatch the following from Pascagoula, Miss., under date of March 22: "Last night at the Rendezvous, Biloxi, Miss., on the famous Mississippi Gulf Coast, we toasted you and *The Billboard* with a Ramos Fizz—with 20 Ramos Fizzes!" . . . AFTER A SUCCESSFUL season in Texas with his mental turn, Mahendra invaded Louisiana at New Roads, March 25, with other Louisiana and Mississippi dates to follow. . . . STEPHEN PAUL SUCIK typewrites from Aurora, Ill.: "Past year in magic has been a busy one, altho business has dropped off during March. Local magi have gone to bat several times, with Mardoni taking over several of the better night spots in Chicago, and Retsof and myself handling the local business." Suck recently appeared in a television show over station W9XZ, Chicago, with the Hoosier Hot Shots, Pokey Martin, Tommy Bartlett, Val Sherman and other WLS-CBS artists. . . . MR. AND MRS. MAL B. LIPPINCOTT, after winding up their present bookings April 10, will journey to La Plata, Mo., for a visit with Mrs. Lippincott's relatives before beginning their outdoor season. Lippincott's agent, Ben Williams, closed recently to look after some personal business. . . . GUY STANLEY, on schools in Ohio since the first of the year, is set in Michigan for the remainder of the school season. During a recent engagement at a Columbus, O., high school, Stanley was honored by a visit from members of the Columbus Magic Club, including Syl Reilly, Dick Elbon, Doc Strosnider, S. Staley, Joe Gregory, Art Potter, Jack Thomas, Doc Ritchey, Max Underwood, Art Martin, Doc Okey, Marvin Jones and Marie Thomas.

BILL BAIRD, after a fling at the 885 Club, Chicago, is showing his slick tricks at the Jefferson Hotel in his home village, St. Louis. Magic lads are being kept busy around the Mound City, Baird pens, with Bill Warfield working club dates in and around the town, Forrest Hendricks at Longley's Cafe, Terry Lynn at the Top of the Town Cafe and Joe Scott at the Canadian Club in East St. Louis. . . . L. O. GUNN has just finished his annual pilgrimage to Arrowhead Springs, Calif., being the first magician to play the new hotel there, which replaced the one destroyed by fire in 1938. During his stay there, Gunn had in his audience one night, Mickey Rooney, another magic bug. . . . SENOR MALDO recently jumped into Mexico City with the Sally Rand Show and, according to one who has glimpsed his contract, he's pulling down important money on there. . . . WHAT HAS BECOME of Daniel Fitzkee's *International Magicians* unit, which started out so auspiciously on the West Coast a few months back? . . . MR. AND MRS. R. L. (BUD) HAWKINS are presenting their combination magic program and Dixie Dandy Circus in theaters and schools in Eastern Ohio and West Virginia. The Hawkinses are assisted by (See *MAGIC* on page 27)

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DeFee Vs. Corio, or She Who Played Extra Show

BRIDGEPORT, Conn., April 1.—The controversy between Ann Corio and Lois DeFee centering about whose appearance at the Loew-Polly Lyric Theater here grossed the record for the house this season has been settled by Lester Al Smith, manager of the house. He explains that, while the higher figure was brought by Miss DeFee, she played 12 performances, while Miss Corio's date was for 11 shows, her Monday night performance being cut because the theater was rented for the police benefit show.

Hirst Unit Review Breezin' Along

(Unit 22-B)
(Reviewed at Troc Theater, Philadelphia, Monday Evening, March 25)

A Jimmy Allatin production, with Johnny Kane handling the scenes, this runs above par in every department. With more speed and the rough edges ironed out, the show should really breeze along.

All three comics are very capable, altho it's unfortunate they can't have a chance to get much in, each making far-between appearances. Bob Carney is best in drunk drollery. Harry (Hello Jake) Fields hits the funny-bone hard with his dialectic folderol. Billy (Scratch) Wallace, an 11th hour addition to the show, is ever easy to take as the tramp type. However, he dulls the impression in his *Paid in Full* bit, which takes too long to tell.

Strippers are winners all. Winnie Garret, a blithe brunet of sylphlike proportions, is charming. Sally O'Day, who graduated from the chorus at the Bijou here, spices her strip with vivacity. Lead spot goes to Lois DeFee, whose Amazonian six feet four inches uncovers plenty of epidermis.

In addition to youth and verve, chorus of 10 ponies and five showgals exhibits terp capabilities. By far the best here this year. Gals go as far as trying a rhythm tap in the *Minuet* ballet, and it takes.

Marcia Kaye, of Kay and Allen, standard act, graces the production numbers with high kicks, back bends and flywheel routines. Her partner, George Allen, singles with a sock eccentric acro drunk dance.

Bob Carney also takes his two cute daughters, Jean and Roberta, out of the line to tap out a neat rhythm dance with Carney taking the boards himself for show-stopping eccentric hoofing.

Bob Taylor and Billy Crooks are the capable straights. Latter sings the song lyrics, and in good voice, for the ballet bits.

Merrick Valinote makes the appropriate musical setting. House packed when caught.

Next unit heads Amy Fong, with Pat Patee, Nadine Marsh and Kay Austin. M. H. Orodanker.

Midwest Unit Review Road Show No. 32

(Reviewed at Rialto Theater, Chicago, Friday Afternoon, March 29)

This show was far below par, attributable in a large measure to lack of rehearsal and the fact that it was the first show. Cues were missed, dance routines performed haltingly, and a strip-singer, Jeanne Sheldon, left microphone to offer her thin and sorry voice to a tittering audience. That, next to Kenny Brenna, was the best humor in the show.

Brenna comes up with some of the best comedy on the burlesque stage. He offered a pantomime drunk scene, with Jack Buckley straightening and Louise Miller stooging, which was a howler. To the credit of Floyd Hallicy and the Ryan Boys goes one bona fide laugh—no more. Their *Millie at the Pump* skit was not only in exceedingly bad taste, even for burlesque, but unfunny as well. When the Three Ryans came out in a kill-the-Indian number, assisted by Kenny Brenna, slapstick via threatened violence drew the guffaws that beat-'em-over-the-head routines always do.

This week the flesh pageant was at a low ebb. Marlene, the feature, who is billed in the ads as the Golden Godiva, undoubtedly has exquisite long red hair, (See *Midwest Unit Review* on page 27)

Burlesque Notes

(Communications to New York Office)

NEW YORK:

LILLI DAWN replaced Maxine DuShon in a Hirst show featuring its Union City week. Same show had Loretta Montez out temporarily because of an infected toe. Vickie Welles doubled in Loretta's scenes. . . . GLADYS CLARK, Hazel Walker, Joan Rydell, Bert Marks and Tirza with her wine fountain opened at the Eltinge March 29. . . . MURRAY LEONARD, Max Furman, Pat Patee and Arleen Stewart in Washington, and Jean (See *BURLESQUE NOTES* on page 27)

CHICAGO:

ADA LEONARD is being featured at the Gayety, Minneapolis, week of March 29. Others in cast are Jack Lamont, Eddy Lloyd, Leonard Kramer, Jack Coyle, Kay Johnson, Nona Martin and Carole Lord. . . . JUNE ST. CLAIR opens at the Hi Hat Club April 3 for an indefinite run. . . . CHARLES COUNTRY is taking a week's vacation to visit his folks in Baltimore, before he reopens at the Globe, Boston, April 5. . . . MARIE CORD opens on the Midwest Circuit, April 12, theater as yet undecided. . . . MAYITA (Inez Lavall) is billed as added attraction at the Gayety, Minneapolis, week of April 5. . . . HARRY MEYERS opens on the Midwest Circuit at the Avenue, Detroit, April 12

Rosenberg Placements

NEW YORK, March 30.—Phil Rosenberg's latest placements: For the Hirst Circuit's new show, *Streamliners*, which opened March 17 at the Troc, Philadelphia. Fields and McAllister, Sammy Smith, Bert Saunders, Dorothy DeHaven, Irving Karo, Loretta Montez, Letitia, Pepper Asner, Maxine DuShon and Vickie Welles. For *Legs and Laughter*, which opened March 24 at the Troc, Philadelphia, Lois DeFee, Bob Carney, Billy Wallace, "Hello Jake" Fields, Bob Taylor, Billy Crooks, Winnie Garrett, Sally O'Day and Sidare and Kay. For *Mirth and Melody*, which opened March 25 in Bridgeport, Conn., Margie Kelly, Hap Hyatt, Looney Lewis, Max Kaden, Jean Carter, Arlene Stewart, George Rose, Dudley Douglas, Bernie Miller and Nevelle and Kay. For *Whirl of Girls*, which opened March 27 on the one-nighters, Jean Carroll, Billy Ainsley, Harry (Shuffle) LeVan, Mac Dennison, Wen Miller, Chick Hunter, Nadine Marsh, Pat Patee, Fred Bishop and Kay Austin.

Georgia Sothern in Baltimore, March 31. Hinda Wassau in Washington, March 31. Jean Mode and Tanya in Boston, March 24. Margie Hart, Union City, March 31. Rosita Royce, Newark, March 31. Amy Fong, Philadelphia, March 31. Peaches and "Bozo" Snyder, Boston, March 31. Reggie White, Pittsburgh, March 31. Jerrie McCauley, St. Louis, March 30. Marvin Lawlor, Philadelphia, March 31.

Midwest Has 10 Houses

CHICAGO, March 30.—Midwest Circuit still has 10 houses taking its burlesque shows. The tour is in its 30th week of the season and 10 houses is unusually good at this time of year.

on the Joe De Rita show. . . . RIALTO here has for week of April 5 Jack Greenman, Johnny D'Arca, Cleo Canfield, Vilma Josy, Ned Walsh and June Marshall, Merrill Sevier and Sissy Lee.

FROM ALL AROUND:

ERNEST LINWOOD, well known in tabs and burly, is convalescing in General Hospital, Norfolk, Va., following amputation of his right leg. Friends are urged to drop him a line. . . . MARY BRADLEY has closed at the Joy, Dallas, to join the burly stock at the Lafayette, New Orleans.

Burly Publicity Technique; Get A Gag and Pray

DETROIT, March 30.—When Eddie Jaffe came here as press agent for Margie Hart at the National Theater he learned that local newspaper policy is to keep the strippers in the theaters and out of the news pages, giving them only a brief reader.

To meet the icy reception of the city room and theatrical departments, Jaffe directed his breaks to the sport sections. Bob Murphy, sport columnist on *The Detroit Times*, devoted an entire column and a half-column cut to Miss Hart, who picked the 10 most eligible bachelors in sports. Both press services picked it up.

The big night clubs were phoned and induced to page Margie Hart, "The Poor Man's Garbo." Newspaper men were sent trinkets reading "from Margie Hart."

Jaffe says "burlesque publicity means avoiding all stunts that will rouse the dormant bigotry against the theaters. "You need publicity to keep the theaters open," he says, "but it is just as easy to get the kind of publicity that will close your houses. The word 'strip-tease' is played out as far as space is concerned.

"The editors will lean over backward to avoid falling for publicity gags. You think up a stunt that is humorous enough to win over your city desks, with enough news to get a play, make sure that your theater okes it, and then pray."

Wants License Money Back

SEATTLE, March 30.—The management of the Rialto Theater, dark since the ministers had it closed, seeks a rebate on license revoked by the city council last week. B. D. Breitenstein, licensee, only recently undertook operation.


Bridgeport Burly Resumes

BRIDGEPORT, Conn., March 30.—Loew-Lyric opened Monday (25) with Hirst shows again, after being closed for four weeks. Previous run had been for 16 weeks and the current run is expected to last from six to eight weeks, according to House Manager Lester Al Smith. The Leventhal-Briskman-Rudnick combine is again operating the house. Opening attraction is *Brevities of 1940*, featuring Margie Kelly.

★ ★ ★ **GLORIOUS ★ GLAMOROUS**

JOAN RYDELL

Burlesk's Newest Strip-Tease Revelation



Raved Over by Celebrated Artists as the Most Beautiful Model of the Current Era.

**JUST CLOSED ON THE HIRST CIRCUIT
NOW AT THE ELTINGE, NEW YORK CITY**

Management: HERBERT KAY MINSKY, National Theater, Detroit, Mich.

Conducted by **BILL SACHS**—Communications to 25 Opera Place, Cincinnati, O.

Play Brokers Lay Plans for Action Against Pirating

KANSAS CITY, Mo., March 30.—At the recent meeting of the newly organized Play Brokers' Association it was decided to begin action thru the association's attorneys, Cummings & Sadler, against those managers who are known to be pirating plays controlled by members of the association. The organization was formed recently for the mutual protection of the repertoire managers and the brokers handling plays and catering to the repertoire field.

During recent years play piracy has become a menace to the repertoire and tent show fields that has often caused losses to reputable show managers thru the play pirates producing plays in their territory on which the reputable manager had paid royalty.

A number of the play brokers now have material out on shows for which the royalty has expired, but they have been getting these managers to return the material. One case already has been handled thru the association's attorneys, whereby a writ of search and seizure was used. This method will be employed against all managers who now have plays belonging to members of the association and on which the lease has expired, a member of the group reveals.

The association is receiving letters daily from authors and brokers asking for information on the association and membership, it is reported.

Layne Framing Tent Combo For Week Stands in Pennsy

CINCINNATI, March 30.—After completing a tour of the South with his four-people magic revue, Emmet R.

Layne is making preparations at his Ironton (O.) headquarters to launch a six-people talking picture, vaude and magic revue under canvas to play week-stands in Pennsylvania, beginning May 1.

Troupe will show under a 40x80 top with dramatic end and will move on three trucks, two house trailers and two passenger cars.

On his Southern tour Layne played schools on his own bookings and theaters for the Kemp Circuit. The Carolinas and Virginia were good, Layne states, but Georgia panned out pitifully for him, due to cold and inclement weather.

Calif. Circle Pans Out Okeh for Boyes

SONORA, Calif., April 1.—Chick Boyes, veteran tent rep and circle stock operator in Nebraska, who recently opened a 14-day circle in Northern California, has made the first swing to satisfactory business and is again going the rounds. Boyes, after shutting up his two shows in Nebraska early in January, went to California for a vacation.

At the time he was flirting with possibilities of a circle in Oklahoma, but decided to give the California rusties a try. They've bit very well on rep bills so far, which leaves Boyes up in the air about Nebraska plans for 1940. At present it looks like he'll return to the home territory for the 15th season about June 1.

Boyes' two shows have been busy for at least four months each year under tent, and then swung to the established Nebraska circles. Heavy snows which cramped the country roads put the damper on this year's winter operations.

Rep Ripples

HARRY (SLIP-FOOT) CLIFTON, formerly of tabs, rep and minstrelsy, has just completed a year's run at Nassau County Sanatorium, Farmingdale, L. I., N. Y., for treatment for tuberculosis. Harry is on the road to recovery, but the doc says he still has quite a few months to go. Clifton would like to hear from old friends.

DONALD DRUMMOND and **Elenore Eldridge**, rep team, closed at the Theater Grill, Grand Rapids, Mich., last Saturday (30) and plan to line up with a local company for the summer. **CHARLES (SLIM) VERMONT** is seriously ill in Veterans' Hospital, Dayton, O. He'd be happy to receive letters or visits from friends. He's in Section N.M.H. of the Hospital. **MABEL**

LEON, formerly of Fells and Leon, rep trouper, is working a single turn in Baltimore niteries. **BIG BOY BROWN** and wife, Tiny, failed to get out of Cincinnati last week, as scheduled, to join George G. Daniels Van Arnam Tent Show, now rehearsing in Folkston, Ga. The Browns are still around Cincy, playing an occasional club date. **L. C. SMATHERS** has a vaude and mystery trick of three people in Fremont County, Wyoming. **BYRON GOSH**, now in his 18th week in Kentucky theaters with his winter unit, postsals from Lexington that his tent opry gets under way in May. He had as recent visitors **Henry Bussa**, of Bussa Film Exchange; **Richard Cox**, of the Barn Dance Frolics, and **Raymond and Teal**, dancers. **SLIM AUSTIN**, comedian and trombonist, has signed with the **Richard & Pringle Georgia Minstrels**, who crack their canvas season in Arizona April 15.

GRIFF AND HI, well-known repsters, are still doing their double black turn on the Merry-Go-Round Program, heard daily over Station WNOX, Knoxville, Tenn., from 12 noon until 1:30 p.m. The boys are also making personal appearances at theaters in the territory. **BERT GODWIN** is sojourning in Miami, Fla. **CLIFF WRIGHT** has shelved his small school and hall trick and is booking an amateur talent show in and around Boston. **WILFRED H. KENSOR**, who formerly had his own tent vaude outfit in Western Pennsylvania, is operating a 16MM pic show in the Harrisburg, Pa., area. **AL PITCAITHLEY**, after a two-month visit at his home in Beatrice, Neb., has lined up with the new **Jimmie Heffner-Bill Wehle** tent show, which began rehearsals in Valdosta, Ga., March 28. **GERALD J. FLYNN**, formerly of the Camden Players in Maine, has been emceeing an amateur talent unit around Boston all winter. **THE LITTLES**, who have been playing schools around Baton Rouge, La., all winter, have added a picture outfit and will switch their activity to halls in that section. **CARL WHYTE**, rep pianist, has teamed with **Princess Red Rock**, Indian prima donna, to play niteries around Chicago. **CARL SAVAGE**, who formerly did a musical act in rep and vaude, is now out of the business and located in Brooksville, Fla., where he operates a photo finishing shop. **THOMNS & DECKER Show** is presenting **E. F. Hannan's Henry Goes to Town**, a three-people trick, in Nevada. **L. L. IRVING**, playing school auditoriums in Ocean County, New Jersey, with a combination vaude and picture unit, reports business as highly satisfactory.

"Silas Green" Gets Under Way April 1

BRUNSWICK, Ga., March 30.—*Silas Green From New Orleans*, colored musical comedy under canvas, will inaugurate its 51st annual tour here April 1. Owing to the Florida freeze, last season's tour was somewhat curtailed, ending February 3. The working crew of 15 has been busy since then in building new equipment. Three new trucks have been purchased and 10 feet have been added to the stage. A bus, four cars and six trucks are required to transport the people when playing stands off the railroad. The show's private all-steel car **Henrietta** has been given a new coat of paint.

Ford Wiggins will again handle the **Silas** role, making his 30th season with this attraction. General Agent **S. B. Warren** has a new two-ton Dodge Advance truck, and will again be assisted by **Glen Ingles**. The big top will be an 80 with two 40s. Two indoor engagements will be played early in the season, one at the Auditorium, Savannah, Ga., and the other at the Civic Auditorium, Macon, Ga. Staff includes **Charles Collier**, owner-manager; **Eddie Jackson**, assistant manager; **Tim Owsley**, producer and stage manager; **Eddie Washington**, band and orchestra leader; **Bertha Mason**, chef; **Harry Tinsley**, car porter; **Jimmy Moore**, superintendent of canvas; **George Hutchins**, assistant; **Willie Rose**, chef electrician, and a crew of 15.

Stage principals are **Ford Wiggins**, **Billy Mills**, **Cherry Griffin**, **Fred Durran**, **Charles Rue** and **Lasses Brown**. Chorus lineup includes **Myrtle Chaplin**, **Vera Gaines**, **Sarah Bennett**, **Margaret Cole**, **Helen Randall**, **Goldlee Morton**, **Helen Cheaton**, **Elise Browning**, **Vanda Raye McLaughlin**, **Anna Hooks** and **Pauline Bowling**. Vaude features are **Johnny Hudgins**, **Delores and Pedro**, **Dan Green**, **Gaines Brothers**, "Kid Lips" **Hackette**, **Edith and Danny**, **Spence and Spencer**, and **Cookie Bowers**.

Musicians are **Eddie Washington**, **Roy Bowling**, **William Harris**, **George Scott**, **Johnnie Jones**, **Oliver Mason**, **A. D. King**, **Julius Fields**, **T. H. Jones**, **B. M. Edwards**, **John Blotch**, **William Bryant**, **Will Brown**, **Nathan Melvin**, **Bob Young**, **Robert Gant**, **Julius Stroud** and **Theodore Treville**.

Williams, **Joe Rock**, **Johnny Crowder**, **Bill McDaniel**, **Hal Brown**, **Eloise Farmer**, **Thomas Gardner**, **Charles Schaeffer**, **Frankie Little**, **Tim Hammack**, **Louie Meredith**, **Steve Roberts**, **Tex Hall**, **Mickey Martin**, **Marge Sheffield**, **Lou Devine**, **Bill Ross**, **Clyde and Angie Hamby**, **Eric Lawson**, **Jim Coffee**, **Eddie Graves**, **Estelle Pine**, **Pat Gallagher**, **Gordon Haring**, **Jean Long**, **Tony Marino**, **Buddy Shannon**, **Bill Underwood**, **Audrey Summers** and **Pennie Anderson**. How about dropping the column a line, kids?

BUSSA FILM EXCHANGE

New Spring Catalog Ready for Mailing. New Prints. Serials, War Pictures, Westerns, Horror, Gangsters and other types. 35mm Talkies. New silent print on Ten Nights in a Barroom, complete with Front. 80-Watt P. A. System. We trade. Friendship, Ohio.

PEOPLE WANTED

In all lines for bill-a-week stock under canvas. Young, capable Leading Woman and Man strong enough to feature. All send late photo. Rehearsals April 18. Open April 28. WANT CAPABLE BOSS CANVAMAN. EVERY LETTER WILL BE ANSWERED.

Allan Miller Productions

5840 Second Boulevard, DETROIT, MICH.

WANT FOR DIXIE QUEEN SHOWBOAT

Young General Business People that double pit and specialties. State all in first letter; send late photo. Boat has been out 52 weeks and will be out to first of December. State rooms and meals furnished. Address all mail: New Basin Canal and So. Claiborne, New Orleans, La.

WANTED FOR JIMMIE SIMPSON'S MODERN MINSTRELS COLORED MUSICIANS

A-1 Trumpet that can read and fake; Tenor Sax and Trombone. Must join at once. Will place tickets only, no advance money until after joining. Address GREENSBORO, N. C.

JUST OUT! A sure-fire box office winner! Every person who reads a newspaper is a potential paid admission! Order "TOBY AND THE NAZI SPIES" One Set! 5/3 Cast! No Uniforms! **MURDOCK PLAY BUREAU**, 215 W. 70th Street, New York City, N. Y. Phone: TRafalgar 4-9241 \$20.00 Full Season! Act Now!

THE PRINCESS STOCK CO.

Wants People in all lines of the Tent Rep Business. Character Team, Juvenile Team, General Business Actors, Musicians. Those who double given preference. Week stands in Missouri. Tell all first letter. Also state salary. Address: E. C. WARD, Gen. Del., Blytheville, Ark.

—WANT— PRESS AGENT

One with car preferred. For musical revue one-niter under canvas. Also Tenor Sax doubling Clarinet. Must join immediately. Wire, don't write; pay your own. State lowest and experience. CHAS. UNDERWOOD, Lincoln Hotel, Atlanta, Ga. P.S.: Bernie Head, Raymond Dean, wire.

Endurance Shows

(Communications to **BILL SACHS**, Cincinnati Office)

Pughe in Legal Squabble; Continues Pending Ruling

SHREVEPORT, La., March 30.—Arguments on the constitutionality of the Louisiana State law forbidding walkathons and other physical endurance contests were heard before Judge J. F. McInnis in the Bossier Parish District Court at Benton, La., this week and taken under advisement for possible early ruling.

The law was attacked in the court by **George W. Pughe**, operator of a Derbyshow here, after **Pughe** was arrested late last week and released on two \$500 bonds pending trial as the result of complaints made by Justice of Peace **W. B. Sapp** of Bossier City. The Derbyshow, sponsored by the Bossier City Lions' Club, continued to operate.

Pughe's attorneys contended that the State law against such contests was class legislation, "in that it made an exception of contests conducted by schools, colleges and universities." The judge postponed a hearing last Saturday (23), pending a ruling on the constitutionality of the law.

FRANK LOMELO types from Long Island City, N. Y., that he is back in the field again and eager to get in circulation.

FLASH BALE informs that he has been traveling with an exterminating

company out of Dallas for the past two years.

FRED (POP) SHELDON notes that he expects many old-timers to show up for the opening of his contest in Louisville April 3.

JIMMIE STEPHENS cards that he is working in the Drum Room at the Andrew Jackson Hotel, Nashville, Tenn. **Jimmie** wonders what has happened to **Pat O'Brien**, **Claire Martin**, **Eddie Blessing**, **Joyce O'Brien**, **Bob Smith**, **Lloyd Haekler** and **Jack Murray**.

STAFF OF the National Walkathon Derby Co., which will stage a contest at the Pla-Mor Ballroom, Kansas City, Mo., will include **Mickey Brennan**, director; **King Brady**, chief of staff, assisted by **Hal Brown** and **Rajah Bergman**.

LAST REPORT we had on **Patsy Morrison**, she was working in **Thompson's Restaurant**, Philadelphia. At that time, **Patsy** said she was out of the game for good.

YOU NEWCOMERS to the game. Don't be bashful about writing to the column. As a matter of fact, if some of you youngsters would do this, maybe it would cause the oldsters to perk up also.

INQUIRIES HAVE BEEN received recently on **Bus Stewart**, **Johnny Bowman**, **Charlie Smalley**, **Johnny Maker**, **Gene**

SHEP Announces Opening of His 1940 Walkathon UP TO \$2,000.00 PRIZE MONEY

Can use 25 high-class Teams. Trouble makers, stay away. Write air mail. No collect wires or telephone calls. The following contact me at once: **Mickey Brennan**, **King Brady**, **Chuck Payne**, **Phil Murphy**, **Pistol Pete**, **Jack Kelly**, **Muggsy**, **Itsy**, **Patsy Patterson**, **Harry Hamby**.

WATCH NEXT WEEK'S BILLBOARD

SHEP SHAPIRO

1424 Chapin St., N. W., WASHINGTON, D. C.

ATTENTION CONTESTANTS

Biggest Show of the Year. OPENING APRIL 9, PLA-MOR, KANSAS CITY, MO. \$1,750 Prize Money — 6,500 Seats. 15 sponsors sold from opening date at \$25 per week for 15 flash entertaining sprint teams. Write immediately **KING BRADY** or **HAL BROWN** and you will receive confirmation by wire if you are accepted. **Earl Clark** and **Phil Capone**, contact.

NATIONAL WALKATHON DERBY PLA-MOR, KANSAS CITY, MO.

Indiana Roadshowman Makes Specialty of Merchant Shows

LeRoy Dennis uses direct-mail campaign to book events — finds newspaper editors co-operative—operates 18 circuits serving six towns with weekly programs

WABASH, Ind., March 30.—With the free merchant show season about to get under way, LeRoy Dennis, who operates the Dennis Film Bureau, Inc., and LeRoy Dennis Film Bureau, is again mapping his direct-mail campaign to line up shows. In addition to putting on free shows Dennis operates 18 circuits, each serving six towns with a weekly show. Attendances sometimes run as high as 1,500 people, it is reported. The campaign to interest merchants in films is supplemented by heralds mailed with the letter and by newspaper publicity, which Dennis finds most helpful. He solicits the co-operation of the editors and finds them willing to help advertise the shows because many of the stores sponsoring the free movies are also advertisers in the paper. A recent story which appeared in a weekly said in part: "These shows are contracted and paid for by merchants of this town as an appreciation of business given them in the past and an incentive to attract more people to this good trading center. For it is known quite widely that Cloverdale is a pretty good

place to trade, as the merchants are very progressive.

"So come and tell your friends about these shows, which are scheduled for each Thursday evening for the season.

"The merchants have again contracted with the LeRoy Dennis Film Bureau, which has conducted these shows for the past two seasons."

The letter mailed out is not addressed to any one in particular, but "Merchant Free Motion Pictures" heads it. The storekeepers are invited to write for catalog and suggestions "which may be of benefit to you if you put on shows."

Three important points are stressed: 1: That the merchants may stage their shows on any day they wish; by getting the best day of the week for them the value of merchant shows is enhanced; 2: That merchants may have their choices of programs; 3: That by renting shows from this library the merchants can save money. Prices are quoted, but cover the film rental and not the cost of putting on the show. If the merchants want to give the booking to a local roadshowman they are privileged to do so. If no operator is available Dennis' firm supplies projector and operator and handles all details. An extra charge is made for projection.

Roadshowmen Plan War, Peace Shows For Decoration Day

CHICAGO, March 30.—Roadshowmen are making ready for Decoration Day, when special patriotic programs will be shown. Reservations for films to be used at these shows are being made.

With Europe and the Far East in a state of war many operators are planning programs that will show both war and peace. *War in Europe*, *Scuttling of the Graf Spee* and *Finland Fights* are among the pictures being reserved to show the war. Travelogs will be used, it is said, to show peace.

As Decoration Day is a time when many Americans pay homage to their heroes, patriotic films or films having some association with American history or ideals are claiming interest. Those planning this type of show are having libraries put aside *Abraham Lincoln*, *Glory Trail*, *Old Louisiana* and other titles.

Organizations such as the American Legion and Veterans of Foreign Wars are now engaging roadshowmen to put on shows in their halls. Films of Legion conventions will feature many of these shows, it is said.

Academic To Film Historical Subjects

NEW YORK, March 30.—Organization of Academic Film Co. for production and distribution of a series of motion pictures based upon important events in American history was announced recently by Milton J. Salzburg.

Firm, which is under the aegis of Pictorial Films, will be headed by Harold Baumstone and Salzburg.

Production is supervised by Max Alexander, of the firm's Hollywood studios where 11 two-reelers are to be made.

Operators in Movie Club

PHILADELPHIA, March 30.—The 8-16 Movie Club, local group which includes roadshowmen, announces that plans are

afloat to add production to the club's other activities. Club meets weekly, at which time speakers demonstrate the newest movie accessories as fast as they get on the market, also staging demonstrations of reversal process of movie films just likt in the big laboratories. It is believed that the local group carries on many activities that no other club of its kind in the East has ever attempted.

BURLESQUE NOTES-

(Continued from page 25)

Carter, Looney Lewis and Hap Hyatt in Bridgeport all helped entertain Lloyd Muller, of the Hotel Claridge, during his recent visits to both Hirst stops. . . . NATIONAL, DETROIT, now managed by Herbert Kay Minsky and reinforced with Minsky showmanship, is reported doing okeh. . . . MAJESTIC BROOKLYN, may offer Follies shows soon, with Sam Briskman as the operator.

SALLY KEITH, now rounding out a lengthy stay at the Crawford House, Boston, was held up week ago last outside the door of her hotel suite and relieved of two diamond rings. . . . PATSY GINGER JOHNSTONE, during her recent engagement at the Gaiety, Boston, suffered loss of a purse containing money, trunk keys, insurance papers and Social Security card. . . . THREE members of the Minsky family celebrated birthdays on the same day, March 14. Harold, operator of the Gaiety; sister Sylvia and mother Mollie. . . . MRS. MOLLIE MINSKY, wife of Abe, celebrated her 22d year as president of Fifth Street Day Nursery week ago last. . . . DIXIE HEY, dancer, planed hurriedly to her home in Mason, Tex., to be present at the funeral of her dad, Ben, former movie operator. . . . INEZ GRAY, former Republic dancer, gifted generously March 13, the day of her marriage to William Litchner, nonpro. . . . MRS. I. H. HERK, wife of the Gaiety operator, battling with pneumonia. UNO.

MAGIC

(Continued from page 25)

Louis Fetta, with the advance in the hands of Mr. and Mrs. Charles (Chuck) Sperry. Unit moves on a ton-and-a-half truck, a house trailer and a passenger car. Hawkins describes business as satisfactory. . . . BARON AND BEDFORD, comedy magicians, have closed with Francis Faye at the Paddock Club, Miami Beach, Fla., and are now in the Rainbow Room of the Hotel George Washington, Jacksonville, Fla. . . . HASKELL is currently holding forth at the Miami Biltmore, Miami, Fla. . . . HOWARD ROBINSON has just concluded a week at Lantz's Merry-Go-Round, Dayton, O., for Ernie Creech, of the Sun office. . . . ELMER SKIMP, hillbilly magician, after a long hook-up with the Ozark Playboys, of Station KARK, Little Rock, Ark., has rejoined Dick Huddleston's unit for more theater dates. . . . QUEEN CITY MYSTICS, Society of American Magicians, are tossing their annual shindig at the Hotel Gibson Rathskeller, Cincinnati.

FOR SALE 2 COMPLETE 16MM SOUND ON FILM PROJECTION UNITS—PRACTICALLY NEW. EACH UNIT CONSISTS OF THE FOLLOWING:

Holmes Model 12-16mm Proj. Complete With 100 Ft. Speaker Cord and Proj. Lamp Control Switch.	750 Watt 120 Volt Proj. Lamp.
Crystal Pickup Phonograph Turntable—120 Volt AC.	1000 Watt 110 Volt Proj. Lamp.
Crystal Hand Microphone With 15 Ft. Cord. Y. Power Cord.	Fox Fuses.
1 1/2 Inch Proj. Lens—Sunray Wollensak No. 106—F1.8	Bottle Oil and Oil Can.
3 1/2 Inch Proj. Lens—Sunray Wollensak No. 107 With Adapter.	No. 58 A—Photo Electric Cell.
	Exciter Lamp.
	No. 6J7 Amplifier Tube.
	No. 6L6-G Amplifier Tube.
	No. 80 Amplifier Tube.
	No. 6F5 Amplifier Tube
	Microphone Sensitive.

WILL SELL AT DEALER'S COST OF \$370.55 EACH UNIT COMPLETE—YOU SAVE \$246.98 FROM THE LIST PRICE
THE MOVIE SHOP 2440 Catalpa Avenue, Chicago

THE BIG 1940 SPRING SPECIAL

Issue of **The Billboard**

Starts to Press Wednesday, April 3



Copy requiring special position in certain departments must be in Cincinnati April 3.

THE BILLBOARD, 25 Opera Place, Cincinnati, O.

5,000 COPIES

Of all non-theatrical film advertisements in The Big Spring Special and informative editorial will be mailed to The Billboard's complete list of roadshowmen.

Don't miss this opportunity. No increase in advertising rates. Write TODAY for information.

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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BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. PHONES, MEDallion 3-1616, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg. Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lamport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Graves, 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.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

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 APRIL 6, 1940 No. 14

Friday night, April 12. A magic contest for the women will be a feature, with Alvin Plough in charge of arrangements.

MIDWEST UNIT REVIEW

(Continued from page 25)

but it cannot conceal her poor figure, Jeanne Sheldon, best looking of the lot, offered nothing in the way of "art," but with her figure, perhaps she doesn't need it. Eleanor Sheridan, a tall and big-boned gal, appeared clumsy. Scarlett Kelly not only looks like a peroxidized Hottentot, but when she went into her head-shaking body-quaking strip she practically was one.

Maria Louis, acro dancer, was the only specialty. Not particularly nimble, she served well enough as a stop-gap. Productions by Fred Clark were okeh, particularly the perfume number introduced by the chorus clothed in Parisian scanties, while Louise Miller warbled. As a suggestion to the line girls: a little smile lasts a long while.

Norman Modell.

Get into the Road Show Business

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.

Write today
Ideal Pictures Corporation
Dept. B.B.
28 East 8th Street, Chicago, Ill.

"MAKING MONEY WITH MOVIES"

—Eastin Film's copyrighted 44-page handbook for circuit exhibitors. How to start a circuit or improve your present one. It's FREE for a limited time only. Time is valuable—write now for your copy.

Eastin 16mm. Pictures Co.
Dept. B6 Davenport, Iowa

SHOW TALKIES

MERCHANTS—FREE OUTDOOR MOVIES
THE BIGGEST THING IN THE AMUSEMENT WORLD TO-DAY. \$1,000.00 and More Clear in 18-20 Weeks. Portable Sound Equipments—Weekly Programs Rented—Reasonable Rates—Join Up With the Most Progressive Organization in the Business—In the Movie Business Since 1908—WE SERVE THE NATION.

KEYSTONE STATE AMUSEMENT CIRCUITS
Largest Operators of Movie Circuits in the World
State Theatre Bldg., 107 So. Court Sq., Pittsburgh, Pa.
Memphis, Tenn.

TWO MORE OFFICES:
711 Steuben Bldg., Chicago, Ill., Now Open.
112 Midland Bldg., Kansas City, Mo., Open After May 1st.

Complete 16mm. Talking Film Programs

Including a Serial for \$15.00 per week, including Serials and Shorts. Write

COLSON MOTION PICTURE SERVICE
2040 Chatterton Ave., NEW YORK, N. Y.

16MM. ROAD SHOWMEN! 35MM.

Our New 1940 Catalogue in Sound Is Ready! Brand-New Laboratory Prints for Outright Sales at Prices You Can Afford To Pay! Features, Shorts, Etc.

OTTO MARBACH, 630 9th Ave., New York City

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.

Buffalo Shrine Draws Capacity Crowds for H-M First Two Nights

BUFFALO, March 30.—The seventh annual Shrine circus of Ismailia Temple, featuring the Hamid-Morton Circus Co., got off to an excellent start March 25, with a scheduled run of six days. Advance sales were heavier than ever before and opening night went over well, with capacity crowds on hand at the Broadway Auditorium. Tuesday night was equally outstanding in attendance.

Special attraction, aside from the many colorful and excellent circus acts, was the dedication ceremony of the camel which the Shriners gave to the zoo for the kiddies of Buffalo. Noddy, as the beautiful, two-hump animal was named in a citywide contest, was presented to the city by the Shrine officials and Bob Morton, emcee of the show. Last year the gift was Koo, an elephant. Speakers were Philip Garner, potentate; Mayor Thomas Holling, Edward G. Zeller, parks director; R. Marlin Perkins, curator of the zoo; Henry P. Bronkie, director general of the circus; Bob Morton; David E. Peugeot, of *The Buffalo Evening News* staff, and radio's Uncle Ben, who conducted the camel contest. The last named then presented Florence Szumla, contest winner, with the check for \$25.

Outstanding act on circus bill was Clyde Beatty and his 42 lions and tigers. Beatty performed thrillingly and put the cats thru many unusual tricks and routines. An extra thrill was provided opening night when the animals jammed up in the chute, thru which they enter the steel cage, and then turned sullen, snarling and clawing. Beatty used almost a dozen revolvers of blank cartridges and cracked the whip freely thru-out the act. Mrs. Clyde Beatty made a handsome appearance with her tiger and elephant acts. Jean Evans, a member of the Beatty unit, gave a remarkable exhibition of muscular endurance high up in the air with flips and aerial stunts.

Captain Tiebor's trained seals, going thru exhibitions of animal intelligence, went over very big. Les Kimris, French ace of the air, performing from an airplane contraption spinning around dizzily high up in the air, gave daring thrills without the aid of a net. The

Hartford Shrine Has Capacity Start

HARTFORD, Conn., March 30.—The 11th annual Sphinx Temple Shrine Circus, produced here in the State Armory this week by Frank Wirth, opened with a matinee Monday and had a capacity crowd at the formal opening that night. The 75-piece Shrine Band played a concert in the center ring before the performance. Each night was a special night. Monday, National Guard; Tuesday, grottos of the State; Wednesday, Guard veterans; Thursday, Middletown night; Friday, New Britain; Saturday, East Hartford, Wethersfield and Bristol. Wednesday morning several units of the circus, including the clowns, made a trip to the Newington Home for Crippled Children, where they entertained for an hour.

The 24-act program included grand entry, comedy knockabout acrobats; Frank Buck, presenting Melvin Koontz lions; aerial display, featuring Gregoresko; Capt. John Tiebor's seals and sea lions, Bumpy Anthony and his comedians; Jules and Clifton, equilibrists; riot act by clowns, M. Alf Loyal and his French poodles; Niatto Troupe, wire artists; Les Letrees, log rolling; Wee Laddie and Dexto, Roy Barrett and clowns, the Eltons, Captain Spain and his elephants, American Eagles on the high wire, burlesque number by clowns, Naizeed Troupe of Arabian tumblers. Jorgen Christiansen and his Argentine Criollo thoroughbreds, aerial feats by the Iwanows and Neiss troupes; Enos Troupe, acrobats; crazy number by clowns and the Flying Le Cliss troupe.

Concert line-up, presented by Mr. and Mrs. Mack Kassow: DeForrest, armless wonder; Jimmy, legless swimmer; three midgets, Princess Lone Star, human target, and Tex Corey, shooting and knives.

Following the matinee Monday, an eight-year-old lion of the Captain Koontz group was seized with convulsions and died within a few minutes.

Great Wallendas were a real high-wire sensation. The Flying Bebees performed outstandingly on the trapeze, climaxing the turn with Rose Behee doing a two and a half somersault in midair while blindfolded.

Other acts were Miss Doris and Johnny Jones, bareback riding; Aerial Recardos and Aerial Ortos, double trapeze; Edna Curtis and Captain Torell, dogs and ponies; comedy camel; Esma Wilson, aerial endurance; Edna Curtis and Captain Carlos, menage horses; Rice Davidson Trio, comedy acrobatics; Pape and Conchita, perch; Kinko, contortion clown; Hanneford Family, comedy bareback riding; Taxi Meter and Curtis and Co., comedy; Helen Reynolds, seven-girl acrobatic skaters; Will Morris and Bobby, comedy bicycle riding; Miss Bubbles, cloud swing; Concha, iron-jaw; Torrence and Victoria, aerialists; Miss Romas, aerialist; Captain Carlo, black Liberty horses; Bob Harold, comedy bar.

Clowns included Horace Laird, Jimmy Davidson, Billy Rice, Herbert Taylor, Morrison, Lorrence, Smith, Jacobson, Kinko, Johnson and others.

Added opening attractions were concert overture of the Madison Square Garden Band, directed by Joe Basile; grand tournament of the Shriners and fireworks spectacle and an ensemble of ballet girls of Bernett Dietsch's Dancing School.

A concert or aftershow was given for the first time in the Shrine's seven seasons of circuses. Lee Powell and his company of Wild West features and Baron Nowak, midget, were the attractions.

Clyde Willard Has Heart Attack and Is Sent Home

CINCINNATI, March 30.—Clyde Willard, of the Ringling Bros. and Barnum & Bailey Circus advance, suffered a heart attack a few days ago and is in a serious condition. He was sent to his home in Greenville, N. C., and it is not expected that he will be able to work any more this season.

Paul Rice, also of the R-B advance, is having serious trouble with his eyes and has entered Johns Hopkins Hospital, Baltimore, for treatment.

H. Frank Fellows Predicts Nice Year for Outdoor Amusements

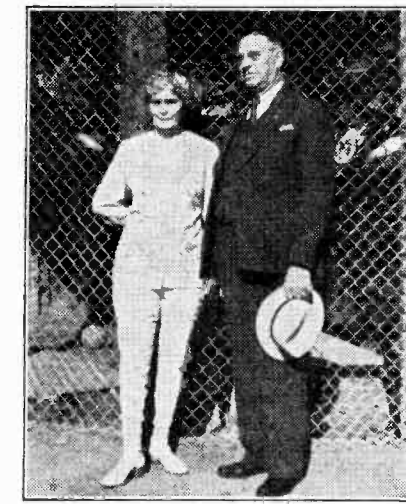
By ROLAND SMITH

IT MAY not be a record year for outdoor amusements, but circuses and carnivals are expecting the best season they have experienced in several years.

You can take the word of H. Frank



H. FRANK FELLOWS, with one of Terrell Jacobs' cub lions, photographed while he was visiting Ringling Bros. and Barnum & Bailey Combined Circus.



MABEL STARK chats over former circus years with Frank H. Hartless, former president of the Circus Fans' Association. They have known each other for a long time. Stan Rogers, of the MGM Studios and Western vice-president of the Circus Fans' Association, recently had a group of Fans to see Miss Stark, Cheerful Gardner, Louis Roth, Louis Goebel and Eddie Trees at the Goebel Lion Farm.

Watts Denies That P-W Won't Open

CINCINNATI, March 30.—Ira M. Watts, manager of Parker & Watts Circus, states that, contrary to reports, no statement has been made that the show will not go on the road this season.

"The only statement we have made," continues Mr. Watts, "is that we will not open as early as originally intended and that we will not open until we see just what the season has in store. Our quarters at South Fort Smith, Ark., have been open since January 1, work has been practically completed and we have informed employees that if they desire to affiliate with shows opening early we have no objection, as we feel that when we are ready to go on the road we can surround ourselves in the course of a couple of weeks. We do not stand in the way of anyone wanting to go to work earlier."

No Delay in Cole Opening

May 3 the date, Rochester, Ind., the place—Maynard back as program feature

ROCHESTER, Ind., March 30.—Cole Bros.' Circus, despite the time lost on account of the recent winter-quarters fire, will open as originally planned on May 3 here.

Over 100 men are working in winter quarters here, with plenty of training activity in Peru, Ind., where the animals have been moved. The blacksmith and paint shops here have been rebuilt and work is being pushed with crews working day and night.

Many of the Cole acts and animals have worked various winter dates, including Lansing, Mich. last week, and St. Paul this week, with Omaha to follow.

Another shipment of wild animals is expected this week.

It is aimed by the management to give a performance this year that will be greater than in previous years. Ken Maynard, western screen star, with his Congress of Rough Riders and Ropers is returning to the show as one of the features. Then there will be the Loyal Repenski family of bareback riders, Escalante troupe of fliers and wire walkers and other foreign acts.

Jack Mills Buys Richard Bros.; Changes Title

TALLULAH, La., March 30.—Jack Mills has purchased Richard Bros.' Circus, in quarters here at the fairgrounds, and is changing the title to Mills Bros.' Circus. He plans to open in Tallulah about April 20.

Jake Mills will be leader of the 10-man band and Jerome Smith will be superintendent. The big top is a 70-footer, with two 30s and one 45-foot middle. The side show top is a 50-footer with a 30-foot middle. A crew of workmen is readying the show for the road.

Jack Mills has been in circus business 25 years, the last five with Cole Bros.—Clyde Beatty Circus as banner man.

Gainesville Show Receives Wardrobe

GAINESVILLE, Tex., March 30.—Complete wardrobe for the 85 persons who will participate in the opening tournament, *In Old Mexico*, of the Gainesville Community Circus, arrived last Saturday. Manufactured in Mexico City, Monterrey and Matamoros, the costumes were assembled by the Rio Grande Importing Co. at Brownsville and shipped here.

Sam Epstein, of Bell Uniform Co., Houston, was here the past week and obtained an order for ticket sellers', ushers' and grooms' uniforms.

The annual picnic for the show's membership will be held tomorrow, at which time an official group picture and action pictures of performers will be made by newspaper and news syndicate photographers.

Mr. and Mrs. Arthur Henry, trainers this season, completed their work last Monday and left for Columbia, Mo., to fill a date before opening with Bud Anderson's Circus in Emporia, Kan., April 12.

Mr. and Mrs. Brace A. Helfrich, CFA, of Wichita, Kan., were here last week, en route to San Antonio, and said they would return for the show's opening, April 24. Other Fans who have advised they would attend include Mayor Maury Maverick of San Antonio, who will be honorary ringmaster; Albert A. Marx, of Houston, who will work in clown alley, and Burt L. Wilson, of Chicago. Invitations to CFA members thruout the Southwest went out this week.

EDNA ACKER, Indian expert, has just returned from a cruise in southern waters. She is again directing her Original Congress of American Indians and is making preparations for the coming season.



With the Circus Fans

By THE RINGMASTER
CFA

President
WILLIAM H. JUDD
25 Murray St.,
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
P. O. Box 4,
Gales Ferry, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tents," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., March 30.—A recent letter from Don S. Howland stated: "I had a visit with Ray Dean, who was formerly on the press staff of Cole Bros.' Circus, and we had lunch together in Columbus, O. I called on Doc Waddell at the Masonic Home in Springfield and had a visit with him. I spent an evening with Blackie Dillar in Marion, O., and also had a visit with Harry Atwell in Chicago a week ago. I was in Chi for just one night."

Melvin D. Hildreth, past president of the CFA, has been delivering a series of lectures on *The Circus as an Institution* before Washington clubs. On March 21 he made two, one at noon before the Monarch Club and the other in the evening before the Washington Business Club. Hildreth states that he also told the story of the Circus Fans Association and tried especially to pave the way for the coming of the Big One.

CFA Bill Brinley, of Wallingford, Conn., a member of the Bluch Landolf Tent, exhibited his miniature circus at the Better Homes Exposition in New Haven, Conn., this week.

CFA Samuel M. Prentiss, chairman of the P. T. Barnum Top No. 12 of Connecticut, and wife, of New London, Conn., are vacationing in Bermuda.

Anderson Building Personnel Doubled

EMPORIA, Kan., March 30.—The personnel in the building department of Bud E. Anderson's Circus, which will open here April 12-13 under auspices of the Parent-Teachers' Association, has been doubled. Return of winter weather, which held sway until recently, delayed outdoor activities, but work is now proceeding rapidly.

John D. Foss, general agent, returned to quarters Tuesday from an extended prospecting trip to confer with Anderson. Foss began contracting towns the latter part of the week. Anderson purchased a new saddle recently from a Hollywood saddler for \$2,500. It is scheduled for delivery April 2.

The restyled big top will be delivered soon. All canvas will be new. The show has a specially designed line of paper.

Some of the department heads are: Frank Anders, legal adjuster and assistant manager; Bert E. Rickman, equestrian director; John Lynn, superintendent. Mrs. Laura Anderson, treasurer; Clifford Brooks, bandmaster; Alvin Spikes, boss canvas man; Leon Bennett, manager Jungle Oddities and side show; Vern Crawford, privileges; Mat Laurish, superintendent of ring stock; Mac McDonald, superintendent of elephants; Tye Cobb, cookhouse superintendent; William Mitchell, superintendent of transportation; Harley Doyle, electrician; Norman Anderson, banners; Elmer Myers, assistant on banners; Mrs. Margaret Espy, tickets in red wagon; Jackie Wilcox and Bob Hope, lithographers; Charles Stuckey, boss billposter; Joe Murphy and Ed Harris, billposters. William Harris will have the pit show.

EUROPEAN OLYMPIA CIRCUS DATES:

April 6—Indianapolis
April 9 to May 5—Chicago Stadium

WANT

Flea Circus. Glass Blower With
Stock. Other Unusual Side Show
Attractions

LEE SLOAN

526 S. STATE ST. CHICAGO

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, March 30.—Among the W. W. Workman Tent members who journeyed to Staunton, Va., to attend the charter night of the Hugh B. Sproul Tent were L. H. Mundin Jr., Crawford Crump, "Ham" Watson, Ed Knott, Leonard Moore, Frank Bliely, John Kolbe, Russell Mankin, Joe Kass, Charles A. Somma, John O'Grady, John Goode, Jack Lyons, Clarence T. Riddick, Cecil Bullard, Sam Burke, Larry LeMay, Jimmy Mann, Penny Wright, Tom Scott and Henry Caravati. They took along with them a goat that played a part in the initiation.

Among the election literature of Rennie L. Arnold, who is up for reelection as councilman, is a miniature blotter containing his picture. It hasn't worked out so well, for the opposition has rubber-stamped on each one, "Soak him!" Arnold is a former national prexy of the CSSCA.

Many folk are trekking in from all parts of the country to attend the John Ringling North luncheon at the Hotel Astor on April 10. Charley Somma is coming from Richmond, Arnold from Petersburg, Va., a half-dozen members of the Lillian Leitzel Tent headed by Prexy Mallory and several officials from the Strobridge Litho Co., Cincinnati.

The CSSCA received plenty of publicity the past three weeks. Connecticut papers front-paged the Governor Baldwin luncheon at the Dexter Fellows Tent and the Hugh B. Sproul Tent made the front pages of the Staunton papers. We wish Curtis P. Bowman would send these clippings as he gathers them, as the Hugh B. Sproul Tent promises to grow rapidly and is very much alive, for it contains plenty of hard workers, including Charley Ralston, author of the tent's *Three-Sheet Daubs*. By the way, Eddie Rose, when is the Workman tent getting out its tent paper? It was promised for the spring, you know.

Walt Disney or Norman Bel-Geddes will be the fall guy of the Fellows tent in May.

It was with deep regret that we learned of the death of Clyde Ingalls. We had many a conversation with Clyde and know many stories about him, all proving, to our way of thinking, that the country has lost one of its best side-show talkers. Clyde was always best when under canvas and a great scout for freaks that would pull at the box office. His biography would be quite enlightening, particularly the story about finding Jo-Jo, the dog-faced boy who, upon arriving in New York, wanted to make a good appearance and look clean and was caught by Clyde about the time Jo-Jo was entering a barber shop for a shave. That was one time that Clyde got nervous. "When I brought him from Russia he couldn't talk English and the first day in America, on a warm spring day, the kiwi-sock was complaining about the heat. I bought a bottle of hair grower and told his manager, who talked broken English, to give it to Jo-Jo and tell him to bathe his face with it several times a day, as it was cool and soothing, and up to the time of his death Jo-Jo or his manager didn't catch onto my gag."

New members recently taken into the Hugh B. Sproul Tent: Bob Lineweaver, of the Community Motor Corp.; Vernon Keeley, manager of Penny's; Lyle Weller, attorney; Curtis P. Bowman, Life Insurance Co. of Virginia; Sidney E. Matthews, manager of Virginia Public Service Co.; Brownie Brown, journalist; Dr. Howard E. Topping, dentist, and Dr. Guy R. Fisher, ear, eye and nose specialist.

C. B. (Charlie) Ralston writes: "I will try to get to the next Dexter Fellows luncheon because I had the pleasure of counting the late Charley Ringling as one of my real good friends, and the fond memory of our long and pleasant friendship is lasting; therefore, I have more than an ordinary interest in being present to witness the initiation of his nephew, John Ringling North, into the mystery forests and deserts of Circus Saints and Sinners."

Lewis Buys Three Trucks; Now Has 42

JACKSON, Mich., March 30.—Lewis Bros.' Circus has bought three new trucks, which increases show-owned trucks to 42. Color scheme will be red, orange and blue for the trucks, which Lee Hinckley is scrolling. Trucks are now being repaired and painted.

Bert Wallace is breaking new stock and working some of the horses for new routines. Jack Taylor and Captain Colender will be assistants to Wallace, who will be equestrian director. Several more horses and ponies have been added, also a baby elephant. The bull is being trained by Lee English.

William Tingley will be assistant manager, his eighth season with the show. Ray Lenhart will handle publicity ahead and Harry Winslow back. Charles Robinson will be chief steward and Louis Neil Murphy will have charge of all domestic stock. Paul C. Hill will be in charge of the front door. The side show will have new equipment. There will be a 12-piece band for the big show and a Scotch band for the kid show.

Clarence (Buck) Talbot will be master mechanic, and Harry Summeral, general utility man. Orrin Davenport Jr. will have the concessions. The back yard will be fenced in by a netting.

Among acts engaged are the Monge Troupe, nine-people teeterboard turn; Karl Larkins Troupe, jugglers and furniture balancers; Mayme Butters Troupe, wire walkers; Lelninger Twins, aerialists; Valentine Troupe, bicyclists; Colender's trained bears; Taylor and Ashworth, aerialists; Charles Wexel, Paul Miller, Midget Taylor, Fred Bolander and Clarence Fisk, clowns.

First Section of R-B Goes to N. Y.

SARASOTA, Fla., March 30.—The first section of Ringling Bros. and Barnum & Bailey Circus left Thursday for New York, where the show opens at the Garden on April 5.

It took several hundred workmen to load the 45 double-truck train that carried the section. All animals were well behaved but Gargantua, who threw his usual tantrum at leaving winter quarters.

Alfred Court's animal act, which John North predicts will make a tremendous hit, was among the first loaded.

The big top has been completed, but it won't leave quarters until May, joining the show as the canvas season opens. As stated previously, this year's top is a vivid blue, with red side walls.

The rolling stock has been repainted, the cars glistening in new aluminum paint, with trim of Ringling red.

LOU WALTON and Harold Hall will play the St. Louis Police Circus and then return to Cole Bros.' Circus. Lawrence Cross will also be at the police show and has several dates to follow.

TENTS

Good stock New Tents ready. Used Tents,
10x12, 12x19, 14x24, 20x30, 28x42, 32x32,
30x45, 40x60, 40x70, 50x80 and Sidewall
Bargains.

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WINDOW CARDS

Window Cards for all occasions
at lowest prices possible. 50 for
\$3.00, 100 for \$4.00. Flashy,
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AERIAL ORTONS

America's Fastest Double Trapeze Act.
"A Recognized Circus Feature."
HAMID-MORTON SHRINE CIRCUS,
Altoona, Pa.

WANT AT ONCE MILLS BROS.' CIRCUS

Opens on or About Saturday, April 20, Tallulah, La.
People in All Departments. Mechanic, join on wire.
Also Agent, White Musicians for Big Show, Colored
Minstrel Show People, Performers for Side Show
that double. State lowest salary. No collect wires
accepted.

WANT

Inside Man, Punch, Vent, Magic, Girl Hulu, strong
Oriental. State lowest. Opening April 12.

LEON BENNETT

Bud E. Anderson Circus, Emporia, Kansas.

"ATTENTION"

Want for Motorized Circus. Experienced Hawaiian
Dancers, Privilege People for Side Show. Kelly,
Reno and Hobe Cole, write to

E. B. STERCHE

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THE RUDYNOFFS with their outstanding HIGH SCHOOL ACT

Three People — Three Beautiful Horses — Two Great Dane Dogs,
Featuring America's Youngest High School Rider (RUDY RUDYNOFF,
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Rudy Junior. Something different.

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Trainer of Liberty and High School Horses.

CAPT. ENGERER'S WILD ANIMAL CIRCUS

Want For 1940 Season

Standard Circus Acts of all kinds doing two or more turns. Details in first letter. Make salary
low and get it each week. Can place Canvasmen, Seatmen, Waiters for Cook House, Novelty and
Candy Butchers, Workmen in all departments. No Boozers, Chasers or Agitators Wanted.
Can place Frozen Custard, Candy Floss, Photos, Palmistry, Waffles, Demonstrators, also first-
class Side Show. Want Circus Equipment of all kinds. State what you have.

CAPT. ENGERER'S WILD ANIMAL CIRCUS, Box 12, Rosedale, L. I., New York.

COLE BROS.' CIRCUS

WANTS FOR KEN MAYNARD'S WILD WEST AND CONGRESS OF ROUGH RIDERS

Expert Cowboys and Cowgirls. Must be first-class and have outstanding wardrobe, whip-
cracking act and any novelty feature in keeping with this performance. Send photographs
and state all first letter.

CAN USE FOR BIG SHOW PERFORMANCE: Aerial Bar Act, Ladies doing single trap with
muscle grind finish, also a couple good Novelty Acts. Other Useful People considered.

Address: COLE BROS.' CIRCUS, ROCHESTER, INDIANA.

Under the Marquee

By CIRCUS SOLLY

DASHINGTON'S Animal Circus is playing Sparks theaters in Florida.

LEW KISH, clown, will again be with Haag Bros.' Circus.

FLOYD SAMSON, tattooed man, will be with Cole Bros.' Circus this season.

R. O. (DICK) SCATTERDAY, Cole Bros.' advertising man, was busy signing ad contracts in Chicago last week.

MRS. CLYDE INGALLS thanks her friends for the flowers and expressions of sympathy in the loss of her husband.

TOM AND JOE GABBY finished playing indoor dates and will go to Detroit for a few weeks.

MICKEY DuVAL, aerialist, formerly with Four Queens of the Air and Four O'Hearts, has signed with the Four Jacks (Vess Bros.).

RODNEY KEFFER, DePolo, Stutz Sisters and Mickey DuVal are practicing daily at Luken's Gymnasium in Reading, Pa.

J. STUTZ has signed for his second season as trainer with Captain Henry's Trained Wild Animal Circus on the Kaus Shows (carnival).

IT WON'T be long until the red wagons begin to roll.

TUNIS (EDDIE) STINSON, manager of the annual Detroit Shrine Circus, resigned last Wednesday as a member of the Detroit Board of Health.

CHARLES (KID) KOSTER, agent for the *Hot Mikado*, will be located at the Golden Gate International Exposition, San Francisco, this summer.

DAVE ROWLANDS is in the Veterans' Hospital, Ward 8, Dayton, O., and would like to hear from friends. He expects to be there several weeks.

EDDIE DELOY is working with Jack DeShon on Russell Bros.' Circus. The latter is blowing the whistle and the program is running smoothly.

FREDDIE FREEMAN and wife, after completing the Orrin Davenport dates, will play the St. Louis Police Circus. They will again be with Cole Bros. Circus.

DOC WADDELL states that Joe Gould, known as the "Will Rogers" of clown alley of Buffalo, is contracted to entertain luncheon service clubs thruout the country.

TOM AND LOLA HUNT, who wintered in Goldsboro, N. C., have been exhibiting their high school horses and trick mule. They will soon leave to join the Rangers All-Star Rodeo.

THEO FORSTALL stopped off briefly in Chicago on his way from Los Angeles to New York for the opening of the Ringling-Barnum show. He left for New York last Friday afternoon.

JAKE MILLS, who will have the band with Mills Bros.' Circus (new title of Richard Bros.' Circus), will leave Cleveland soon for Tallulah, La., the show's quarters.

FRED KNEUBEL, Circus Fan of Ash-tabula, O., screened a film of Al G. Barnes Circus at the recent meeting of

the Northeastern Ohio Fairs group in that city.

HERBERT WEBER, of Weber Brothers and Chatita, states they have three more weeks to play on the West Coast before joining Cole Bros.' Circus for their second season.

UNDERHAND methods in opposition are sometimes a boomerang.

EDGAR MAYOTT was at the Red Lodge, Mont., Dog Derby with Cowboy, high-diving dog, as free attraction, March 9-10. It was his third year there. Mayott says he will be with a circus this season.

CLOWNS at the Frank Wirth show for the Shriners, Hartford, Conn., were George Fickett, Rube Simons, Bumpy Anthony, Roy Barrett, Laddie Lamont, Hip Raymond, Bell Trio, Bluch Landolf (producing) and Elmer Lindquist, of the Shriners.

FRANK W. BEEBE informs that Mrs. Jackie Wilcox will not be brigade agent with Bud E. Anderson's Circus as reported in the March 23 issue. Beebe will have that post this season and Mrs. Wilcox will be his town lithographer, he says.

BONNIE O'DARE (The Duchess), after working for the last three months in night clubs and doing street advertisements in West Palm Beach, Fla., closed March 23 with the VFW vaudeville show at Anderson's Field. She expects to sign with a large show soon.

EDWARD C. ANDREWS left the Veterans' Hospital, Johnson City, Tenn., March 19, after having been under treatment since December 18, and joined Haag Bros.' Circus at Chatham, Ala., March 22. He is presenting his fire-eating act in the side show.

FRANK B. MILLER, horse trainer and performer, who has been ill in a Los Angeles hospital, was sent to his home in Wright City, Mo., where his wife, Dollie, is taking care of him. Letters from friends will be welcomed. Address is Route 2.

HARRY F. WERTZ, 81, former top-notch acrobat, who trouped with many circuses and played vaudeville in Chicago and Detroit, got a big play in *The Long Beach* (Calif.) *Press-Telegram* of March 19, which carried a two-column photo of Wertz and a resume of his life.

AL BUTLER, contracting agent of the Ringling-Barnum circus, has been contracting Ohio cities for June. Show, it is understood, will pick up most of the larger industrial towns in the State, many of them not having been played in several years.

GRACE ORTON TRIO, of Polack Bros.' Circus, stopped over in Oklahoma City while en route from Little Rock, Ark., to Amarillo, Tex., and visited with Bayard and Lawrence Orton, brothers. The trio is contracted for a full season with Polack Bros.

SHOWFOLK in Peru, Ind., include the Loyal-Repenski Troupe, Reiffenach Family, Clary and Rose Bruce, Joe and Etta Hodgini, Adolf and Maria Delbosq, Don and Billie Cook, Stella Cronin, Bill Hamilton, John Smith, Otto Griebling, Terrell M. Jacobs, Nick and Dorothy Carter and Ray Collins.

OH, IF only those shows which operate in a loose manner would realize how much money is spent in a season to square things!

REPORT in last week's issue that Valentine's Aerial Romas would play Buffalo and Altoona, Pa., was incorrect, according to V. A. Liedtke, of the Aerial Ortons, who says: "The Aerial Recardos and Aerial Ortons were the only double-trapeze acts at Buffalo and we are the only act of this type at Altoona."

RAYMOND DUKE will leave his home at Ora, Ind., April 4 for St. Louis to be with the Police Circus there for two weeks. After that date he will join Rowe Bros.' Circus in quarters and will build several new clown props. He will be with Rowe Bros. until the fair season, when he will leave to play several weeks of fairs for a Midwest booking office. He will be producing clown on the circus and will have charge of *The Billboard*

WATCH FOR . . .
History of Parade Wagons
 By Robert D. Good
 in the
Spring Number
The Billboard
DATED APRIL 13

and mail. He will also work the come-in, doing clown cop. With him on the circus and at the fairs will be Shorty and Peggy Sylvester, midget clowns, and Karl Vogel, acrobatic clown.

BILL HARDDIG, old-time clown and juggler of the Three Harddigs, is critically ill at his daughter's home at Eustis, Fla. Friends are asked to write. Address is Box 745.

C. C. DAY'S Wild West Cavalcade, a mythical show going thru the mails, will play day and date in Cincinnati, May 4, with the Campbell Bros. & Stensvad Combined Circus, a painting. William H. Walton, of Homestead, Pa., is routing the Cavalcade, which opened at Dayton, O., March 18.

JOE B. WEBB, formerly with Bud E. Anderson's Seal Bros.' Circus, will again be on the staff of Anderson. Was with Parker & Watts Circus the past two seasons. Webb was recently at Little Rock, Ark., visiting Jimmy Hamiter and others of Polack Bros.' Circus. Reports that the show had excellent business there.

IN BRANCHES of show business other than the circus anything well advertised by posters, banners, cards, etc., is referred to as "billed like a circus." Circus owners and managers, don't skimp on your paper and spoil that reputation credited to you.

RINGLING-BARNUM will not go to the Pacific Coast this year. On the publicity staff will be the usual men: Roland Butler, general press representative; Frank Braden, Gardner Wilson, Allen J. Lester and Beverly Kelley. Lester will be the advance story and contact man, and Kelley will handle all radio publicity.

EDDIE BRENNAN, of the Musical Brennans, narrates from Brenham, Tex., that they had their annual visit from Harry Steele, erstwhile boss canvasman, who Brennan says has laid away his tapeline and laying-out pins for the more prosaic life of a steeplejack. Steele is assisted by his wife. They make their winter quarters in Phoenix, Ariz.

PAUL M. LEWIS, manager of Lewis Bros.' Circus, corrects the note in this column last week that the show's new baby elephant would not appear before the public for a few years. He says: "This was a ridiculous statement. The (See UNDER THE MARQUEE page 59)

Ringling-Barnum For Zanesville, O., June 5

ZANESVILLE, O., March 30.—First circus permit of the season here has been issued to the Ringling-Barnum show for June 5. Show will pitch its tents at the fairgrounds. It will be the first time here for the Big One in several years.

While it is known that motorized shows have agents in Ohio at present, no definite play dates have been revealed, but May will see two or three truck shows making their customary industrial towns.

Mabel Stark Clawed

LOS ANGELES, March 30.—Mabel Stark was badly clawed and her uniform torn from her last week during a performance at Goebel's Wild Animal Farm at Thousand Oaks, Calif. She had just done the act of putting her head into a lion's mouth when she fell and one of the cats grabbed her. Two more made the attempt, but were driven off by Louis Roth. Mabel is at her home recovering.

The Corral

By ROWDY WADDY

SIDNEY (Ia.) RODEO has extended its holdings with the purchase of 30 acres of land. It will be used for parking space.

ED BOWMAN, who spent the winter breaking and training some gaited horses at Indian Rocks, Fla., has signed with A-2-Z Rodeo Co. for 1940. He left for New York recently.

LUCKY AND DEE LARABEE after a successful winter in Miami, Fla., recently played the Puppy House and Caliente Club, New Orleans, and the Joy Theater, San Antonio, with their whip act.

GLADEWATER (Tex.) ROUND-UP Association has announced that the annual rodeo and horse show will be separated this year, with rodeo scheduled for early summer and the horse event in the fall. Murray Sells, president of the association, appointed W. O. Chambers, Earl Hendrix, Jack Yates, Charley E. Ampler and T. W. Lee to the rodeo committee.

A COWGIRLS' BEAUTY CONTEST is set for the closing day of Southeast Mississippi Live-Stock Show at Forest, Miss. Ray Glasscock, 238-pound Texas steer wrestler, has contracted to take part along with John Henry, 63-year-old performer, also of Texas. Arena has been enlarged to 200 by 95 feet, reports S. S. Bishop, committee chairman.

MEMORIAL SERVICES for the late Tom King, rodeo performer of note, who was with such organizations as the 101 Ranch, Dakota Max and other Wild West Shows, were held on March 26 at his grave in Houston, where he was laid to rest some 10 years ago. His widow, Mrs. Dixie King, former wild animal trainer, known as the Girl with the Curl, resides in Houston.

FOG HORN CLANCY, in Houston as technical director of the rodeo there, was an interested visitor at the National Frontiersmen's Museum in the Texas city recently. He related several interesting stories anent his experience incidental to making the Western silent picture, *Quantrel*. Scout Younger made the film, and the old lobby display is in the Scout Younger collection in the museum.

T. E. ROBERTSON Rodeo, Inc., has been signed to furnish the rodeo for Louisiana State Fair Association at the State Fair stadium in Shreveport. Awards totaling \$5,200 will be offered in bronk riding, Brahma bull riding, calf roping and bulldogging. Also on the program will be cowgirls' bronk riding, trick and fancy roping and trick riding by boys and girls. Contests will be conducted under CTA, RAA and Southwestern Rodeo Association rules. Contracted thus far are Chester Byers and Paul Carney.

CAPT. JACK LLOYD, vet rodeo and Wild West performer and at one time a member of Buffalo Bill's Wild West Show, stopped off for a lengthy confab with Rowdy Waddy last week, while in Cincinnati preparing for an appearance on the Boone County Jamboree, weekly Saturday night feature over Station WLW. Capt. Jack, who wintered in Florida, also formerly was a member of the 101 Ranch Show and for a time worked bits in pictures on the West Coast. Jack said he plans to return to the Coast after his Queen City appearance.

MORE THAN 20,000 attended the first two days' performances of the rodeo at Houston Fat Stock Show and Live-Stock Exposition on March 23-31. Good (See CORRAL on page 59)

LEWIS BROS.' CIRCUS
WANTS
 Feature Mental Act, Calling Objects, etc. This act must dress and work strong for concert after-show. Also want more Musicians, Boss Canvasman, genuine Hawaiian Troupe or Hawaiian Entertainers, also Working Men. **LEWIS BROS.' CIRCUS**, Winter Quarters, Jackson, Mich.

WANT
 6 to 8 Piece Circus Band. Must join on wire. Salary in keeping with times.
WHITE CITY SHOWS & HENRY BROS.' CIRCUS COMBINED
 PRESCOTT, ARIZ.

WATCH FOR . . .
Taps for the Circus, Unless—
 By F. A. Sullivan
 in the
Spring Number
The Billboard
DATED APRIL 13

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ALBERT MINOTTI, manager of Warren (O.) Roller Rink and sponsor of the rink's amateur roller hockey team, reported that in four years of competition the team has won 162 games, lost three and tied four. Competition has come from teams in Ohio and Pennsylvania.

MIKE DUTKIN added a roller skater to the night club revue in his Broad Street Bathskeller, Philadelphia, bringing in Rhythm Brown as the attraction.

ATTENDANCE is good at J. Bauman's Riverview Roller Rink, Milwaukee, and management contemplates installation of a better floor, reported Bob Hageman. Riverview Skating Club plans a trip to Fred Martin's Arena Gardens Roller Rink, Detroit, excursion to follow a four-day skating carnival in June, marking the club's first anniversary.

BUSINESS double the anticipated figure has been recorded by Jefferson Roller-drome, Syracuse, said proprietor Chris M. Boysen, who attributes patronage to good equipment and organization of a skating club. Rink has been under man-

agement of Boysen since November. Record attendance of 365 on one night was had recently. Soundproof spruce floor on concrete base is a feature of the rink, which uses recorded music transmitted by four speakers. Club membership has grown from 20 to 165. Four instructors are regularly employed and on Mondays six or seven are on the floor to help beginners.

LIBRARY of new records and improvements made on the amplifying system have received favorable reaction from patrons of Forum Rink, St. John, N. B. George Palmer is in charge of music.

CONVENTION Hall Roller Rink, Buckeye Lake (O.) Park, recently underwent a renovation and improvement program under direction of Manager Howdy Force in preparation for its opening on March 25. In addition to increased size of floor, improvements include decorations and construction of practice and beginners' ramps. Installation of an electric organ to augment present public address system is planned. Industrial and school parties are booked.

CLAUDE HARRELL, operator of a roller rink in Bedford, Ind., purchased a new rink top from O. Henry Tent and Awning Co. Tent is made of special material and has an effective color scheme. Inside it is trimmed with red, blue and yellow and designs and emblems used in decorating are in the form of skates and winged skaters.

ELECTRIC organ and Nevachord in the new Swank Roller Rink, Chicago, are played by F. LeRoy Nelson and Al Beck.

MORE than 200 attended opening of R. L. Kerr's portable roller rink, Tulsa, Okla., on March 21, reported Jack Darling, comedy skater. Rink has a new 52-by-148-foot floor and new Chicago skates. Decorations are in black and orange, with ticket office, skateroom and business office mounted on a truck. Lighting fixtures are of neon. Staff includes Mrs. Kerr, tickets and music; Dean Bridges, floor manager, and Mrs. Bridges, who give exhibitions; Roy Clark, instructor, and Monte Blue, skateroom.

COSTUME party on March 16 in Walcliffe Roller-drome, Elmont, L. I., drew more than 1,000, reported Manager Al Headley. Seven prizes were awarded, in addition to gifts given everyone taking part in a grand march. Session was extended an hour. Anita O'Meara is organist.

ARENA Gardens Roller Rink, Detroit, now has six professionals, George Brett, Mildred Brown, Marjorie Martin, Madeline Eastland, Vlady Regentik and R. D. Martin giving private lessons in various types of skating. Mrs. Alda Hill is new rink matron.

MARY MAGNANS, who died in Los Angeles General Hospital on March 15, was the wife of Ace Roller and 22 years a member of the act known as Ace Rollers. He is now doing a single, having recently played Notty Pine Night Club, San Jose, Calif.

SATURDAY night floor shows and other features are bringing out week-end crowds in Old Dominion Rink, Newport News, Va. Manager Bill Tomlinson brought in Kitty Bridinger and Johnny Shetley, pro skating team of Lancaster, Pa., as a recent attraction.

ARMAND J. SCHAUB SR., floor guard and instructor at Long Beach (Calif.) Skating Palace, writes that he has received word from Raymond Bush, Washington (Ind.) Roller Rink, that since more stringent rules have been put into effect and instruction in skate-dancing has been started, business has shown considerable increase. Fagsdale's new rink in Decatur, Ill., opened on January 21, Kathryn Cook reported, and the rink's newly organized club has passed the 150 mark in membership. Daily afternoon and night sessions are held, with private parties scheduled from 10:30 p.m. to 12. Elmer Seigle, floor manager of Dance Box Roller Rink, Philadelphia, advised that sessions are held nightly and on Tuesday and Saturday nights dances are held after 11 p.m. Floor is 90 by 110 feet and transcribed music is used. Sunday skating is lim-

ited to members. Couples attend for the price of one admission on Tuesday afternoons, when Seigle gives instruction in skate-dancing. Roster includes James Toppi, general manager; Joe Pierantonni and Bob Beatty, floor guards; Anthony DeFeo and Tony Sammartino, skate boys; James Boyle, skateroom; Rose Nardone, checkroom; Charlotte Kurtz, cashier, and Joe Carwell, maintenance.

CASINO CLUB, Skowhegan, Me., is to be a combination roller rink and dance spot this year, and the building has recently undergone improvements in preparation for its scheduled opening early in May, reported Manager Edward L. Karam. New roof has replaced the old one, crushed by snow during the past winter, and the floor has been increased in size to 40 by 120 feet, more than double size of the old floor. Rink will operate two nights weekly and on Sunday afternoons. New sound system and skates are to be purchased.

D. LACOURT, formerly of Gold Medal Shows and portable rink operator for the past year, reported purchase of an O. Henry Tent and Awning Co. top and construction of a new floor.

RECENT opening of Thomas Butwin's new Taylor (Pa.) Roller Rink attracted a full house. Building formerly housed a silk mill.

IN OPERATION since last October, Mammoth Gardens Rink, Denver, is averaging about 300 skaters a night. Rink is open nightly except Mondays. Mrs. N. Mohana, mother of the late Joe Mohana, sports promoter in this area, controls the lease and her daughter, Mrs. H. B. Wilson, operates the rink. Charles Miller is building manager and Jack Reeves is accountant. Frank Carraher, floor captain, has been skating 20 years, having worked in rinks in Hollywood and Los Angeles. Van Portfliet, 18 years around rinks, and Harold Harkey are the other floor managers. All equipment is from Chicago Roller Skate Co. With 10 cents admission and 25 cents skating charge for men and 25 cents complete charge for women the rink is getting heavy play from students. Hammond electric organ is used. To bolster Tuesday night business, rink is starting a fancy skating contest with cups as awards. Rink is 187 by 83 feet and has excellent accommodations for spectators.

RESULTS of finals in the recent New England senior division skate-dance championship contest in Fred H. Freeman's Winter Garden Roller Rink, Boston, were Estelle Fraser and Richard Gori, Chez Vous Rollerway, Dorchester, Mass., first; Miss Lehtola and Everett Lupien, Lyonhurst Rollerway, Marlboro, Mass., second, and Roberta Shore and Arthur Hartley, third. Gold, silver and bronze medals were awarded respective winners. Gold medalists will represent Fred H. Freeman Figure-Skating Club in national amateur competition in Cleveland on April 17-20. Annual farewell party and carnival in honor of the New England champions is slated to be held on April 9.

BIRTHDAY anniversary party was staged in Westerly (R. I.) Roller-drome on March 16 in honor of Eileen Gilmore, one of the rink's best skaters, by her parents, report Albert Gropelli and Betty DePlacido, proprietors. Refreshments and favors were distributed and a grand march was featured.

Notes From Philly

By E. M. MOOAR

In contrast with former seasons, business in Philadelphia rinks during Lent dropped slightly. Innovation in roller dance steps here has improved skating so much that various dances are now given places on programs, and this is

WATCH FOR . . .

Rinking on the Rise

By Fred A. Martin

in the

Spring Number The Billboard

DATED APRIL 13

an incentive for those not familiar with them to become members of classes.

Earl O'Brien, manager of Riverview Park Rink, Pennsville, N. J., and wife were callers in Carman Rink on March 19. Connected with Morey Amusement Co., Bridgeport, Conn., he reported favorable business at Morey's Bridgeport rinks.

Recent waltz and graceful-skating contests in Philadelphia and New Jersey rinks, sponsored by *The Philadelphia Daily News*, which proved good draws for the rinks concerned, were given much publicity by *The News*. It is regrettable, however, that altho these contests were sanctioned by the Roller Skating Rink Operators' Association of the United States, no mention of the fact was made in *The News*.

Roller hockey under RSROA rules will be played with the short stick, similar to the old roller-polo and field-hockey sticks, and this innovation will distinguish it from ice hockey. It will also bring out more trick plays and eliminate much of the rough tactics which were a drawback to roller hockey played with ice-hockey sticks. And American skaters who have played the game with the ice stick when accustomed to the shorter stick will no doubt prove an added attraction in international contests, altho the game has been played in Europe several years with the short club.

Junior speed events during the Cleveland convention of the RSROA on April 17-20 will be interesting to many old-time professional speed boys who are wondering whether the adage, Like Father, Like Son, will prove true again. Entry of Malcolm Carey Jr., recalls that his father won the junior championship years ago in Detroit and became holder of several records besides the one-mile pro championship, wrestling this title from Roland Cioni. Like his father, Malcolm Jr. began skating at an early age and has had coaching from father and grandfather, both of whom were not only distance but endurance skaters of note. Malcolm Jr. is much larger and stronger than his father was at his age (15) and has already shown that he can hold his own with much older and more experienced boys. If he should carry off the honors, it would be an epoch in skating on a par with the famous Davidson family, making three generations of champs. Altho Junior has not done any actual speed skating for a year or so, he is showing well in workouts and his granddad, Jesse (Pop) Carey, is giving him plenty of advice and care.

A. L. Runk, Mechanicsburg, Pa., who was interested in Willow Mills Park near there, has disposed of his park interests and has erected a brick and steel building on the main highway, nine miles west of Harrisburg, for summer and winter roller skating at a cost said to be \$40,000. Rink will open early in April with complete new equipment and 300 pairs of Chicago skates. Skating surface is 80 by 180 feet of 1 1/4-inch maple flooring. Edgar J. Stiglerman, manager for Runk, visited Carman and Circus Garden rinks here on March 25, where he picked up some ideas. Runk's Willow Mills Rink was one of the neatest in Pennsylvania.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

RACING WHEELS
New 1-pc. Racing Hubs with polished ball races in straight grained hard white maple. 2-pc. Hubs rewooded, 20 sets or over, 45c per set.
Established Feb. 1930
FRANCIS J. BALDWIN
240 S. Diamond St., RAVENNA, OHIO

SKATING RINK TENTS
SHOW AND CONCESSION, NEW & USED TENTS.
CAMPBELL TENT & AWNING CO.
Monroe at Third, Springfield, Ill.

OMAHA HOCKEY FIBRE RINK SKATE WHEELS
FITS EVERY MAKE OF RINK SKATES
Only \$1 Per Set (8)
MAPLE WHEELS | BALL BEARINGS
75c Per Set | \$1.25 Per 1,000
OMAHA FIBRE PRODUCTS CO.
RALSTON, NEB.

DUST BOWLS ARE DOOMED!
To meet young America's growing demand for healthy recreation, Roller Skating offers an ideal participant sport when dust is eliminated. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.
GAGAN BROTHERS
444 Second St., EVERETT, MASS.

WANT
Summer Resort Roller Skating Rink in or around Ohio. Have own Equipment, Skates and Amplifier. Would like to have a good size Rink. I have been a rink manager for fourteen years. If interested write BOX 2-67, in care of The Billboard, Cincinnati, O.

TRAMILL SELF-LOCKING SECTIONAL FLOORS
Have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.
TRAMILL PORTABLE SKATING RINK CO.
3900 East 15th Street, Kansas City, Mo.

It's a PLEASURE to ROLLER SKATE on

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
RINK SKATES
They're true and easy with a wide range of action. TRY THEM!
CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO.

No. 778

Hoosiers Protest Race Rule

Special State Meet Is Called

Recent "outlaw" ukase of USTA stirs up demand for action on future policy

INDIANAPOLIS, March 30.—A special meeting of Indiana Association of County and District Fairs has been called on April 8 at 1:30 p.m. in the Hotel Claypool here by President W. C. Manrow, Goshen, it has been announced by Secretary W. H. Clark, Franklin.

It is expected a decision will be made on what policy the association shall follow pertaining to recent action of United States Trotting Association in refusing entry to its meetings of horses raced under sponsorship of American Trotting Association except in free-for-all races.

Decision to hold the meeting followed a session of Northern Indiana Fair and Racing Circuit in La Porte on March 20, when Secretary James A. Terry, La Porte, was instructed to contact officials and members of the IACDF for the purpose of making a Statewide issue of the problem.

At a circuit meeting on January 23 it was unanimously voted to race under ATA rules and members did not deviate from that line of thought at the March 20 meeting. However, since discussion of the problem occupied practically the entire time of the meeting and it is held of vital importance to Indiana fair men, members believed it should come before all Indiana fair officials for joint discussion.

Ia. Building To Be Rushed; Corey Is a Director of ATA

DES MOINES, Ia., March 30.—Work will begin on May 1 in an effort to complete a new \$137,000 4-H Club building for the 1940 Iowa State Fair here, said Secretary A. R. Corey.

Construction was made possible by a special \$35,000 legislative grant, the Legislature previously having granted \$50,000, and \$52,000 will be secured by a WPA grant. Building will be of re-enforced concrete with auditorium-dining room on first floor and dormitory for 750 boys on second floor. It will be 120 by 200 feet.

Secretary Corey announced the board had signed a contract for Rubin & Cherry Exposition on the midway. The secretary has been named a director of the American Trotting Association to complete the term of the late C. E. Cameron, Alta, Ia.

California Orange Show's Gate Larger Than in 1939

SAN BERNARDINO, Calif., March 30.—Attendance greater than that of last year was recorded by successful 30th annual National Orange Show here on March 14-24, said Secretary-Manager William G. Starke.

Final day, designated as Patriotic Day, drew a big crowd, with Tom Mix making a guest appearance. Stage shows were changed daily.



"SOMEWHERE IN ENGLAND" is Fred H. Phillips, private with the Canadian Active Service Force. Phillips, free-lance writer of circus articles, is press representative of the Frederickton (N. B.) Exhibition. Photograph by Basil, London.

Badgers Schedule 4 Regional Meets

BEAVER DAM, Wis., March 30.—Four regional meetings of Wisconsin Association of Fairs have been announced by Association Secretary J. F. Malone, secretary of Dodge County Fair here. They will be in Plymouth, April 4; Richland Center, April 11; Chippewa Falls, April 24, and Wausau, April 25.

Speakers scheduled in Plymouth are Mayor H. J. Rooney; President Homer Melvin, Sheboygan County Fair; A. W. Kalbus, Wisconsin State Fair, Milwaukee; Secretary Malone; Secretary of State Fred Zimmerman; Taylor G. Brown, Oshkosh; John T. Omernik, Antigo; R. B. Pallett, extension supervisor; E. E. Skaliskey, Slinger; George W. Kiel, Manitowoc.

In "Town Hall of Wisconsin Fairdom" Julius Cahn, Luxemburg, will be mediator; William Klaus, De Pere; John Kaiser, Port Washington, and William Eldridge, Plymouth, experts. Slogan is, "No questions barred—stump the experts and win a prize." There will be a noon dinner in city hall.

Three To Resume in Ohio

BELLEFONTAINE, O., March 30.—Mrs. Don A. Detrick, executive secretary of Ohio Fair Managers' Association, from her offices here declared 1940 will see a banner season for Buckeye State fairs. Annuals will be held in Gallipolis, Gallia County; Kenton, Hardin County, and Logan, Hocking County, where operations have been suspended for a number of years.

Mich. State May Annex Auto Show; Budget To Be Cut

DETROIT, March 30.—Detroit Automobile Show may be held at Michigan State Fair hereafter, according to proposals made this week by the show management. Plan calls for expansion of the heating system, now covering the Coliseum and cattle exhibit structure, to include two more larger buildings, making it possible to house the show which has been held for a number of years in Convention Hall.

An economy budget was discussed by the board of managers at a meeting in Lansing, with proposed reduction of \$15,766 in expenses from last year's total of \$315,000. Name bands came in for the heaviest slash, from \$13,000 to \$6,500, with fair's personnel also being cut. Premium list will probably be reduced from \$61,000 to \$50,000.

Additional revenue to enable the fair to operate in the clear, despite absence of State aid this year, is expected from a doubled admission price of 50 cents. Final decision on detailed economy proposals will be made next month after appointment of five new board members by Governor Dickinson to succeed members whose terms expire.

Lull in Signing at GGIE; Officers of CA Take Reins

SAN FRANCISCO, March 30.—Developments in concession and entertainment signing for Golden Gate International Exposition were nil this week. Deal to bring Clyde Beatty here is definitely dead. Bid to Mabel Stark for her wild animal act also fell thru.

Lincoln G. Dickey, general manager for Billy Rose, is expected from New York early next week with plans for the Aquacade and to remain here during the fair.

Affairs of the Concessioners' Association have been placed in hands of the following: E. H. Bose, president; J. A. Harvey Jr., Max Schwartz and E. S. Bender, vice-presidents; J. B. Lane, secretary-treasurer, and Directors George A. Wahlgreen, George Jue, C. L. Cameron, F. M. McFalls, Dr. F. W. Callison and Herman Zapf. Headquarters are in the Pacific Building.

France Signs for Rome in '42

PARIS, March 23.—Official announcement has been made that France will participate in Italy's World Fair, Rome, 1942. Erection of two buildings is contemplated, one on 48,000 square feet, other occupying 100,000 feet.

VERSAILLES, Mo.—Third annual Morgan County Fair here will be sponsored by the Lions' Club with co-operation of county business men. Alvin Bauer, chairman of the fair board, will be director in charge.

Stumped

SPRINGFIELD, O., March 30.—Here's an order that Bob Shaw, general manager of Gus Sun Booking Agency here, has not yet figured out how he can fill. He received a letter reading, in part: "I read your advertisement in *The Billboard*, and please let me know your price on used rodeos."

Acts, Exhibs Budget Hypoed For Blackfoot

BLACKFOOT, Ida., March 30.—Performers and exhibitors will be main beneficiaries of a hypoed budget for the 1940 Eastern Idaho State Fair here, said Secretary-Manager Eric Sundquist. Appropriation has been boosted from \$8,874 in 1939 to \$12,000 and premium fund is \$8,000 as against \$6,676 last year. Reason for spreading these items is to meet a public demand for high-class entertainment and to draw big-time breeders and growers.

"You can't get by with a cheap, makeshift show any longer," declared Manager Sundquist. "It is no longer a case of how much your entertainment costs but how good." How near he is to being right is indicated in the fact that the fair has tripled its gate take in the three years he has been managing it. He took over management in 1937, when the annual faced abandonment by the sponsoring counties. Since then it has grown from four-county sponsorship to where 11 counties have a direct interest.

During the past three years about \$45,000 in federal funds has been put in for grounds and building improvements, plus \$21,000 from sponsors. About \$49,000 is still available for continued improvement from the government. In 1937 a \$29,000 grand stand was erected, complete from spacious dressing rooms for performers to a large lounge on the second floor. During 1939 a \$20,000 commercial building was constructed and an administration building is being built at cost of \$30,000. Landscaping is carried on thruout the year. Racing men call the half-mile track one of the fastest in the Northwest.

Fair hit front pages all over the country and was on a national hook-up last year when the Idaho-Maine gubernatorial potato-picking contest was staged. Feature drew about 14,000 and set a new attendance mark, surpassing crowds that jammed the stands when Theodore Roosevelt visited in 1912, and in 1913, when Birdman Hawkins flew the first airplane seen in Idaho. Plans indicate a more elaborate program than in any previous year.

Doyle With Rose at GGIE

SAN FRANCISCO, March 30.—J. E. (Dinty) Doyle, former San Francisco newspaper man and until recently radio editor of *The New York Journal-American*, is to be promotion chief for Billy Rose's Aquacade at Golden Gate International Exposition. Doyle is expected to leave for the Coast today.

New Ala. Plant Is Planned

PRICHARD, Ala., March 30.—Papers incorporating Mobile County Fair and Development Corp., with principal offices here, were filed on March 19. Signed petition bears names of some people who have been identified with previous promotions of a similar nature, including Thomas Cosgrove, racing enthusiast, and Mort L. Bixler, an organizer of Gulf Coast Fair in 1914. Option on 125 acres between Prichard and Whistler has been obtained and it is hoped that by next year racing capital will have been interested in construction of a plant. Negotiations are under way with a carnival for staging an event in the fall.

MAFA Meet in Northampton

NORTHAMPTON, Mass., March 30.—Annual spring meeting of Massachusetts Agricultural Fairs Association will be held in the Hotel Northampton here on April 24. About 100 delegates are expected. Decision to meet here came with evidence that much fair interest exists in this section and a well-attended convention is probable.



WITH AN INCREASED BUDGET for acts and premiums, Eric Sundquist, secretary-manager of Eastern Idaho State Fair, Blackfoot, and his secretary, Mrs. Louella Murdock, are preparing for the 1940 annual, set to be biggest in history of the fair. Temporary office quarters are now in the Commercial Building on the grounds, constructed in 1939 at a cost of \$20,000.

WATCH FOR...

"QUICK, WATSON—
THE NEEDLE"

By Sally Dickson

in the

SPRING NUMBER
THE BILLBOARD

DATED APRIL 13

'40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, March 30.—A number of cases of rabies having caused a quarantine, the Bender Pet Animal Show has been canceled and Bender probably will reinstall the Jolly Roger restaurant which he operated last year. Clif Wilson, who has contracted his Monster show, will feature a mother and 40 baby pythons and an unnamed giant bird from the antipodes. Contracts are being prepared for Fred Salih's Television City location, the choice spot again to be operated by the Salih company with Marco Polo restaurant and bar, Elysium show, Philippine restaurant and bar, Salih's Sand Diviners and a number of new attractions. George Haley hanging a gigantic neon sign afront of his Ronda Voo restaurant. Leo Singer, of midget note, seeking a location for a collection of chimpanzees, all of Hollywood note. Tony Trimp will again have his candy floss machines in Playland. Sid Wolfe, whose contracts are in preparation, is operating a Sportland in a prime location on Market street. Al Mulligan will not be associated with him this year. Andy Hynes, Monkey Speedway operator, wintered his simians on one of the main highways leading into Hayward and they have furnished a lot of entertainment for passing motorists. J. E. Godcharles has again been assigned by the auditing department to look after the exposition's end of the Vollman enterprises. National Garden Show, booked by Ray Maxwell, will be in the old Homes and Garden section and will comprise 21 departments.

One of the largest sea cows ever captured in Florida waters may be a Gay-way attraction. Only hitch may be in securing necessary fodder. Water hyacinths are being experimented with as food and if they prove satisfactory the deal will be closed. Gaedner Cobb, manager of General Motors exhibit in New York in '39, who has been assigned to direct the GM exhibit here, will arrive on April 1, accompanied by George Wittbold, who has been building the company exhibits for 10 years. The 100-acre parking lot will be resurfaced. While the '39 job was perfect, it was only intended to last one season. Levi Strauss mannikin exhibit will again be in Vacationland.

Max Schwartz closed contracts for a modern ballroom in space formerly occupied by the Candid Camera Studio. High-class orks will be used. No hard liquor will be sold, only soft drinks. An arrangement is being made with the special events department to have characteristic dancing on national days. Major Keatinge, in charge of special events, is having a great eight-section (See GOLDEN GATE EXPO on page 38)

WANT CARNIVAL
FOR
Little Egypt's Biggest Fairs
McLEANSBORO FAIR, JULY 2-5, AND
SHAWNEETOWN, ILL., FAIR, SEPT. 17-20
H. MEAD, Secy.
McLeansboro Illinois



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Fastest Growing Organization in Show Business.
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(Hospitalization and Cemetery Fund)
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Fair Elections

LIBERAL, Kan.—Texas County Free Fair Board elected Paul Wright, president; C. P. Mann, vice-president; W. W. Kennedy, secretary; Glen Teel, treasurer.

FRANKLIN, La.—Frank Martin was re-elected president of St. Mary Parish Fair Association. Others named were John R. Luke, vice-president; Grace Barras, secretary-treasurer.

JACKSONVILLE, Tex. — East Texas Live-Stock Exposition elected W. C. Albritton, president; R. R. Childs, vice-president; Leon Davenport, treasurer; Zack Taylor, manager.

CARNDUFF, Sask.—A. E. Coon was re-elected president and J. F. Turnbull secretary-treasurer of Carnduff Agricultural Society.

ASHLAND, Kan. — Stockholders of Clark County Fair Association set dates for a 1940 fair here and elected these directors: C. C. McFarland, M. G. Stevenson, Frank Crouch, Bentley Randall, E. R. Broadie, Harry Christman, George Pike, Charles Daily, Clody Valentine, Alvin Mull, W. C. Ray, W. W. Taylor, I. J. Klinger, Barth Gabbert.

Hankinson Staff Unlimbers For Eastern Racing Season

ORANGE CITY, Fla., March 30.—Ralph A. Hankinson, president of Hankinson Speedways, said here that the Eastern AAA championship auto-racing season will open in Reading, Pa., on April 21, the 17th consecutive year the vet promoter has selected Reading as Eastern opening stand. It will be the 38th sanctioned auto race staged by the organization over Reading Fairgrounds half-mile oval.

Bill Breitenstein, director of publicity and radio for Hankinson for 21 years, recovering in Veterans' Hospital, Bay Pines, Fla., from a broken leg, will join on crutches to the Reading opener, to be assisted by Bill Dughi, Robert Taylor and Bert Adams. George Kinum, Albany, N. Y., with Hankinson nine years, will report at Reading on April 1 in charge of special exploitation and program. Jake Marks, with Hankinson 20 years, has arrived in the Reading area with a billposting crew and plenty of yellow and black specially designed auto-racing paper. Marks, as usual, will also have charge of all concessions during the season. Charles S. Williams, secretary for seven years, and Hankinson will leave here on April 1 for Reading. Headquarters will be in the Daniel Eoone Hotel.

Entry blanks have been forwarded to such pilots as Ted Horn, Tony Willman, Everett Saylor, Bobby Sall, Mark Light, Lee Wallard and Joie Chitwood. Sam Nunis, formerly with Hankinson, has been assigned to the opener as special sports narrator. In addition to the seating of 10,000, an auxiliary bleacher accommodating 5,000 will be erected. In 1939 nearly 200 newspaper men were present. Opening of the mile course, Langhorne Speedway, owned by the Hankinson group on Lincoln highway between Trenton and Philadelphia, is set for May 12.

Films Plug Texas State

NEW YORK, March 30.—Two motion pictures as propaganda for Texas State Fair, Dallas, were previewed on March 21 in projection room of Radio City Music Hall before press, photogs, Longhorns resident locally and others. One, a 17-minute technicolor, is labeled *Fairest of the Fairs*. Other, *Cavalcade of Texas*, is a 50-minute travelog. Subjects were taken to mammoth theater of Archives Building, Washington, D. C., for another showing before political lights. Harry L. Seay, State Fair head, is along, assisted by W. H. Kittrell, of special committee.

BUDDY LUMAR and his All American Death Dodgers will again be handled by Jimmy Daley Attractions in 1940, reported Robert Goulden, press representative. Two new women drivers, Gail Spencer and Karen Parker, will work with Betty King. Several new stunts have been developed. Lumar recently returned to New York after a three-month stay in Florida. Other members will be Doc McGowan, trainer; Lee Richards, maintenance; Jack Renfro, Bobby Walker, Johnnie (Crash) Rogers, Eddie Stevens and Johnnie Woods, drivers.

Concessionaires, Attention!

Michael Todd Attractions

at the N. Y. World's Fair this summer will offer the biggest entertainment value and play to the greatest number of people.

HERE THEY ARE!

OLD NEW ORLEANS

The largest village at the Fair . . . Three separate and distinct musical spectacles with a cast of 300 . . . Staged under the personal direction of Hassard Short.

DANCING CAMPUS

World's largest dance floor in a novel setting. Name Bands . . . Dance Exhibitions . . . Prizes . . . Instruction . . . Stars and Shows Continuous Entertainment.

HALL OF MUSIC

again presenting Broadway hits.

OP'RY HOUSE

mellerdrama and music with beer and pretzels.

WHAT HAVE YOU?

WANT SPACE?

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MICHAEL TODD'S WORLD'S FAIR ATTRACTIONS

RKO Building, N. Y. C.

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GARDEN OF RIDES ON THE GAYWAY SAN FRANCISCO WORLD'S FAIR

Have space available for a Whip, Caterpillar, Hey-Dey, Lindy Loop, Rocket or Bank of Ferris Wheel, or any other Rides in suitable condition for a World's Fair Amusement Zone.

E. MOLINEUX, 333 Montgomery St., San Francisco, Calif.

Fair Grounds

CARNDUFF, Sask.—Carnduff Agricultural Society decided to hold a 1940 fair because of improved conditions. Fair was discontinued several years ago because of lack of funds and poor condition of stock.

DAYTON, O.—Directors have decided to hold the two-day 1940 fifth annual convention and banquet of American Auto Racing Fraternity and Associates here on April 12 and 13 instead of in Indianapolis, scheduled meeting place, reported Norman Witte, secretary, Central States Racing Association. Membership is 1,211. CSRA events were held in 24 States in 1939, 149 race dates of speedway and midgets having been presented.

ZANESVILLE, O.—M. R. Sandles, State director of junior fairs, has advised Muskingum County Agricultural Society here that the board of county commissioners will be violating the law unless it assists in financing cost of annual Muskingum County Fair. Sandles, conferring with Fair Secretary Leslie Wilson, said the commissioners should take steps immediately to liquidate a debt of \$2,000 owed the agricultural society since last year. Wilson said the money was needed to pay premiums to boys and girls who won prizes. State law, Wilson said, requires the county to assist in financing the fair.

ALBUQUERQUE, N. M.—New Mexico State Fair's total liabilities are \$2,611 greater than a year ago but capital improvements, mainly construction, showed a gain of about \$55,000, Frank Shufflebarger, chairman of the fair commission, reported. Leon H. Harms is fair manager. Debts total \$16,753 as compared with \$14,412 after books were closed in 1938. Assets total \$494,519 as compared with \$439,258 for the previous period. Operating deficit of \$4,059 reported. (See FAIR GROUNDS on page 38)

Now Booking 1940 Dates
Write for complete details and illustrated circular describing this sensational grandstand attraction.
PERMANENT ADDRESS: **Selden THE STRATOSPHERE MAN**
CINCINNATI, OHIO
World's Highest Aerial Act!

Montpelier, Ind.
FREE STREET FAIR
AUGUST 20 TO 24, 1940
WE NEED
Eat Stands, Pineapple Whip, Digger, Shows, African Dip and Other Concessions.
CLYDE A. NEFF, Montpelier, Ind.

EDNA ACKER, America's Foremost Indian Expert and Her Original
CONGRESS OF AMERICAN INDIANS
GREATEST FREE ATTRACTION TODAY.
Wire or Write for Open Dates to Managers, SYPHER & LEVY, Evans Building, Washington, D. C.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

War's Upsets Whet Interest In Risk Program of NAAPPB

CHICAGO, March 30.—Public liability insurance campaign for the 1940 operating season is in full swing and questionnaires are pouring in from all over the country to executive offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, here. Secretary Hodge said stress is being laid on economical features of the plan and on the unsurpassed inspection and claim service which has been given during the past four years by the Associated Indemnity Corp. of California.

"In these times of uncertainty, when pennies count, the matter of cost of public liability insurance is of tremendous importance but not of any more importance than the quality of inspection and claim service rendered, since if the carrier is honest and really bases these rates on costs, inspection of risks and adjustment of claims is a great factor because it is such a vital item in arriving at actual costs," he said.

Committee Has Voice

"Heretofore members of the industry have had no voice in determining costs of their coverage nor in setting equitable experience credits. Under the association's plan, the able special public liability insurance committee, N. S. Alexander, chairman; L. B. Schloss, vice-chairman; Richard F. Lusse and H. P. Schmeck, actually goes over the records pertaining to all risks carried and has a voice in credits allowed these risks, based on their records of operation under the plan.

"The war has complicated liability insurance coverage for some operators who in the past, for the sake of economy, have sought protection under foreign carriers. Action of the British government in requiring that all American securities held by its citizens in this country be deposited in designated financial institutions at a time when such securities are very much depreciated in prices, has imposed probable heavy losses on a number of British citizens, many of whom are the financial backers of foreign carriers. Then, too, the funds deposited in this country by British carriers as evidence of their ability to pay American claims are subject to recall or confiscation at discretion of the British government. This situation has led many operators to recognize the instability of the foreign insurance market at this time and as a result it is expected (See NAAPPB RISK PLAN on page 38)

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Coney's Luna in New Hands; Sheen In Deal as Head

NEW YORK, March 30.—A company known as Luna Holding Corp., with Milton Sheen at its head, is about set to take over leaseholdship of Luna Park, Coney Island. Altho an announcement from Sheen's publicity office on Wednesday stated that formal papers had been signed with the owners, Prudence Bonds Corp., the next day an attache in his own office in Brooklyn said that Sheen would not make any further comment until Monday. It was learned that documents giving Sheen the lease are about ready to be ratified with no obstacles anticipated.

Last year the park was operated on a skeletonized layout plan by the Meinch-Burgess-Pinto combination of Coney business men. Sheen is an attorney whose first park connection, 1935, was with Golden City Park, Canarsie section of Brooklyn, in which enterprise he succeeded Rosenthal Bros., ops of Palisades (N. J.) Amusement Park. Golden City made way last year for construction of part of a city road.

Details of policy are unavailable, but indicated are name bands for ballroom, sports activities, swim contests, a combination ticket and a gate admission which may apply toward a ride or other attraction.

Haynes Again at Hyland

GRAND HAVEN, Mich., March 30.—Hyland Gardens here will be under management of R. W. (Hustling) Haynes this season. He returns after a two-year absence because of ill health. The Gardens had one of its best periods in 1937 under his management, and he sees bright prospects for this summer. He reports innovations will include weekly free acts and use of name bands.

SPRINGFIELD, Mass. — Billy Mosher, known as the "Clambake King of New England," will officiate at opening of the clambake season in new Riverside Amusement Park, said Owner-Manager Edward J. Carroll. Clambake grounds in the park will be reconditioned and new buildings and equipment added for outings. Bookings have already been made for early summer.

New Meyers Lake Midway Sites For Spots in Path of Blaze in 1939

CANTON, O., March 30. — Halted by cold weather, construction on the new midway in Meyers Lake Park here has been resumed, said George Sinclair, head of the park company. Crews are building concession stands and a building for a Merry-Go-Round to replace that razed by fire a year ago. A three-abreast purchased from a defunct park near Albany, N. Y., will be rebuilt in a round building in center of the park.

Moving of bathhouse to a new site in center of the park and enlargement of the beach was completed last fall and only finishing touches remain. Under the new set-up picnic tables will be spotted on the bathhouse roof overlooking the beach. Construction on a new open-air dansant on former site of the Hofbrau probably will be completed in time for opening late in May. A name



NOTABLE in the amusement industry for his development of profitable winter park activities, John J. Carlin, owner of Carlin's Park, Baltimore, sees his hockey team, the Orioles, champions of the Eastern Amateur Hockey Association. His all-year-round business started with conversion of his dance hall into an ice-skating arena. The property has been developed to its present success thru depression years.

Neptune Devices Go Under Hammer

SAN FRANCISCO, March 30.—Neptune Beach Amusement Park, Alameda, went under the hammer last week. It was opened in 1914. A real estate firm holds an option to buy the 125 acres for property development.

Much of the equipment on the 1915 exposition's fun zone after the fair closed was taken to Neptune and set up. Assortment included a \$35,000 Merry-Go-Round which was sold to George Whitney of Playland-at-the-Beach for \$1,500. An electric miniature railway with six cars brought \$325, a Ferris Wheel went for \$275, a kiddie motorboat ride with six cars was handed over for \$50 and a like sum was realized on the Baby Whoopee, Roller Coaster.

Park opened for a time last year but patronage was off. Before it was opened as Neptune Beach in 1914 it was known as Croll's Gardens and managed by J. G. Croll. It opened in 1881. Park was reported sold in February to Abraham (See NEPTUNE IS SOLD on page 38)

Midge Racing for Chippewa

MEDINA, O., March 30.—Annual track license for operation of Central States Racing Association championship midget auto races in Chippewa Lake Park here was granted to Motor Racing Corp. here by the contest board office of the national governing body, Dayton, O., reported CSRA Secretary Norman Witte. After ground breaking for the banked fifth-mile course, the park will operate on a once-a-week basis as part of a circuit in this vicinity. Last season midget races were introduced in Dorney Park, Allentown, Pa.

Easter in AC Draws 400,000; Good on Shore

ATLANTIC CITY, March 30.—Despite chill blasts, the 64th annual Easter Sunday Boardwalk parade of fashion attracted 400,000 visitors to help usher in the spring season. In addition to being the earliest Easter in 27 years, it was also the coldest in 17 years, but the thousands soon found warm spots in amusement piers, hotels, restaurants, night clubs and theaters. It was estimated that at least 100,000 arrived on Saturday, March 23.

Chief amusement centers were Hamid's Million-Dollar Pier and Steel Pier. Hamid's chief attraction was Paul Whiteman and his orchestra and show with a special attraction in Lee Powell, original motion picture Lone Ranger. Other features included Baby and Princess Yvonne, psychic wonders; Phillips' Easter Revue, kiddies' act; Reg Kehoe and his Marimba Maids and on Saturday the music of Eddy Morgan and a South American revue. Pier's giant Funhouse of rides and slides was in operation.

Kay Kyser headlined at Steel Pier, alternating in Marine Ballroom with Alex Bartha's Band. In the Casino a vaude show included Four Mills Brothers, Five Juggling Jewels, Five Maxellos; Lowe, Hite and Stanley and Harry Savoy. Feature pictures were shown in Music Hall and Ocean Hall. Rides at Funland were in operation.

Boardwalk hotels and night clubs, all reporting good business, presented special attractions. Columbia and Mutual broadcasting systems aired nationally the doings at Steel Pier and parade of finery on the Boardwalk. World premiere of Rebecca was staged at the Apollo Theater.

VENTNOR, N. J., March 30.—Easter Sunday visitors proceeding down Atlantic City Boardwalk to this sister resort were treated to a dual feature when orchid corsages were awarded to the most modishly attired and in the afternoon an orchestral concert in the auditorium of Municipal Pier arranged by E. Lynas Wood, pier chairman, by Oreste Vessella's Orchestra of 20 instrumentalists with Alice Burch, lyric soprano. Despite weather, the day was comparable to last year's Easter parade.

OCEAN CITY, N. J., March 30.—Main attraction for Easter Sunday visitors was an orchestral program in main auditorium (See EASTER AT AC on page 38)

Steck at Woodside Again

PHILADELPHIA, March 30.—Amateur nights will again be featured in Woodside Park, which starts spring week-end operations late in April. Arrangements have been completed with Jack Steck, show producer at WFIL and many summers identified with Woodside Park shows, to handle the weekly presentations, starting on May 2.

SF Playland Has 500,000

SAN FRANCISCO, March 30.—Easter school vacation and good weather gave Playland-at-the-Beach here a break in crowds for Safeway Stores Week, March 18-23, drawing an estimated 500,000. New section was opened and several rides were free to kids. Nearly \$20,000 is reported to have been spent on improvements.

WATCH FOR . . .

How \$148,000 Was Saved in Insurance Premiums

By John Logan Campbell

in the

Spring Number
The Billboard

DATED APRIL 13

WATCH FOR . . .

Cross-Section of Park Operations . . .
A Symposium

in the

Spring Number
The Billboard

DATED APRIL 13

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Lobby Displays

Pool operators, except a few, seem to completely ignore the value of display material at their estabs. This is more true of outdoor tanks. Indoor managers apparently realize importance of dressing up their lobbies or balconies. But most open-air natatoriums exist with bare lobbies and fronts, save a signature sign out front. This department has repeatedly screamed that pool men should follow in the footsteps of theater operators. Never, no matter how small a theater is, does one find an empty lobby. Any theater man will say that it's very bad policy to have bare walls leading to the entrance. If it's poor operation for theaters, it most certainly is the same for pools.

Lobbies and aquadrome balconies lend themselves to advertising displays. What better place is there to tell patrons about coming events or regular attractions than in the lobby? Too many pool men think that all they have to do is to hang up any old sign announcing admission rates and their lobby is complete. What about cut-out figures, animated signs and 60-by-40 blow-ups? Don't you think all those should be used in your pool lobby?

Naturally, tanks in densely populated areas should play up their lobbies and fronts on an even bigger scale than those in outlying districts. Many a front display or lobby sign has been the cause of enticing biz. Pools so situated that they can't draw them off the streets thru signs and the like should still employ display material in their lobbies. Besides actually selling a place, it dresses up the estab at a spot where it is most needed, around the cashier's window.

When a lobby is bare and empty it makes for a gloomy atmosphere. Swimmers who pass thru can't help but think that nothing seems to be going on at such a tank. And no matter how full of life and colorful the rest of a plant is, if the lobby and front are bare it makes for a bad effect.

Anent Season Lockers

Art French, boss of his father-in-law's Manhattan and Brighton beaches, Coney Island, N. Y., has always been a leader in attracting season locker biz. Each year around this time Joe Day's two mammoth beach enterprises make a concentrated play for that type of patronage and each year the two top all others in number of season bathers. This season both are attempting something entirely different and the plan bears watching on the part of every beach operator in the country.

French said that about 10 days ago he dispatched 1,000 college boys and girls to cover as many apartment houses in Brooklyn as possible, selling season lockers thru direct door-to-door canvassing. Youngsters work on commission and at press time Art reported that results so far were entirely satisfactory.

New project has a twofold purpose. Each of the 1,000 solicitors is making a survey as he or she makes personal calls. French is determined to find out exactly what type of beach entertainment his swimmers and prospective patrons desire and he hopes to find out in this manner. Secondly, he feels that season lockers can be sold best thru personal contacts instead of thru direct mail or by phone.

In line with the new set-up Manhattan and Brighton are offering a new price arrangement. Twenty-five bucks per person for the season remains as of yore except that this year they're permitting the public to go on a "pay-as-you-play" plan. Bathhouse rentals can be obtained for \$2.75 down; \$2.75 to be paid on May 18; \$5.50 each on June 1, 15, 29 and July 13. An attractive circular breaks down the plan and illustrates that one can swim and partake of the 40 more extra attractions that both beaches have all for 20 cents a day. If plan goes thru as expected, both beaches may ignore transient swimming and concentrate on season swimmers.

Another New Policy

Park Central indoor tank, New York, has announced that for the first time patrons can swim in their own bathing suits. Up to now about every inclosed natatorium in the country has had a policy making it compulsory for swimmers to use pool suits. This column has discussed this all-important subject and it has been pointed out that

many absolutely refuse to swim indoors because they object to swimming in a "house suit." Park Central management feels it will entice a great deal of this lost biz. Park Central tank got a mess of publicity last week when Billy Rose staged his swim tryouts there. Martin Stern conducted his annual beauty contest to select the Swim-for-Health-Week girl at the tank, with another fistful of news pictures resulting.

American Recreational Equipment Association

By R. S. UZZELL

John J. Carlin, Carlin's Park, Baltimore, has scored a triumph again. This time it's outstanding. His hockey team, the Orioles, won the championship of the Eastern Amateur Hockey Association which carries the right to play Detroit for the United States championship. This man and his team have worked their way to victory. The Eastern league embraces Washington Senators, New York Rovers, Atlantic City Sea Gulls, Riverdale (N. J.) Skeeters and Carlin's team.

He has been 10 years on the upward climb to the pinnacle. He began at scratch to learn the game and how to build a winning team. He goes to Canada each year to personally try out players and strengthen his team. It is estimated that about 50 league exhibition and play-off games are staged in Carlin's Park annually before a total patronage of 100,000.

No Winter Idleness

He came into the park business from real estate and soon learned that his costly amusement park was idle over half of the year. Converting his dance hall into an ice-skating arena was his first successful effort to combat winter inaction. He did this several years with the attendant cost of reconversion to dancing each spring until he had so thoroughly established ice skating and hockey in his park that he keeps the ice arena intact thruout the year. A much larger arena was built by him to accommodate dancing, roller skating, wrestling and boxing, which runs summer and winter.

His courage produced an artificial swimming pool for summer use, the waters of which are used in winter to cool the ice-producing plant for ice skating. While most men were despairing or marking time, John J. has produced the three remarkable properties in his park on his own account and has them paid out in full, with no partners and no stockholders. Hard work and determination do and can make an amusement park profitable in winter. And could he have had worse times for this accomplishment? Now if he could add the flowers as Elitch Gardens has done and Elitch Gardens could add his winter sports and hockey, what plants they would be.

A fire in December destroyed the large dance hall in Gwynn Oak Park, Baltimore. Fortunately it was insured and will be rebuilt. Work has started and completion is assured for spring opening.

Arch Clair Active

Arch Clair is making things happen out at Bay Shore, Baltimore. A Coaster and Skooter building are new major attractions. Park managers are not usually on the job on Sunday at this season, so a personal interview with Price & Whittle and Arch Clair did not happen.

Herbert Stine, who has operated at Gwynn Oak and at Bay Shore, now confines his activities to Tolchester Beach, across Chesapeake Bay on the Eastern shore. He was enjoying a Sunday rest at home until disturbed by your scribe. He has been in the business most of his life and is the same square shooter that his father was. He is still loyal to the business and expects to continue.

The colored park has folded and is only a memory. It followed in Baltimore the usual experience of exclusive colored parks, came in with a flourish, ended in a crash. The usual unrestrained enthusiasm cooled into complete despair. Coaster, dance hall and Merry-Go-Round building each gave little salvage, while all the other rides departed.

Old Riverview, once Baltimore's foremost park, is only a memory. The realty values became too great for the park to carry on with Carlin competition.

Hollywood Park was a thoro demonstration that when they run tough they do not last. The salvage was very small. Run them cleanly or not at all.

Spillman Rushing Orders; Rides for Early Delivery

NORTH TONAWANDA, N. Y., March 30.—George H. Cramer, president of Spillman Engineering Corp. here, reports that orders for new rides that started coming in last October have kept a steady pace. While some orders for Silver Streaks are from showmen who could not get deliveries last year, due to rushed conditions at the plant, enough new orders have come in to make the backlog of last year look small, it is said. Delivery dates have been advanced to meet an unusual demand for Silver Streak and New Aerial Joyride. Production rate has been increased thru a new co-ordinated departmental arrangement. Unfilled orders are about 65 per cent ahead of last year's schedule.

Rides are marked for early delivery to Charles Lake, Crescent Park, Riverside, R. I.; Harry Mamsch; W. C. Kaus, Kaus Exposition Shows; Steeplechase Park; Art B. Thomas, Art B. Thomas Shows; F. E. Gooding, Gooding Amusement Co.; R. C. Lee, Lee Attractions; Wenona Beach, Bay City, Mich.; Coney Island; World of Mirth Shows and Revere Beach, Mass.

General Manager Floyd E. Gooding, Gooding Greater Shows, has purchased a new special super-streamlined Caterpillar ride, to be delivered about May 1.

Pop Corn Firm Moves

ST. LOUIS, March 30.—The Prunty Seed and Grain Co., pioneer pop-corn specialist, has moved into its newly remodeled building at 620 North Second street. The building comprises five stories and a basement, having 65,000 square feet of floor space with ample loading facilities.

Possessing the proper warehouse facilities for storing, curing and shelling pop corn, this 66-year-old firm has specialized in pop corn and pop-corn supplies for many years, serving the trade not only in this but also foreign countries.

The move was caused by the United States government taking over the property of the Prunty company, which was included in 40 city blocks to be razed and used as a river park called Jefferson Park Memorial. The new location is in one of the first blocks bordering the proposed park, which will be between the Eads and Municipal bridges.

Pontchartrain Zephyr Open; Batt To Continue Free Acts

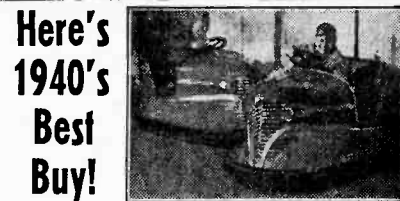
NEW ORLEANS, March 30.—With full opening set for May 4, Zephyr Coaster at Pontchartrain Beach started weekly pre-season operations last Sunday.

Manager Harry J. Batt has greatly added to facilities over a busy winter season, including installation of new rides, concessions and improvement of grounds and sand beach.

He plans a season of free acts, including return of Bee Kyle for opening two weeks and Four Peerless Campbells two weeks in July.

A. C. 'Walk Policing Is Aim

ATLANTIC CITY, March 30.—A new movement to raise the tone of the Boardwalk is sponsored by a Chamber of Commerce committee headed by Harold W. Faunce. Boardwalk showmen and concessioners, whether chamber members or not, were invited to an organization meeting this week to form a group to



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.
 ORDER NOW to assure Early Spring Delivery.
LUSSE BROS., INC.
 2809 N. Fairhill St., Philadelphia, Pa.
 LUSSE BROS., LTD., Sardinia House, 52 Lincoln's Inn Fields, London, W.C.2, Eng.
 Write for Catalogue and Price Without Obligation.

HAVE PERFECT LOCATION FOR OCTOPUS ROLL-O-PLANE

WIRE
REX D. BILLINGS, Gen. Mgr.
BELMONT PARK, Montreal
 "Canada's Greatest Amusement Area"

New Electric Penny Game

One park reports gross of \$1725 in month of June, 1939. Permanent and portable models. Low cost, immediate delivery. Write today for new 1940 catalog.
KING MFG. CO.
 St. Clair Shores, Mich.

WORLD'S LEADING HEADQUARTERS
PENNY ARCADES
 AND COMPLETE MODERN SPORTLANDS
MIKE MUNVES CORP. 593 10th Ave., NEW YORK

WANT
 Swimmers and Divers for Water Shows this summer. Dates open—June 6-20, July 11-25, August 8-22. State your lowest rate. Write
KARO WHITFIELD
 Piedmont Diving Club, ATLANTA, GEORGIA

RINK FOR LEASE
 At Hyland Gardens, Grand Haven, Mich. Might let Dance Hall to hustler. McCumsey, write. Want few Arcade Machines, Arkansas Kid Ball Game, Monkey and Cage. Also low bid on ten Balloon Ascensions. Write until May 1, R. HAYNES, 2325 Central Ave., Middletown, Ohio.

WANT
FERRIS WHEEL AND KIDDIE RIDE
 Season June to September.
 Address: SECRETARY, Chamber of Commerce, Put-in-Bay, Ohio.

carry out a program now in formulative stage. It is expected principal aim will be to guard against unorthodox merchandising methods. Self-policing of the Boardwalk will be applied to every kind of enterprise.

"LAFFING SAL"
 THE BALLYHOO THAT DRAWS THE CROWDS!
 Life-Size, Humorously-Dressed, Animated Lady!
 —with Speaker, Amplifier and Laughing Records.

FUNNY STUNTS
 FOR DARK RIDES, PRETZELS AND LAFF-IN-DARK.
 Many New Reasonably-Priced Stunts. Animated Heads for Fronts of Buildings.

DONKEY BALL GAME
 IDEAL FOR CARNIVAL OR PARK.
 Portable and Compact. Prices Reduced—Redesigned for 1940.

FUN HOUSES
 THE MAGIC CARPET, TILTED ROOM AND FUNNY STUNTS.
 Compressors, Blowers and Air Valves. Complete Equipment and Plans.
 Several RECONDITIONED CARROUSELS (Portable and Park Types) offered only subject to prior sale.

PHILADELPHIA TOBOGGAN COMPANY 130 East Duval Street, Germantown, Phila., Pa.

Long Island

By ALFRED FRIEDMAN

Disappointment at Long Island play spots last year in relation to expected benefits from the New York World's Fair seems to have left a scar on the amusement contingent, who prefer to anticipate the new season's biz from a normal perspective rather than from an angle of what the World's Fair will bring.

Frank Seidman's \$950,000 bid finally took swanky Lido Beach Club when it appeared he was losing out in his endeavor to purchase the huge shore location. Seidman, New York, New Jersey and Florida operator, will attempt to bring the beach club back to its domain of the boom era. He invested \$200,000 cash with balance payable over a five-year period.

Harbor Inn, Rockaway Park, opens within a short time with an imposing marine motif. Gone: The 50 or more miniature golf courses that once specked Long Island. Weiss's roadside spot in Broad Channel registers its hot dog sales in tons, winter and summer alike.

With the Zoos

MANITOWOC, Wis.—A bear in Lincoln Park Zoo here has given birth to quadruplets, reported Clarence M. White, zoo board member.

PHILADELPHIA.—The girl with her head almost in the hippo's mouth and the man lying on his back under the elephant are just camera fans trying to get trick shots to enter the third annual Photographic Contest sponsored by Philadelphia Zoological Gardens. Zoo again let down the bars until April 15 so that camera enthusiasts can make unusual pictures. All guards and keepers have been instructed to co-operate in every possible way.

CLEVELAND. — Edgar S. Bowerfind, public relations counsel, has been appointed by Mayor Harold H. Burton to head a committee to study Brookside Zoo here and make recommendations for improvement.

NAAPPB RISK PLAN

(Continued from page 36)

that a majority of them will be insured under the NAAPPB plan in the future.

For Small Operators

"It is recognized that inspection and claim service of any carrier are most important and if some carriers have been truthful in their statements of losses sustained year after year on our business, then there apparently is something radically wrong with their inspection and claim service. For the past four years, thru our co-operative plan, operators were enabled to obtain a 10 per cent reduction from manual rates with the same experience credits allowed. In addition, the usual 15 per cent increased cost for contingent liability is waived in all States where permissible. The profit participation indorsement which was attached to all policies up to and including 1939 has now been discontinued at suggestion of the committee, as the members of the committee felt that better results could be obtained by park owners by adjustments of the experience credit allowances to the greatest possible extent each year, thus giving all of them the full advantage of such credits immediately, rather than make it necessary for them to wait a year or more to obtain possible profit participation payments.

"All operators of amusement parks, piers, pools and beaches who have not as yet sent in their questionnaires to the secretary's office, suite 1130, 201 North Wells Building, Chicago, are urged to do so immediately, regardless of size of their operations, and concessioners are just as welcome to operate under the plan as owners of the largest enterprises."

EASTER AT AC

(Continued from page 36)

torium of Music Pier arranged by J. Fred Manne, city musical director, who conducts the summer concert orchestra. Soloists included Karl Bonowitz, organist; Thomas Perkins, tenor, and Jeanette Darby Stokes, soprano.

ASBURY PARK, N. J., March 30.—Officials estimated 30,000 braved chill winds on Easter Sunday to witness the fifth annual Orchid Promenade. A committee headed by Ethel Barrymore Colt, of the theatrical family, selected Virginia Gib-

son, local high-school girl, queen of the promenade. Corsages of orchids were awarded to 99 other women, selected as best dressed.

NEPTUNE IS SOLD

(Continued from page 36)

(Murphy) Hirschberg, local theater man, in a \$500,000 transaction. Previous owner, Albert Ichelson, took as part payment the Alcazar Theater here. Park has been managed by Arthur Strehlow. Sale is reported to have realized \$7,000 for items of furniture, metal works and rides.

FAIR GROUNDS

(Continued from page 35)

sulted this year with receipts of \$31,072 and expenses of \$35,131. The 1938 fair had an income of \$35,454 and expenses of \$31,228. Shufflebarger attributed the deficit to drops in concession fees and attendance and an increased premium list.

JACKSON, Miss.—State Senate unanimously approved appropriation of \$24,000 for premiums at five district live-stock shows in the State, with \$4,000 each and at two smaller shows with \$2,000 each. Bill originally called for \$36,000 but was cut in committee. In the House a limit of \$15,000 is widely favored.

GRANTSBURG, Wis.—A campaign is under way here to save Burnett County Fair grounds and buildings from foreclosure. Encumbrances amounting to about \$9,000 have been reduced nearly half thru agreements by those holding mortgages. Grantsburg fair has been conducted 60 years.

GOLDEN GATE EXPO

(Continued from page 35)

stage constructed on pneumatic-tired wheels, to be moved to any part of the grounds. All or part of the stage can be used as needed. Max Schwartz, the Candid Cameraista, has crews working all of the Northern California territory and, judging by activity of his town factory, the boys are sending in plenty

of negatives. Only large spot now available on the Gayway is Gay Paree building, formerly occupied by Sally Rand.

PREDICTS NICE YEAR

(Continued from page 30)

be a bad year when they can't complete payments as contracted, but they'll do the best they can and invariably truthfully tell me the business conditions that prevent full payments. They may even have a run of two or three years of bad luck, but when they hit pay dirt again they always come thru—and what's more, add orders for new equipment for the next season."

Fellows, known by amusement men from Coast to Coast, turned to circus equipment in 1909. He had toddled about the wagon factory in knee breeches as a youngster and took over active management in 1894.

Maybe it was the boyhood yearning for a circus life that led him to take his factory into the amusement field, but it was unusual business acumen that carried him into the motorized industry a few years later. It was a matter of self-preservation with the automobile, truck and tractor slicing down the horse-drawn wagon trade.

It wasn't until 1930, however, that the Springfield Wagon and Trailer Co. began developing exclusive models for carnivals and motorized circuses. Fellows splurged then, giving flash and extra sturdiness to take care of the demand for such equipment.

Perhaps it is that specialized study of the needs of the outdoor showmen that enabled the Springfield company to seize and hold that type of business. In any event, 50 per cent of the concern's trailer business goes into the carnival and circus field, which means in round figures about \$150,000 annually.

Father Was Horseman

Fellows inherited his love for the tinsel, the crowds and the panoply of outdoor events. His father, founder of the company, was an ardent horseman and the son recalls the days when the elite turned out to the Springfield fair races

in yellow-wheeled traps with thoroughbreds in white harness and in rubber-tired buggies pulled by spirited three-year-olds, the young gallants sporting \$5 and \$10 whips, the glamor girls of the day with long plumes adorning their hats, white lace parasols and matching long-sleeved gloves.

Fellows himself turned to dogs, however, and was known nationwide as a breeder of champion field dogs. One of his prized champions disappeared at a field meet—whether stolen or strayed, he never learned—and he sold his entire kennel. Not because of the value of the dogs but because he was "broken up" by the loss of one he loved. He has been asked innumerable times to serve as a judge at dog shows and field meets, but after officiating a few times he refused further requests. A judge, he found, makes 20 enemies to one satisfied winner.

At 67, his looks belying his age, his mind keenly alive, he still has the courage of a young man. His ambition now is to make the Ozarks Empire District Fair one of the largest in the country. Ideally located in Springfield, the metropolis of the Ozarks, and a vast territory to draw from, Fellows believes that in time it can be made an outstanding four-State event, if not prominent nationally. Founded four years ago, he has been chosen to head the fair board every year.

Familiar Figure on Show Lots

Fellows is a member of the Circus Fans' Association, International Association of Showmen, Showmen's League of America and Heart of America Showmen's Club. He has been a familiar figure on many a show lot and will break away from business several times a year to visit a circus, whether it is 100 miles away or 1,000. He feels free of business worries while he is away because, strangely, a woman is in charge back home. Christine Mason, his secretary, keeps things running smoothly while he is away. And the spot where you are most likely to find Fellows is the marquee, watching the crowds come in, for he has an avid curiosity in people.

Fellows sees little change in circuses or carnivals over the years, just embellished and stepped up to a modern tempo as improvements have stepped up other businesses. New rides have come to the midway and new acts to the circus, but the general idea is the same, he said.

Agricultural Situation

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

EUROPEAN war has not stimulated—it has diminished—the export demand for farm products. United States exports of tobacco and fruits have been greatly reduced—exports of pork and lard are not up to the volume that would flow normally in a year of large production and low prices—export sales of cotton have been good but have declined recently—little wheat is going abroad. Principal effects of the war have been to increase domestic demand for farm products thru increased industrial production in anticipation of war requirements. This has helped to support prices of some farm products and the income of farmers during recent months. The outlook is less propitious now that industrial production has declined. There seems little in the picture now that would justify any expansion in farm production this year in excess of domestic—plus limited export—needs for food and fibers.

DEMAND: DOWNTURN

Changes in conditions affecting the domestic demand for farm products have been adverse since the turn of the year in contrast to the sharp improvement of late 1939. Tho the relapse in industrial activity is regarded as temporary some further decline is expected before the downward trend is reversed. Tendency of changes in consumer income to lag behind and be less pronounced than changes in industrial production, and the effect of weather conditions in restricting current supplies of some farm products have prevented any general reflection of the industrial downturn in farm product prices. However, industrial commodity prices have receded along with the downward slant in industrial production and similar pressure on prices of some farm products may be noticeable before industrial activity again turns upward.

The present downward trend in conditions affecting the domestic demand for farm products is a natural aftermath of the period of feverish industrial activity necessitated in filling the heavy orders booked immediately following the outbreak of war in Europe. A large por-

tion of such orders has now been filled and customers' inventories have thereby become sufficiently large to protect them more adequately against possible major war-time price advances. It is important in viewing future demand prospects to keep in mind that the principal inducement which caused business men to place advance orders last fall—possibility of a major war-inspired commodity price advance—is still in the picture. While this remains true it is probable that inventories will be maintained somewhat above levels which would be considered safe in the absence of war. Abandonment of this policy on any large scale could result in a more pronounced and prolonged decline in industrial production than is now anticipated.

The steel mills have cut schedules rather drastically since December and construction contracts awarded have declined, automobile production and cotton consumption have been of record high proportions. Some readjustment in cotton textiles will be necessary unless new orders appear in better-than-expected volume shortly, but the automobile outlook is more satisfactory.

P. H. BOLLINGER.

INCOME: INCREASE

Cash farm income from marketings and government payments was smaller in January than in December, but considerably larger than in January last year. The increase from a year ago resulted from higher prices of farm products, a larger volume of marketings and increased government conservation and price parity payments. Large quantities of corn were placed under government loan in January and more than 13,000,000 bushels of wheat under loan were redeemed for sale by farmers at prices averaging about 15 cents a bushel above loan values.

February income also was probably larger than in February last year, when prices of farm products were declining. Continuation of farm products prices around current levels would mean larger farm income in the first six months of 1940 compared with the like period of 1939.

Stood the Gaff Alone

By DOC WADDELL

Circus folk and carnivals cannot forget Edward Heinz. To the show world he was humble, lowly Ed Heinz. He was "tops" with the early big circuses. When carnivals flourished he was active with big ones. Finally age forced him to take refuge where he was born—in Keokuk, Ia. Two years ago I met him there—our last hand shake. Down to the last Charley Alderfer, retired circus owner of Keokuk, did what he could for him. He writes: "I felt so sorry for Ed. He lived and died alone—seemingly friendless."

What a commentary is his life and death unto the show world and its votaries! 'Tis a hearse backed up to the door of each one of us. His last breath as it soars back to his Maker apparently echoes into our listening ears: "You need a home for the aged, discarded showmen." Why not make his passing a stepping stone to that love-touched end?

May all share this—truth. May we have the courage, strength and faith to carry on that it may come true. Swift be our feet to convey the glad tidings everywhere. Let love pour in. What a monument would be a trouper's home to the memory of such as Edward Heinz, who died alone, penniless, without a place to call his home!

I knew him thru the long years. He was kind and gentle, and when he had, always heard the cry of want.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Canton Showfolk Planning Frolic

CANTON, O., March 30.—Plans for Canton Showmen's Club's second annual banquet at Swiss Country Club on the Canton-Richville road on April 11 are rapidly nearing completion, Secretary Arthur A. Hill said, here today. Club, which was organized last year by a number of veteran showfolk, held its first banquet last October. Proceeds from the event are to be used to maintain a permanent location for the club.

Mayor Edward S. Folk will be the principal speaker at the banquet and many local citizens are expected to attend since a number of the members are now identified with city and county political organizations, having entered (See FROLIC IN CANTON on page 44)

Wallace Bros. Bow Nets Fair Results

WEST POINT, Miss., March 30.—Chilly weather but fair business marked Wallace Bros.' Shows' opening stand in the ball park here under 40 and 8 Post auspices. Engagement ended last Saturday. A wind and rain storm which hit the midway on opening night tore down two show fronts and, with the lot a sea of mud, opening was delayed until Tuesday night. No serious damage was done by the storm.

Weather was chilly almost every night and patrons were made up mostly of Negroes, who were short of funds. Spon- (See WALLACE BROS. BOW on page 44)

Cold Hurts Attendance At Wolfe Shows' Debut

TOCCOA, Ga., March 30.—Ben Wolfe's Amusement Co. opened its season at a downtown location here last Saturday to cold weather and snow on Sunday and Monday knifed attendance considerably. Business, however, has been fair. Shows played the stand under American Legion Post auspices. All equipment has been repainted and put in first-class condition. Owner Wolfe (See COLD HURTS WOLFE on page 44)

Siebrand Bros. Get Away on Right Side In San Diego Debut

SAN DIEGO, Calif., March 30.—Siebrand Bros.' Shows and Piccadilly Circus inaugurated their 23d annual tour at the foot of Market street here on March 1, with capacity crowds attending every performance. Shows presented plenty of flash and all equipment has been repainted. New banner lines prevail thru-out and the new and well-illuminated 90-foot entrance arch was erected here (See SIEBRAND DEBUT on page 44)

Ward Betters '39 Inaugural by 25%

BATON ROUGE, La., March 30.—Under the most favorable conditions in years, John R. Ward Shows' inaugural eight-day stand here showed a marked improvement over last year's. Ending the engagement on March 23, all departments reported an average business increase of about 25 per cent. Altho weather was partly responsible, major share of the increase resulted from better working conditions, good committee co-operation and a better show, reported Chris M. Smith.

Show-owned light plants now furnish (See BETTER FOR WARD on page 44)

Hilderbrand's United Gets Winner in Ontario, Calif.

ONTARIO, Calif., March 30.—With crowds filling the midway on opening night and doubling the first night's attendance on Saturday and Sunday nights, Hilderbrand's United Shows seven-day stand here, under LLL auspices, and which ended on March 24, resulted in excellent business for all. Members of the motion picture industry, including Binnie Barnes, Preston Foster, Dorothy Lamour, J. Carrol Naish, Jean Parker, Richard Cromwell and Pat McKee, visited during the engagement. Shows' elephants made the front pages (See HILDERBRAND WINS on page 44)

C. S. Poole Exonerated Of Manslaughter Charge

COVINGTON, Ga., March 30.—C. S. Poole, concession agent formerly with L. J. Heth's and other shows, walked from Newton County courthouse a free man last week when a grand jury returned a "no bill" in his case. Poole was arrested and jailed last October after a highway collision in which two Georgians were killed. He and wife, (See POOLE EXONERATED on page 44)

Jessop Signs With Six Show

BUCHANAN, Ga., March 30.—Edward Jessop has signed contracts with J. Harry Six, owner of J. Harry Six Attractions, to become secretary-treasurer of the organization. Jessop is expected in quarters here on April 3 to assume his duties.



PROMINENT WEST COAST showmen, Dr. Ralph E. Smith (left), president of Pacific Coast Showmen's Association, Los Angeles, and Orville N. Crafts, owner of Crafts Enterprises, posed for this photo in front of Jack Joyce's Animal Circus on Crafts 20 Big Shows at 30th annual National Orange Show, San Bernardino, Calif., on PCSA Day, when Orange Show management and Crafts were hosts to members of PCSA and Ladies' Auxiliary.

MSL Folk Prep For Spring Party

MINNEAPOLIS, March 30.—Members of Minnesota Showmen's League this week were mapping plans for the Spring Frolic, which is to be held in the Brunswick Room of the Andrews Hotel here on April 17. Features will include a buffet lunch, dancing and a vaudeville show, under direction of Mrs. Dwight J. Bazinet, who also will be emcee. She's the former June Carroll. George Yahr is in charge of ticket sales.

New club was organized in January (See MSL SPRING PARTY on page 44)

Naylor Press Rep For B. & G. Shows

CHICAGO, March 30.—Announcement was made today by the Amusement Corp. of America that William B. Naylor will handle the publicity department of the Beckmann & Gerety Shows this season. He will leave immediately for quarters in Atlanta.

He has been actively engaged in exploitation and for many years was general press representative for Sells-Floto and Hagenbeck-Wallace circuses. During winter seasons he has handled many internationally famous persons, including Admiral Richard E. Byrd, Cornelia Otis Skinner, Ruth Draper, Julien Bryan, ace cameraman for March of Time, Frank Buck and many others.

This winter he presented Major James Sawders with his motion picture Friendly Finland Fights under auspices of the Herbert Hoover Finnish relief national committee.

Franks Enlarged Over '39; Clicks At Macon Opener

MACON, Ga., March 30.—Franks Greater Shows, considerably enlarged, chalked a successful opening on the foundry lot here last Saturday. Notable improvements included elaborate displays of neon lighting and several novel show fronts. Organization required about three times the space needed for its closing stand on the same lot last November. New entrance arch caused much (See FRANKS ENLARGED on page 48)

Warrant for Allen Signed

MACON, Ga., March 30.—A warrant for the arrest of H. (Doc) Allen on a charge of larceny after trust has been signed by Manager W. E. (Bill) Franks, Franks Greater Shows, according to the office of detectives, Macon police department.

Goodman Wonder Inks Dean

MILFORD CENTER, O., March 30.—R. B. Dean, on press staff of Cole Bros.' Circus last season, has signed as publicity director with Goodman Wonder Shows, it was learned here this week. Dean said he planned to leave here on April 2 for Memphis and then go to shows Little Rock, Ark., quarters.

Richards Named West P. A.

MONTGOMERY, Ala., March 30.—Roland W. Richards has been named publicity director of West's World's Wonder Shows, in quarters here. He assumed his duties on March 19. Richards, with wife and daughter, came here after spending the winter in Harlingen, Tex., and while en route stopped in San Antonio, Tex., and Shreveport, La., to visit friends on Rubin & Cherry Exposition and Hennies Bros.' Shows.

WATCH FOR . . .

The Law of Independent Contractors

By Leo T. Parker

in the

Spring Number The Billboard

DATED APRIL 13

WATCH FOR . . .

Metals Add to Brilliance of Bright Lights

By Carl C. Struever

in the

Spring Number The Billboard

DATED APRIL 13

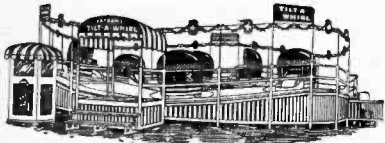


GROUP ATTENDING BANQUET staged by the National Showmen's Association in Atlantic City over Palm Sunday weekend. It was the organization's second annual Spring Fete, highlighted by celebration of birthdays and anniversaries, with Mr. and Mrs. George A. Hamid at place of honor in tribute to them on 25 years of "the venerable state of matrimony."

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Club Activities

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, March 30.—Vice-President Frank R. Conklin returned from a winter vacation on the West Coast in time to preside at the March 28 meeting. With him at the table were Treasurer Fred H. Kressmann, Secretary Joe Streibich and Past Presidents C. R. Fisher and Ernie A. Young. House committee gave real co-operation in getting the rooms in shape. Hotel has been handicapped getting the new furniture ready, but part of it was installed this week. Relief committee reports that Brother Murphy may be taken to a hospital. Billie Ellis entered a hospital upon arrival. Brothers Trelvelick and Blum are still in the hospital and Brothers Al Carsky and Henry Cohen are showing improvement. There was no late news from Jack Lydick, but Tom Rankine is still confined at his home.

Membership committee presented applications of Keith Bacon and Harry A. Kiefer, with credit going to Archie L. Putnam and Past President Ernie A. Young. Spring Party committee handed in its final report, which was accepted and committee was discharged with thanks. Movie Reel Committee is still working and will have pictures of all league departments. Vice - President Conklin gave members a short resume of a pleasant winter on the Coast. Much interest is being manifested in proposed participation in the exhibit space during the December meeting. Dates for the 1940 Banquet and Ball likely will be set during the next two weeks. A chairman will be named when President Frank P. Duffield returns from the East.

J. W. Clelmes visited, as did Brother J. A. Terry. Denny Pugh, in town for a short time, also visited. Bob LeBruno left for St. Louis. Brother W. A. Tratsch visited; and Al Humke, here on a vacation, was a regular caller. Ed Murphy returned from Florida. George Terry left for a Florida vacation. Max Goodman and Sam Gluskin kibitzed with the boys at the rooms during their Chicago stay. Bob Lohmar and Denny Howard are getting ready to leave for the Rubin & Cherry Exposition. Mike Rosen visited briefly. Sunny Bernet and L. S. (Larry) Hogan left on a business trip. Morris Oestreich, of Milwaukee, visited. Orval Harris returned from Detroit.

Ladies' Auxiliary

Club held its regular bi-weekly meeting in the clubrooms in the Sherman Hotel on March 29. Officers present were Mrs. Ida Chase, president; Mrs. Joseph L. Streibich, first vice-president; Mrs. William Carsky, treasurer, and Mrs. Bert Clinton, secretary. Invocation was rendered by Mrs. Al Geiler, chaplain. Some of the members present who have been absent for some time were Mrs. Thomas Rankine, Mrs. Lillian Woods, Mrs. William Carsky, Mrs. Al Geiler, Cora Yeldham, Mrs. Mattie Crosby and Rose Page. Mrs. Geiler thanked members for flowers and cards sent her during her illness. Bessie Simon, relief committee chairman, reported Mrs. Doolan is recovering from a recent operation.

New members present were Mrs. Feligrasse and Mrs. M. O'Shea. Marie Brown will be hostess at the social on April 4 in Sherman Hotel. Mrs. William Carsky will be hostess at the April 18 social. After adjournment all members partook of cake and coffee. Mrs. Henry Belden still is in Florida. Next meeting will be held on April 11.

Michigan Showmen's Association

156 Temple Street, Detroit

DETROIT, March 30.—March 25 meeting was called to order by President Leo Lippa, with Secretary Robbins, Vice-Presidents Pop Baker and Hymie Stone (See Michigan Showmen's on page 54)



NATIONAL SHOWMEN'S ASSOCIATION INC.

Palace Theater Building,
New York.

NEW YORK, March 30.—March 27 meeting was presided over by President Max Linderman. Seated on the dais with him were Treasurer Jack Greenspoon, Dr. Jacob Cohen, Counsel Max Hofmann, Herbert Levens, J. W. (Patty) Conklin and Executive Secretary John Liddy. Dr. Cohen reported that Doc Kelley has left the hospital and Max Friedman is up and around and in pretty good shape. W. J. (Bibs) Malang is in Veterans Hospital.

Additional bingo prize donors are Adolph and Martin J. Schwartz and Patty Conklin and President Max Linderman. Members are invited to attend Memorial Day services on May 30 at Ferncliff Cemetery, at which the principal speaker will be Mrs. Eleanor Roosevelt. Brother Joe McKee is contacting builders for estimates on club's cemetery monument to be erected this summer. Annual Spring Festival Show and Dance, to be held in clubrooms on April 7 for the benefit of Social Fund, is assured of being a huge success. Tickets have been mailed to members in the vicinity of New York and are on sale at the clubrooms.

Patty Conklin, truly a national showman in that he is a member of every showmen's organization from Coast to Coast, made a stirring address on the necessity of close co-operation of members with their elected officers and urged a closer working arrangement between all showmen's organizations. President Max Linderman went on record as saying that NSA can look forward to World of Mirth Shows' biggest year in contributions and memberships and asked for the co-operation of other carnival owners and members in bringing about a banner year.

Meetings in April will be held the second and fourth Wednesdays, April 10 and April 24. Board of Governors will also meet on these dates at 7:30 p.m. prior to the regular meeting, which will start promptly at 8:30 p.m.

Art Lewis writes his show will stage its first jamboree of the season for the benefit of the Cemetery Fund on May 9 at Hawthorne, N. J. All members and friends are extended a cordial invitation to attend. In the event of rain jamboree will be held the following night. Jake Shapiro has again contributed memorandum pads for use in the clubrooms.

Standings in Handicap Pocket Billiard Tournament as of March 28:

Name	W.	L.	P. C.
Matthew Riley.....	3	0	1.000
Al Baker.....	7	1	.875
Harry Rosen.....	5	1	.833
Daddy Simmons.....	11	3	.786
Leonard Traube.....	10	3	.769
Sam Walker.....	3	1	.750
Mack Brooks.....	7	3	.700
Harry Sandler.....	4	2	.666
George Rector.....	5	3	.625
Jack Carr.....	6	6	.500
Sam Miller.....	1	1	.500
Jack Linderman.....	1	1	.500
John Liddy.....	5	6	.455
Neal Carr.....	3	4	.429
Jack Owen.....	2	4	.333
Sam Finkel.....	4	9	.308
Ross Manning.....	1	4	.200
Leo Poorvin.....	1	11	.091
Frank Pisa.....	0	1	.000
Max Linderman.....	0	1	.000
Nate Eagle.....	0	3	.000
Joe Casper.....	0	12	.000

New members: Victor L. Sigler, proposed by Harry Kaplan; Alvin Bisch, Raymond A. Young and Joe Kobish, proposed by Irving Rosenthal; Nick Elliott, proposed by Max Linderman. Birthday congratulations to Robert Shrage, William H. Ritz, April 1; Ray Curtis, Michael Furek, Julian Ross, April 3; Arthur L. Hill, Herman Bantly, Philip De- (See NATIONAL SHOWMEN'S on page 54)



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, March 30.—Attendance at Monday night's meeting dispelled all doubt that the 1940 outdoor season is officially open. When President Ralph Smith called the confab together 111 answered roll call. Other officers present were Vice-Presidents Glacy and Coe and Secretaries Weber and Johnson. John Alexander Pollitt repotted the p.-a. system was once more in working order. Secretary Al Weber read the minutes of last meeting, financial report and bills, all of which were approved. Vice-President Joe Glacy said that hereafter a synopsis of the highlights in each board of governors' meeting would be transmitted. The revival of the practice met with popular approval. Applications of Karl S. Hovey, amusement device manufacturer, and John A. (Capt. Jimmy) Jamison, obtained by Ben Beno, were approved. Bar and buffet report by Brother Moe Levine revealed a total of \$699 and Past President Orville N. Crafts added a case note to make it even money. Moe's management won him a rising vote of thanks.

Chairman Pat Armstrong, sick and relief committee, reported that Leo Haggerty, Harry de Garro and Tom Rogers have recovered and John M. Miller was making satisfactory progress at Glendale Sanitarium. Pat Shanley is doing well at the Elks' Club, while Charlie Guberman will undergo an operation at the Cedars of Lebanon Hospital.

A vote of thanks was tendered Orville N. Crafts for the grand Orange Show party. Crafts responded by inviting the members back next year. Sam Dolman, after a successful stand at the Orange Show, bid members good-by and departed for W. G. Wade Shows at Detroit. Brother Felix Burk came down from San Francisco to renew acquaintances with Irving Larrimore and expressed pleasure with club's present set-up.

Ted Le Fors had as his guest Bob Bernard, of the Showmen's League of America, Chicago, who will visit here for the next few weeks. Capt. Jimmy Jamison, who is here for first time in 18 years, said he was interested in finding out just what was so attractive here and admitted that there was something more than the climate. He and Frank T. (Shorty) Pierce agreed that club has all it takes to make a good organization. Dr. George Boyd asked for help in the selection of a new design for a club button. Brothers Glacy, Le Fors and Hobday were appointed and they got a big hand on a simple but artistic pattern, which will be presented at the next meeting. Ted Le Fors, of the house committee, said the enlarged portrait of club's first president, Brother Sam Haller, had been completed but that a delay in the framing prevented its being hung until next meeting. Brother John R. Ward received the night's award. Vice-President Everette Coe was presented with a good-will banney by Mel Smith. Coe pledged the support of the new organization to the club. Bock beer and lunch were served at adjournment.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., March 30.—Regular weekly meeting was called to order by Second Vice-President Paul Parker and it being Good Friday, prayer was offered by Brother Doc Mather. Minutes of the last meeting were approved and routine business followed. No committees were present to report and meeting adjourned early, after which a luncheon was served by the Ladies' Auxiliary. Whitey Gore, Metropolitan Mat Co., contributed a box of cigars to the club and a valuable gift to the auxiliary. Brother Larry Hogan, Hennies Bros.' Shows, was here on business trip, as was Wayne Hale. Bother Whitey Ivan joined the Al Baysinger Shows, and Scotty Scofield left for Baton Rouge to join Harry Beach. Brother C. G. Buton and wife, who have been visiting here, returned to their home in Independence, Kan. Brother Sam Zimmerman is in on Mel Vaught's State Fair Shows quar-

ters. Brother Roy Marr has recovered from a brief illness.

Brother Frank Capp, Baker-Lockwood Co., left for a fishing trip in Northern Missouri. Brother Roger Haney returned from a Southern trip. Much activity prevails around the clubrooms since many members are preparing to leave for the various shows. Club again calls your attention to the membership pledge given President Harry W. Hennies, that all members would work on the drive during the season. Banquet and Ball Committee is completing plans to advertise the event. Special Events Committee is working in conjunction with the Banquet committee.

Ladies' Auxiliary

When members entered the clubroom on March 22 they found everything set up to play bingo. Jackie Wilcox was caller and prize winners were Ruth Martone, Adean T. Clark, Martha Walters, Ann Carter, Louise McDowell, Myrtle Starling, Mollie Ross, Ruth Ann Levin, Lettie White, Mae Wilson, Georgia Brown, Maud Keel, Helen B. Smith, Margaret Haney, Nellie Weber, Mrs. C. W. Parker, Gertrude Parker, Lola Hart, Blanche Francis, Boots Marr, Pearl Vaught, Elizabeth Yearout and Bird Brainerd.

Hattie Howk then called all to the men's clubroom, where a delicious Easter luncheon had been prepared by the entertainment committee. Food had been paid for by the men, however. Colored

easter eggs were enjoyed by all present and a quart of liquor was donated by George Gore. It went to Sam Benjamin as the night's award. Catherine Boyd is still in the hospital and members sent her a basket of fruit. Helen B. Smith worked at Radio Stars' Food Fair here. Elizabeth Yearout, after a week's stay here, will leave for St. Louis to join Greater Exposition Shows.

**Missouri Show
Women's Club**

ST. LOUIS, March 30.—Since so many showfolks are here, this club and International Association of Showmen held open house on March 21 in Maryland Hotel clubrooms. While the men held a short business session, the women played cards and table prizes went to Viola Blake and Beatrice Giuliani.

At conclusion of business and games a buffet supper was served, with plenty of homemade cakes furnished by the women. Remainder of the night was given over to dancing and visiting. Night's award, a beautiful hand-embroidered linen bridge cloth and napkins, donated by Viola Blake, went to Sam Solomon. Aunt Mary Francis is gradually improving, as are Lora Potter and Jeanette Waters.

**Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show**

By STARR DE BELLE

Pause, Fla.

Week ended March 30, 1940.

Dear Mixer:

Arriving here early Monday morning, Pete Ballyhoo announced to the entire personnel that this was it. Those who did not know what it was soon found out that he was referring to the end of the trail. In the past a vote had always been taken to decide on whether or not to close, but for once the management used its own judgment. During our last engagement the boss sneaked in and rented a spacious winter quarters in Pause. The buildings cover more than six city blocks with a railroad siding long enough to hold all of the 100 cars under roof.

We learned that the building had been

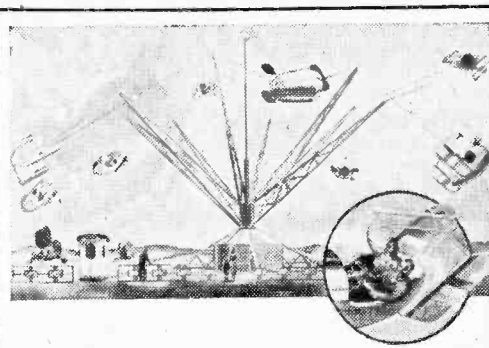
a furniture factory and that thousands of feet of oak timber still lay in the lumber yards in the rear. All of the modern wood-working machinery was still installed, the giant steam boilers were in A-1 condition and the warehouse in the rear was well stocked up with bolts, screws, nails and glue. Chamber of Commerce informed the bosses that they were free to use any or all of the material in the yards or warehouses. This made the spot ideal to winter in.

Notices went up in the cookhouse, informing all our people that the show would remain in the barn only long enough to paint and repair equipment. The notice further stated, "All who closed with the show can consider themselves rehired for the coming season. Make a copy of this notice, which will be considered a contract. During the short layoff period everyone will receive half pay and board." Then another notice went up reading, "Anyone knowing the whereabouts of General Agent Lem Trucklow, wire him at once to return from further bookings, as the show has closed."

By Tuesday night the show equipment was all stored and set for revamping. Wednesday morning our big smokestacks started belching smoke and steam. At 7 a.m. the whistles blew to call our men to work but no one showed up. It was then we learned that a strike had been called. Summoning the general superintendent of construction, the office was informed that our men refused to work on a half-salary basis of \$60 a week, board, tobacco and lodging, if those who didn't do anything received the same half-wage scale. Seeing the foolishness of it all, the bosses quickly placed the working help on a full-time scale of \$120 per week with two days off and a bonus.

By noon every department was humming. "Four wagons a day," was the slogan. A big dipping vat was built to run the wagons thru, doing away with the old-time spraying method. Two carloads of blacksmith iron were delivered on our indoor siding, all of which was heated and bent before the week was over. Ten carloads of electrical effects came in and were soon in the hands of our 46 electricians. The rides were quickly looked over and junked and a new set ordered. The main office of the plant was taken over by our office staff and 30 typists were put to work. A special branch postoffice was installed to take care of the mail. Thus for the first time in carnival history, the wintering of a show came under the head of "industry" and "big business."

P.S.: Due to the work not being turned out fast enough, the bosses have offered the men double time and a half for overtime. MAJOR PRIVILEGE.



AERIAL JOY RIDE

The sensational new Aerial Ride with—Eight Streamlined Aluminum Cars—Three Aluminum Rudders—Steering Wheel Control—Fast Spectacular Action with Protected Cushion Suspension—No Jerks or Snapping of Cars—Cantilever Type Center—Vee Belt Drive—Loads on One 24 Foot Trailer. The Aerial Joy Ride as presented is fully protected by U. S. Patent No. 2,169,403 and the entire resources and reputation of the Spillman Engr. Corp. Any infringements will be vigorously prosecuted. This startling new ride is on display at the Company's Plant in North Tonawanda.

Other Patents Pending.

Portable Stages — Ride-O — Auto Speedway — Carouselles — Light Towers — Aerial Joy Ride — Hi-De-Ho Fun Houses — Dodgem and Skooter Bldgs. — Silver Streak.

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA, N. Y.

World's Largest Builder of Amusement Devices

UNITED STATES TENT
S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
TENTS SPECIFY USTENT SAILMAKER HAND BANNERS
MADE RIGHT, PRICED RIGHT
701 NORTH SANGAMON STREET (Phone: Haymarket 0444) CHICAGO, ILL.

NEW 8-CAR WHIP
This beautiful amusement ride is the pride of the owners. A reliable money maker and permanent attraction. Never before was the Whip so well designed and built, nor offered more thrill.
W. F. MANGELS CO., Coney Island, New York

JAMES E. STRATES SHOWS, INC.
CAN PLACE
On account disappointment, organized Girl Revue. Have beautiful outfit complete for same. Show train leaves Savannah, Ga., April 9.
OPEN BALTIMORE, MD., APRIL 18
Can place Ride Help and capable Showmen. Experienced Arcade Help. Will place Scooter or Auto Speedway and furnish Wagons for same. Have beautiful Wagon Front, Top, Stage and Seats for any new, novel attraction. Will furnish outfit for big Reptile Show.
Can place Concessions with the exception of Cook House, Bingo, Photo, Penny Pitch, Custard, Grab, Ball Games, Lead Gallery, Pop Corn, Basket Ball. What have you?
Free Acts: Zucchini's Cannon Act and Adele Nelson's Elephants.
Address: JAMES E. STRATES, Savannah, Ga., until April 9; then Baltimore, Md.

KEYSTONE MODERN SHOWS
LAST CALL
OPENING MARTINSVILLE, VA., APRIL 13TH, TWO SATURDAYS.
Want Girl Review, Posing Show, Hillbilly and Grind Shows. Will furnish outfits to capable parties. On account of last minute disappointment can place Cookhouse at reasonable rate. Murphy, wire if you are not set. All legitimate Concessions open except Bingo, Rat Game, Palmistry and Pop Corn. Will sell exclusive on Diggers, Custard, Photos and Merchandise Wheels. Have opening for capable Tilt Foreman. Boozees, save your time.
C. A. HARTZBERG, MGR., Tifton, Ga.; after April 6th address Martinsville, Va.

W. C. KAUS SHOWS, INC.
LAST CALL . . . LAST CALL . . .
Want for our Spring opening, playing ten days at Hopewell, Va., April 3. Rides—Octopus, Eight-Car Whip or new-type Tilt-a-Whirl. Shows—Ten-in-One, have complete outfit with beautiful front. Have beautiful Jungle Land Show or Geck or Snake Show, want Talkers or Manager for same. Concessions—All Grind Stores open, Diggers, Arcade, Ball Games or Stock Wheels. Candy Apples or Floss. Sam Applebaum, write E. Cooper. Colored Alto Sax, Trumpet or Trombone Players with instruments their own. Write or wire W. C. KAUS, Hopewell, Va.

COLEMAN BROS.' SHOW
Opening at Middletown, Conn., April 18.
WANT—Shows, new or novelty: Arcade: Talker for Drome. First-class Foreman for Merry-Go-Round; Grind Stores, legit only. No drinking men need apply.
THOS. J. COLEMAN, 508 Main St., Middletown, Conn.

DICK'S PARAMOUNT SHOWS, INC.
CAN PLACE
RIDES: Kiddie Auto Ride.
SHOWS: Monkey Show or Funhouse. Have beautiful paneled front and complete outfit for reliable showman. What have you?
CONCESSIONS: Long or Short Range Shooting Gallery, Photos, Pitch Till You Win, Duck Pond, Balloon Darts, Penny Pitch.
HELP: Ferris Wheel FOREMAN on New No. 5 Ell; also Help on other Rides.
WANTED: Girls for Posing and Musical Revue. Salaries sure.
Opening April 20 Webster, Mass.
DICK GILSDORF, General Manager, Carbars, Warehouse Point, Conn.

CARNIVAL WORKMEN'S COMPENSATION
Sold by
CHARLES A. LENZ
"THE SHOWMAN'S INSURANCE MAN"
A738 Insurance Exchange
CHICAGO

W. S. CURL SHOWS
Open May 4th—2 Saturdays—London, Ohio.
Can place Kiddie Ride, Loop-o-Plane, Tilt-a-Whirl or Rollo-Plane with own transportation. Fun House, real American Palmist, Concessions that work for stock. Will buy Headless Woman Illusion priced right. Want Girls for Girl Show. Experience unnecessary.
W. S. CURL, Mgr., Box 27, London, Ohio.

WANT
Cook who can bake Pastries and Pies. Also Giddle Man. Must stay sober. 25-week season with Ben Williams Shows. Address: SID GOODWALT, Care N. S. A., 1564 Broadway, New York City

NOTICE TO EDDIE HILL
Who broadcast Hillbilly music over Mexican station. Have proposition for you. Anyone familiar with present whereabouts, write us at once. Address BOX D-86, Care The Billboard, Cincinnati, Ohio.

ALL AMERICAN SHOWS
Can place Athletic Girl Show and Grind Shows. Also Joints that can work single-O. No outside support. Opening April 6.
Address JONNIE CANNON, Duncan, Okla.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

ADJUSTERS can't handle weather.

TOM IRVING, Irving Bros.' Shows, signed with A. J. Biswell Shows, reports Bob Irving.

MR. AND MRS. CURTIS EDWARDS have booked their cookhouse with O. J. Beaty's Superior Shows for 1940.

OPENING the season on March 30 in Port Arthur, Tex., with Mighty Sheesley Midway was Prof. L. Levitch, mentalist.

M. PIMENTEL again will be with R. H. Miner Shows as electrician and concessioner, he cards from New York.

HARRY AND JAMES H. DREW JR., have completed construction work on their stock concessions and will open in Raleigh, N. C., on April 1.

EMPTY promises off mean empty purses.

S. B. WEINTRAUB, Tampa, Fla., has booked bingo, bottle ball game, clothes-pin pitch and string game with B. & V. Shows, reports Manager J. Van Vliet.

HAVING CONTRACTED his Wild Animal Show with Cetlin & Wilson Shows,

Shows after a successful winter tour with Harry Fink and Dick Miller Side Show on Mighty Monarch Shows.

VERA PATT, of the Aerial Patts, and Charoleta, daughter of Frank Zerado, will present the free attraction on W. R. Patricks Shows, which open in Spokane, Wash.

JOE HARRIS letters from Oil City, Pa., that Gertrude United Shows, under management of R. H. Bengel, will open about April 20 near Erie, Pa. Organization plans to play the New England States.

CLOTHES may not make the man but they've a lot to do with a midway's appearance.

AFTER A WINTER in Mershon, Ga., Kid Bailey left for Griffin, Ga., to join Cumberland Valley Shows, with which he has booked his Athletic Show for the third consecutive year.

GENERAL AGENT of Horton United Shows, R. C. Beasley, is on a booking tour of Illinois and says he'll be on the lot at shows' opening stand to greet showfolks as they arrive.

Zero Hour

A SHOWMAN who had taken out a midway on that proverbial shoe-string found it very tough scuffling for 10 consecutive weeks. There was rain week after week, the sun coming out only long enough to give them two nights' work weekly in all that time. So that none of his flock would go hungry, a free-to-all cookhouse was opened, serving three meals a day. On Tuesday of the last week the head of a tribe of Romany palmists came to the office, asking for money with which to feed his people and saying they were accustomed to eating by themselves. Pondering awhile, the manager blurted, "Here's two bucks. Let that run you till Saturday night. This show will absolutely close then." His secretary horned in with, "But, boss, you can't mean it. You know we have another bank-roll man coming on." "The hell I don't mean it," yelled the boss. "Any time a gypsy can't make eating money on a show, it's time to close it!"

hit the road this season with a new type basket ball game in addition to his three other concessions.

FOLLOWING their marriage in Turin, Ga., on March 4, Mr. and Mrs. Jimmie Allen left for Macon, Ga., to join the Franks Greater Shows. Jimmie is an Athletic Show manager and pugilist.

FRED C. BOSWELL advises from Hot Springs, Ark., that he will not leave the Bath City for shows' quarters in Princeton, W. Va., until April 4. He originally planned to leave about March 21.

ALTHO weather in Florida for the past two months was far below normal, Barney Tassel's eight-week tour of fairs in that sector resulted in fair business, reports W. E. Sinnott.

THAT swishing sound throuth the land will be made by many city fathers, up for reelection, quietly working their brooms.

TERRY LAMONTE (Tresa-Ted), annex attraction, closed with Bob Allen's Scrap Book Revue in East Liverpool, O., recently and will join Lew Alter's attraction as annex feature in Philadelphia on April 8.

BARNEY O'DARE (The Duchess) scribes from Orlando, Fla.: "Opened a week's stand at Jack Holloway's Marine Room here on March 25 and am presenting novelty numbers and comedy dances."

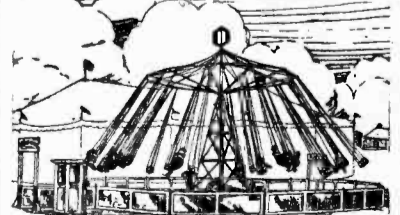
MILES PAUL FANNING, son of Mr. and Mrs. Steve Fanning, was tendered a party in celebration of his second birthday anniversary on St. Patrick's Day in Milton, Miss. He received numerous gifts.

RIDE MEN! HERE IT IS! MARCH - APRIL BIG ELI NEWS

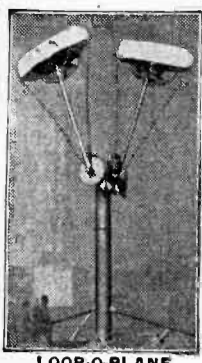
News, Pictures, Mechanical Articles, Editorials—the kind of reading all ride-men like. Special articles on the No. 12 BIG ELI Wheel and 1940 Tilt-a-Whirl in this issue. If you own, operate, manage or work on any kind of a Ride, you should read BIG ELI NEWS. Send a postal after the free sample copy we've saved for you. Don't miss it.

ELI BRIDGE COMPANY Publishers, Opp. Wab. Sta., JACKSONVILLE, ILL.

THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 28 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description. SMITH & SMITH, Springfield, Erie Co., N. Y.



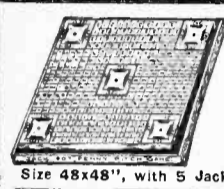
CONSISTENT MONEY MAKERS

Loop-o-Plane Octopus Rollo-Plane

Leading All Sales for 1940

WRITE FOR DESCRIPTIVE LITERATURE. EYERLY AIRCRAFT CO.

Salem, Ore. ABNER K. KLINE, Sales Mgr. European Suppliers, LUSSE BROS., Ltd., Blackpool, England.



PENNY PITCH GAMES

Size 48x46", Price \$20.00. Size 48x48", With 4 Jack Pots, \$30.00. Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00 100-Player Complete 7.25

SEND FOR CATALOGUE.

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

(Complete 1940 now ready)

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00 Analysis, 3-p., with Blue Cover. Each03 Analysis, 8-p., with White Cover. Each15 Forecast and Analysis, 9-p., Fancy Covers, Ea. .05 Samples of the 4 Readings, Four for 25c. No. 1, 34-Page, Gold and Silver Covers. Each .30 Wall Charts, Heavy Paper, Size 28x34, Each 1.00 Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15 HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c. PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c. ZODIAC F. T. CARDS, Pack35c Graphology Charts, 9x17, Sam. 5c, Per 1,000 \$6.00 MENTAL TELEPATHY, Booklet, 21 P.25c "WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO Instant delivery. Send for Wholesale Prices.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY. WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES State salary and all details in first letter. Open All Year Round. SCHORK & SCHAFFER

BUDDHA—FUTURE PHOTOS—HOROSCOPES

1940 ASTRO DAILY, HOURLY FORECASTS. Buddha Papers, Horoscopes in 14 styles, Display Charts, Apparatus for Mindreaders, Mental Magic, Spirit Effects, Mitt Camps, Graphology, Palmistry, Books, Crystals. 164-Page Illustrated Catalogue, 30c.

NELSON ENTERPRISES

198 S. Third St., COLUMBUS, O.

POP CORN

Indiana Yellow Triumph, the new S. A. large hull-less, \$4.00; Superfine, large yellow, \$3.75; Baby Golden Hull-less, \$3.75; Jap. Hull-less, \$3.75; Hoosier Special, \$2.50; Seasoning, 50 lb. can, \$6.50; 10c Boxes, \$3.75; 5c Boxes, \$3.10; Printed Glassine Bags, \$2.25; Cones, \$2.25; Electric Poppers, counter models, \$39.50. INDIANA POP CORN CO., Muncie, Ind.

GIRLS AND WANTED MEN

For Two Dope and Two Shanghai Shows. (Experience not necessary.) Former people write. Send photos, height and weight if not known. Open soon in Philadelphia.

ENDY BROS. SHOWS

Address SID SMITH, Box 2022, Greenville, S. C.

Tell the Advertiser in The Billboard Where You Got His Address.



HERE'S A PORTION of the more than 6,000 kiddies who turned out for preview showing of Siebrand Bros.' Shows and Piccadilly Circus in Organ Pavilion, Balboa Park, San Diego, Calif., one day before shows inaugurated the 23d annual tour at foot of Market street on March 1. Presentation was made possible thru a tie-up with American Cleaners, kid club with a membership of 8,000. On the stage, left to right, are Frank Curran, business manager Military Order of the Purple Heart, who co-operated in the presentation; Carl H. Sonitz, shows' special agent; Clarence Curran, MOPH commandant; Frankie Freeman, Glen Henry, Millard Freeman, Ralph (Bozo) Herrell, and Ethel, Marie and Hap Henry, performers. In background is L. W. Payne's Circus Band.

George T. Fitzpatrick will join at the opening in Petersburg, Va., on April 20.

SIGNING as chief announcer of Marjorie Kemp's Thrill Arena on Royal American Shows for the second consecutive year recently was Mike Murphy.

KITTY KELLY has re-signed her annex with Doc Johnson on Al Bay-singer Shows and not with Fidler's United Shows as was previously reported.

SIGNING as ticket taker on James Thompson's Side Show with James E. Strates Shows recently was Eddie Roberts.

IF there's anything in a man, trouping will bring it out.

RAY WHELOCK has booked his Athletic Show and five concessions with C. A. (Curly) Vernon's United American Shows for 1940, he cards from North Little Rock, Ark.

AFTER A WINTER in Florida, Mr. and Mrs. W. H. (Heck) Hester are in Art Lewis Shows Norfolk, Va., quarters, where Heck is rebuilding Madame Hester's American Palmistry stand.

MALVERN DOUGLAS has joined the cookhouse on Endy Bros.' Exposition

MEMORIES: "Wonder how many remember Basil McHenry's English Swells Shows, which were owned and operated by McHenry & McGuire during the season of 1892?"—William N. Purtil.

A VETERAN in outdoor show circles, the 87-year-old Frank LaBarr again will be mail man and The Billboard sales agent on West's World's Wonder Shows, reports Roland W. Richards.

COLORED REVUE OPERATORS Mr. and Mrs. Johnny Williams have re-signed their attraction with West World's Wonder Shows and are in Montgomery, Ala., quarters.

WALTER B. FOX, who recently signed as manager of C. A. Vernon's United American Shows, plans to join the organization at its East St. Louis, Ill., quarters about April 10.

ACCORDING to some troupers, a knocker is one who never argues about a show's business.

FORMERLY with the J. J. Page Shows, Ruby Marita Boyd, of Bayamon, Puerto Rico, reports she will not return to the road this year, but will go to Havana, Cuba, for an indefinite stay.

CHARLEY (CHIGGERBITE) REDPATH letters from Springfield, Ill., he plans to

ENTERTAINING visiting showfolk with parties during their stand in Alhambra, Calif., recently with Hilderbrand's United Shows No. 1 Unit were George and Ruby Morgan and Ralph and Margaret Balcom.

RESIGNING his position as a reporter on *The Kansas City (Mo.) Journal* recently, Bill Starr is now in Albuquerque, N. M., quarters of Yellowstone Shows, where he has assumed his duties as business manager.

MIDWAY love is a fire that will burn and heal and frogskins from your bank roll peel.—Blue Note Bill, Girl Show Drummer.

MR. AND MRS. AL TOMAINE, giant and half-girl respectively, report they are no longer connected with Pete Kortess' World's Fair Museum, but are vacationing at their home in Long Branch, N. J.

HAVING BOOKED their new Monkey Show with Reynolds & Wells Shows for 1940, Mr. and Mrs. David J. Prevost will leave their Beaver Dam, Wis. home soon to join the organization in quarters at Arkansas City, Ark.

AT A MEETING of Monticello, Ky., authorities on March 25, Cotton State Shows were issued a permit to show at the courthouse there this summer. Organization was represented by F. S. Reed, agent.

EDDIE MANLEY, musical director on Royal American Shows from 1924 to 1927 and more recently electric organist with that organization, is working solo as singing pianist for an indefinite run at the Waikiki Tavern Lounge, Honolulu, T. H.

SPRING, the grand openings, the first red ones—and then it will be mating time on the midways!—Muggin' Machine Mazie.

OTTO STEPHEN, manager of shows bearing his name, advises from Spickard, Mo., that his organization recently was awarded the midway contract for Charliton (La.) Fourth of July Celebration, making their third consecutive year there.

WHILE EN ROUTE to Richmond, Va., where she has her concessions booked with John H. Marks Shows, Dolly Young stopped off in Charleston, W. Va., for a visit with Captain Latlip and Pete Jones, of Latlip Shows.

AFTER CLOSING with Hilderbrand's United Shows No. 1 Unit in Alhambra, Calif., Al and Alberta Keenan left for Salt Lake City, where Al is slated to become one of the athletic directors at the local YMCA, reports Walton De Pellaton.

KNOWN AS "THE FOURS," Mel Renick, Joe Mooney, Doral Clark and Dick Marple recently concluded a successful stand at the Town House, Kingman, Ariz. They are on a tour of one-nighters thru that sector and plan to work two clubs in each town.

EVERY showman isn't a saint, but five will get you ten that the average towner isn't a better citizen than the average transient showman.—Colonel Patch.

LLOYD SERFASS and Harold Heller rambled into Little Rock, Ark., to take delivery on nine new trucks and super-vised transportation of them to Penn Premier Shows' quarters in Stroudsburg, Pa. While in Little Rock the boys visited Tom Fuzzell's Shows quartered there.

GENERAL AGENT of Magic Empire Shows, R. (Cotton) Ellis cards from Tulsa, Okla., that the organization is ready for its opening there on April 1. Shows contemplate playing Oklahoma, Missouri, Iowa, Illinois and Arkansas, Ellis says.

CONFINED in General Hospital, Philadelphia, where he is recovering from a paralytic stroke is Joe Sheeram, vet general agent. He says he expects to be there for about two more months and will have to forego returning to the road this year and adds that he'd like to read letters from friends.

A REPUTATION for being headstrong doesn't always mean your moves are smart ones. If you're paying a staff, what are they for if not to express their views?

FOR THE PAST FIVE SEASONS with the John H. Marks Shows, first as a

lecturer and for three years in charge of advance advertising, Thomas W. Rice has signed as advance advertising agent with Sam Prell's World's Fair Shows for 1940. He held the special agent's post with the Marks contingent last year.

"MY WIFE AND I spent the winter in Brownsville, Tex., and then came in here for a few weeks to take the baths," scribes Frank Ward from Hot Springs, Ark. "Have booked my concessions with Jay Gould's Shows and we're living in our new house trailer here. Plan to leave here soon for our home in Mankato, Minn., to get ready."

TALKER OF NOTE, Bob Leithiser, who has spent a profitable month recently lecturing in Newark and Plainfield, N. J., will handle the front on the Great Dantini Show on Art Lewis Shows this year. Bob cards he plans to remain in New Jersey until time for opening. With him is Joe Krause, well-known promoter.

A MIDWAY manager is prey to every temptation. Some fall; others rise above it. When folks won't ride the jinny, some bosses tell the boys to come back home.—Cousin Peleg.

THE SUNDAY OREGONIAN, Portland, in its issue dated March 24, carried a lengthy article anent the life of Lee U. Eyerly, head of Eyerly Aircraft Corp., and a history of the various rides manufactured by the company. Written by Hal M. White, the five-column feature was



WELL-KNOWN CONCESSIONERS, Mr. and Mrs. M. S. Earl exhibit the 8½-pound snook which Earl enticed onto his hook while on a recent fishing expedition near Pahokee, Fla., where they are wintering. Photo, snapped at the James Gross photo gallery in Pahokee, furnished by Mrs. Gross.

accompanied by pictorials depicting several rides in action.

"AFTER TWO SUCCESSFUL seasons on Royal American Shows, my manager, Tex Putegnat, and I have joined Mark Williams' Side Show," scribbles Louise Logsdon from Plant City, Fla. "Our engagement with Williams at the local Strawberry Festival proved a red one. Linda Lopez, managed by David Logsdon, is the feature in Williams' No. 2 annex."

GIVE the g. a. credit for some ability and good judgment when he books a right-side-of-the-ledger date instead of calling the booking "a lucky shot in the dark" on his part.—Oscar, the Ham.

"JUST ARRIVED in quarters of Funland Shows here, where I will work in the annex on Don Newby's Side Show," pens Mae-Joe Arnold from Newnan, Ga. "Found plenty of activity and Charles Miller and Floyd Heth are busy painting and building new concessions for the season. Red Marion is redecorating the girl show front. Dixie and Don Cunningham have a new cookhouse."

MONTE NOVARRO, who recently signed his Girl Revue with the new Ben Williams Shows, letters from Albany,

N. Y., that he filled all his vacancies thru ads in *The Billboard*. Roster now includes Jean Gannon, strip tease; Cecile Martine, Chee Chee LaMarr and Toni and Vivian Moran, line; Arlene Sarman, vocalist; Mark Woolard, canvasman; Jack Miller, drums; Ken Harrison, electric guitar, and Viarl Capp, piano.

BIG shots of the European war have been doing lots of fighting a la carnival bally-bucking style. Who would've thought bally-hoo wars could spread so far? Most of the fighting has been done with mikes—Dime Jam Johnson.

PIONEER SHOWS Waverly, N. Y., quarters notes by Ralph Edwards: General Manager Mickey Percell, who is away on a booking tour, advised that he has booked the shows for two more Old Home Weeks. Many of shows' former concessioners have been booked for 1940, as have a number of new ones. Press Agent George Harvey, who is on a Southern business trip, is expected back in quarters soon.

SEEMS like American palmists are dressing like gypsies and gypsies are dressing in American garb. Proving that, no matter who or what you are, it's easy to believe the other half of the world is getting rich quicker—Milo McGoof.

SAN ANTONIO NOTES by Dave Stevens: Rubin & Cherry Exposition and Western States and Texas Exposition shows are quartered here and numerous showfolk are on hand. Sighted recently in the Nite Spot Cabaret, operated by Ben (Lefty) Block, former showman, were Rubin Gruberg, Harry W. Hennies, Mr. and Mrs. Jack Ruback, A. (Booby) Obadal, Sam Gordon, Tommie Scrivano, Mr. and Mrs. Tony Kitterman, Mr. and Mrs. Bennie Hyman, Albert Wright, H. Ruback, Alice Block, Dave Cohen and Mr. and Mrs. Larry Mullins.

FISHING is a great sport, but why not picture and publicize some winter quarters achievements? That's the art and copy that sell a show. Catching a 10-pound bass isn't as newsy as catching a good fair date—even if it is a sleeper.

READYING for their opening in Toledo with Great Lakes Exposition Shows on April 19, Edythe Sterling Shows, which have been piloted during the past 16 months by C. L. Younger, are almost ready to go on the lot, Younger reports from Maumee, O. Unit carries a Side Show, Snake Show, Beauty Parade Revue and Salon de Beaux Arts. Side Show has a new banner line and top and features Levitation Brown, illusion; Lloyd Priddy, magic; DuShane, vent; Dolores, fat girl; Earl Smith, dwarf fire eater; Dolly, singing midget; Osage Kid, gas chamber; Edythe Sterling, lecturer and Leo-Leola, annex. Jack MacMurray, H. L. (Sheeney) Bush and Cliff Younger are on the front. Mrs. Joseph Doyle is talker on the Beauty on Parade, while Joe Doyle presides over the new Posing Show.

PAST winter was the worst I ever put in down yonder. It was bad enough to have cold weather, rain and even ice, but when the Spanish moss we used to bed down on got infested with chiggers, that was as far as tough breaks could go.—Lizzie Schmidt, Native Hawaiian Dancer.

EVANS
MONEY MAKERS
 Rely on Evans 47 Years' Experience for Latest and Best Amusement Equipment.

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 IMMEDIATE DELIVERY
 Evans Shooting Galleries have proved practical and successful for hundreds of satisfied users. Every Gallery is assembled and tested before shipping. Easy to set up. Complete line of Supplies and Parts for all makes of Shooting Galleries. Wheels of every type. Everything for the Midway. Write today.

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TOPPED THE MIDWAY
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ENTIRELY NEW PORTABLE
 Streamlined - - - Light-weight
 Loads on one truck
 Price and Terms You Can Easily Meet.
 Choice Park and Carnival Locations Available
 Write for Details.

BISCH-ROCCO AMUSEMENT CO.
 5441 Cottage Grove Avenue, Chicago, Ill.

ATTENTION!
RESTAURANT OPERATORS and CONCESSION MEN

I have something new in Fish Batter. Easy to make and inexpensive. Can cut 25 5c sandwiches out of 1 lb. (Fillet) Fish, or 15 10c sandwiches. Hold up nice for 2 days, warms up and is nice and crisp. Is a golden brown. All information and guaranteed profit sent post paid to any place in U. S. or Canada for \$1.00. Address

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 LEWISVILLE, IND.

SNOW CONE-POPCORN SUPPLIES

Before you start out this year get our price list on Ice Ball Flavors, Snow Machines, Cups, Spoons, Popcorn Machines, Seasoning, Popcorn, Bags and Cartons. We have everything you need for your Snow Cone and Popcorn Stand.
 Start out right this year. Start out with GOLD MEDAL products and get higher quality for less money.

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BLACK DIAMOND EXPOSITION SHOWS

OPENING REPUBLIC, PA., VOL. FIREMEN SPRING JUBILEE, APRIL 20TH-27TH.

10,000 men working within a radius of three miles and have been working all winter. Followed by 16 weeks of the best spring and summer dates in the state. Mills and mines working good. Can place good Cook House, Grind Stores, Concessions, Milt Camp. Let us know your wants. Can place Shows that do not conflict. Have new canvas for reliable showmen. Can move on lot April 15th. All mail and wires to CLINT ROBERTS or BILLY MORGAN, Box 21, West Brownsville, Pa.

Evangeline Shows Want

Agents for Snow Cones and Ice Cream, Cane Rack, Watch-La, Ball Game, Clothes Pins, Country Store, Place Fish Pond, center Hoop-La, High Striker; Lead Gallery, Short or Long Range; Balloon Darts, Guess Weight Scales. Can use any Show that does not conflict with what I have. Will furnish canvas for small show. Can use three Men on Rides, do not want any Foremen. Address per route: Jeanerette, La., week April 1-6th; Franklin, La., week April 8-13th. C. R. LEGGETTE, MGR.

Is Your Subscription to The Billboard About To Expire?

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 30.—Two columns ago we referred to activities of Associate Counsel Richard S. Kaplan, Gary, Ind., regarding a proposed amendment to an ordinance of the city of Gary in connection with the license fee to be charged carnivals for exhibiting there. He has forwarded a report indicating that his amendment will be submitted to council at its next meeting. The report continues:

"The old ordinance provides for a license fee of \$150 per day plus \$10 for every attraction, so that a show with 20 attractions would be compelled to pay \$350 a day. The amendment provides that any carnival sponsored by a fraternal, charitable, religious or social organization, duly licensed as such, of the city of Gary shall pay a license fee of \$200 per week and that such carnival shall deposit with the city controller a bond protecting the city against any damages which might be incurred by the city as a result of a date played by a carnival. I believe every member of the American Carnivals Association can furnish such a bond. Most of the members of council are in favor of the ordinance. Our city attorney has indicated that he believes the present ordinance in unconstitutional.

"I have told city council that, should it fail to pass such an amendment, I will assure it that, regardless of its action, the first carnival that comes to Gary will play this city in spite of the ordinance and I feel sure that I can obtain an injunction preventing the city from doing anything to any carnival that wants to play in this city. . . . Because, in my opinion, an ordinance that provides that dance halls, roller-skating rinks and theaters shall pay a license fee of \$100 a year and in the same ordinance will attempt to prohibit carnivals from operating by putting up such a license fee, is discriminatory, arbitrary and absolutely unconstitutional. This will give a picture of what I am trying to do and if I can work it out and such an amendment is passed or if I can get an injunction and an ordinance of that nature is declared invalid, it will help our members in other cities."

We shall keep membership informed of further developments.

COLD HURTS WOLFE

(Continued from page 39)

recently purchased a new office trailer. Staff, in addition to Wolfe, includes Sam D. Nilms, secretary, and Milton McNace, advance agent. Concessioners are Judge Bert Gillispi, cookhouse and pop corn; Louie Gillispi and Earl Brown, assistants; Sol Nuger, bingo; Henry Rivior, caller; James McDermott and Ralph Peterson, agents; Mrs. Francis Wolfe, fishpond; Mr. and Mrs. Frank Harrison, ball game, hoopla and slum skillo; Jessie Blanton and wife, ball game; Mrs. Joseph T. Brett, palmistry stand; Mr. and Mrs. K. Andreason, cigaret gallery; Mr. and Mrs. Charles F. Harris, pitch-till-you-win; C. A. Lindley, penny pitch; Mrs. Vernell McNece, penny pitch; Bob Brewer, jingle board, and

DIXIE BELLE SHOWS

Opening Mt. Vernon, Ind., April 27, 2 Saturdays, with route of moneyed Kentucky spots and long fair season starting July 22. CAN PLACE SHOWS with or without own outfits, also LEGITIMATE CONCESSIONS. People contracted, contact immediately, very important.

LOUIS T. RILEY, Mgr., Owensboro, Ky.

WILSON AMU. SHOWS

OPENING SATURDAY, MAY 11. Have opening for Small Cook House, String Game, Fish Pond and Frozen Custard. Shows with own outfit. Can place Chair-O-Plane Foreman and help in various departments.

Write RAY WILSON, Astoria, Ill.

Babe Eaton, bottle ball game. E. C. Evans has two concessions.

Rides: Merry-Go-Round, Bryan Eaton, foreman; J. G. Bailey, second; Mrs. Joseph T. Brett, tickets. Ferris Wheel, Sam Tyus, foreman; William A. Scott, second and tickets. Chairplane, F. J. Bailey, foreman; Herman Bennett, second; Jo Jo Baty, tickets. Chester Wolfe is scenic artist and Billie Miller will handle the mail and *The Billboard* sales.

FROLIC IN CANTON

(Continued from page 39)

this week following retirement from show business. Entertainment program calls for a large display of pictures and press articles of the past and present and an eight-act vaudeville show.

Dancing will follow the regular show. Tickets are being sold to the public and committee on arrangements includes Robert Schreiber, George W. Rinehart, George Marlow, Art Hill, Vardell Brother and Honey Boy Evans. Club also plans to hold two large gatherings during the summer.

WALLACE BROS. BOW

(Continued from page 39)

sors co-operated and local merchants and city and county officials complimented the management on shows' appearance. Among visitors were Jew Schwartz, Eddie O'Brien, Ollie Pope, White Rogers, Jack Thompson, Gene Bass and White Jones.

Staff: E. E. Farrow, owner-general manager; Jack Oliver, business manager; Charles Noel, special agent; Margaret Miller, secretary-treasurer; Eugene C. Cook, lot superintendent; Earl Riecher, electrician and master mechanic, and Roy Edison, builder. Rides: Merry-Go-Round, Allen Spann, foreman; Fred Anderson, clutch; Marie Martin, tickets. Ferris Wheel, James Reed, foreman; Willie Mitchel, clutch; Mrs. E. B. Smith, tickets. Tilt-a-Whirl, Marshall Gibson, foreman; Glen McKay, clutch; Mrs. Irene Gibson, tickets. Loop-o-Plane, Harry Wagner, foreman. Mix-Up, Bob Ashurst, foreman; Russell Rucker, clutch; Mrs. Bob Ashurst, tickets.

Shows

Lee's Society Circus, Joe G. Richardson, second openings and inside lecturer; Harry Howard, talker; Winifred Howard, illusion; Victor Taylor and John Roberts, tickets; annex, Leona Lee, double sex wonder. Girl Revue, Ray Valley, talker-manager; Jasper Palazzola and Howard Hatfield, tickets; Mickey Palazzola, Marie Dye, Lexie Payne and Laura Valley, dancers. Athletic, Bob Martin, talker-manager; Tiger Joe Harris, com-

ination man. Princess Peggy, Mack Thompson, manager - talker; Peggy Thompson, dancer. Minstrel, Eugene C. Cook, talker; Bill Basshamy, orchestra leader and trumpet; Jim Hayden, trumpet; Walter Hunt, piano and trombone; Ivory Gaines, drums; Ernest Smith, tuba; Helen Bassham, Thelma Gaines, Lois Reed and Ruth Menzie, chorus; Teddy Stewart and Rastus Jenkins, comedians; Imogene and Albert Griffin, Gold Dust Twins; Geneva Hunt, emcee, blues singer and novelty act. Capt. Freddy Leach and the Crawford's present the free acts.

Concessions: Cookhouse, Frank Sparks, owner-manager; Mrs. Frank Sparks, cashier; Benny Shanks, cook; Eddie Malone, assistant cook; Roy Hawkins, grid-dle; C. R. Davis and Eddie Rhodes, waiters. Ross Crawford, penny pitch. Corn game, Abe and Edna Franks, owner-operators, assisted by Red Williams, Jimmy Owens, arcade and diggers; Mrs. Owens, arcade cashier; E. B. Smith, pop corn; Mr. and Mrs. Carl McMurry, photos. Morris Helman has five concessions; John Scott, two, while these have one each: Gordon Adams, Dusty Rhodes, Mack Hoage, Pearl Phillips, Opal Adams, Virginia Spann, Curly Smith and Charles Thomas. Everet Smith is still layed up with a broken hand. Albert Brown is on the gate and Harry Phillips has the sound truck.

SIEBRAND DEBUT

(Continued from page 39)

for the first time. A new midway lighting system is still under construction. Besides the circus, shows carry nine rides, five shows and a string of concessions.

Staff includes P. W. Siebrand, manager; H. Siebrand, secretary-treasurer; C. A. McLeod, general agent; Bill Laturner, equestrian director; Carl H. Sonitz, special agent; Shorty Bolton, cookhouse manager, and L. W. Payne, band director. Local papers co-operated and 20,000 kids' tickets were sold to merchants and a tie-up was made with the American Cleaners, kid club with a membership of 8,000. A preview showing at Organ Pavilion, Balboa Park, drew more than 6,000 kids. Attractive lobby and circus boards gave shows valuable downtown publicity a week before opening. Frank Curran, business manager Military Order of the Purple Heart, also co-operated.

Circus performance is presented in three rings and includes Captain Clark's Military Ponies, Menage Horses, Dogs and Monkeys; Seal act, Glen Henry Duo; Hap Henry Duo, Miss Maxine, Freeman Brothers and The Duarts. Clown alley is headed by Ralph (Bozo) Herrell, who also works the come-in. Shows move on 20 semis and 10 trucks.

Museums

Address Communications to Cincinnati Office

Weather Knives Attendance For Kortess Cleveland Unit

CLEVELAND, March 30.—Cold weather over the week-end here resulted in mediocre business for Pete Kortess' World's Fair Museum. Mary and Margaret Gibb, American-born Siamese Twins, continue popular and will be held over for one more week. New attractions from the recently closed Kortess Unit in New Orleans include Bushe's Marionettes; Zan-du, quarter boy; Frank Coleman, armless wonder, and Andy Gump.

Jack Johnson, former heavyweight champion of the world, is scheduled to open soon. Gibbs Sisters celebrated their 27th birthday anniversary last Monday with a huge party at which 39 sets of local twins were present as guests of Station WHK and *The Cleveland News*. Refreshments were served local guests and the Gibbs Twins received many gifts. Owner Kortess returned from New

Orleans and left at once for Gary, Ind., where another of his units opened last Saturday, under management of Harry Golub. Several New Orleans acts joined the Gary unit.

N. C. Good for Lauther

KINSTON, N. C., March 30.—Now in its 11th week, Carl J. Lauther's World's Fair Museum has been playing to better-than-anticipated business in North Carolina. Owner Lauther said this week. Newspapers, radio and city officials co-operated, as did schools in most of towns played. Unit will close its tour on April 6 and go to Petersburg, Va., quarters of Cetlin & Wilson Shows, where Lauther will make numerous changes in addition to supervising construction on new fronts for Peep Show and side show. New trucks will transport the unit.

Philadelphia Houses

PHILADELPHIA, March 30.—Business was fair at Eighth Street Museum this week. In the main hall were Freddie, armless demonstration; Bill Thompson, magic and escapes; Mysteria and Headless Woman illusions; Poses Plastique. In the annex were dancing girls. South Street Museum has Cleo Wilson's Colored Revue; Baby Lorraine, climp; Smith and Young, whip crackers, and Professor Frazier, mentalist. Dancing girls are in the annex. Business was fair. Bob Laverne and Bill Demarest are looking after the front.

BETTER FOR WARD

(Continued from page 39)

all the juice and at the first stand were satisfactory. Members of the Fire Fighters committee, H. D. Stephenson, Captain Landry and Jimmy Kilshaw, did a good job. They will be in charge when shows move to the North street location. Many improvements were noted on the concession line. Mitchell Brothers are using plenty of neon. C. W. Anthony, of Miami, Fla., arrived opening day. John T. Hutchens' Side Show opened to good business.

Sis Dyer's Animal Show was here for a temporary stay, as was Harry Beach's Roloplane. Nick Carter had the Harlem Revue in shape and chalked a good week. Joy and Julie, daughters of Manager and Mrs. Ward, who are attending school in Memphis, spent the Easter holidays on the shows. Jeffie Jean Ward, who is enrolled at Louisiana State University, visited frequently during the week with her many friends.

HILDERBRAND WINS

(Continued from page 39)

of *The Ontario Advocate* when Bunny one of the pachyderms, accidentally sat on Trainer William Wright, sending him to a local hospital. Wright's injuries were slight, however, and he was able to resume his part in the act the following night.

Tilt-a-Whirl topped the midway, with Ferris Wheel second. Joe Lewis' Congo Show led shows. H. Paxton's dressed-up ducks was best among concessions. Hazel Fisher and Verna Seeborg reported a profitable week with their confectionery stands, while Mr. and Mrs. Earl Richardson's cookhouse clicked. Other concessioners enjoying fair business were Ralph Balcom, Frank Dykes, Florence Appell, Candy Moore, Tommie Miller, Johnnie Gonzelli, Clyde McCahn, Joe Goad, Joe Bass, Al Bozarth, Cleo Qualls and Myles Nelson.

Margaret Balcom celebrated her birthday anniversary with a dinner party at the Ontario Hotel Mr. and Mrs. George Vanderhoef entertained several showfolk at dinner in their trailer. Mr. and Mrs. Cleo Qualls added a concession, as did Candy Moore. Hollywood Skyrockets proved popular. Peggy Nelson, who was ill in a Los Angeles hospital for the past six months, is slowly recovering. Capt. Bill Foix added a managerie to his lion act. Mr. and Mrs. Clarence H. Alton spent the week commuting between Riverside, Calif., and here.

General Agent Lucille King arrived from a booking tour of Utah, Idaho, Nevada and Northern California and reported fair results. Special Agents George and Ruby Morgan left for Monrovia, Calif. General Manager Manfred Stewart made several trips into Los Angeles on business and was accompanied by Secretary John H. Hobday. Tommie Miller purchased a new car.

POOLE EXONERATED

(Continued from page 39)

Mrs. Babe Poole, were injured in the accident.

Thru friends' aid Poole was able to obtain hospital treatment, while under guard, and later obtained bond on a manslaughter charge. Showfolk with Heth and Zimdars Shows and Johnny J. Jones Exposition made contributions.

Altho passed at the January term, the grand jury investigated the case at the March term of court and reported its findings favorable to Poole. His attorneys were Paul M. Conaway, Macon, and Reuben M. Tuck, Covington, Ga.

MSL SPRING PARTY

(Continued from page 39)

during the annual Minnesota Federation of County Fairs meeting in St. Paul and the first meeting was held in Hotel Lowery, with Dwight J. Bazinet being elected president pro-tem. At the second meeting in the home of Mr. and Mrs. George Hoeschen these were elected for one year: Dwight J. Bazinet, president; George Hoeschen, vice-president, and Roy Raney, secretary-treasurer.

Appointed to the various committees were Nate Gellman, Henry Gordien and Thomas Wentworth, publicity; Mrs. George Hoeschen and Mrs. Dwight J. Bazinet, entertainment, and Mrs. Ernest Kulenkamp and Mrs. K. C. Summers, sick committee. Meetings are held every Tuesday night in the Coliseum Building here. At the last one, membership was opened to agents booking grand-stand attractions, which group was represented by Earl Peterson, of Peety's Attractions. It also was decided that all trucks belonging to members shall be emblazoned with the organization's insignia.

FRANK ZAMBRENO NOW BOOKING FOR RIPLEY'S BELIEVE IT OR NOT ODDITORIUMS

At 1600 Broadway, New York City, San Francisco Exposition and the New York World's Fair 1940.

Want 50 Acts of Human Oddities, Novelty Acts and Freaks. Send Photographs and Complete Details and State Salary in First Letter to

FRANK ZAMBRENO, 1600 Broadway, New York City

O. Henry Tent Making Many Tops for Carnivals

CHICAGO, March 30.—Bernard Mendelson, of O. Henry Tent & Awning Co., reports that the O. Henry shop is running full blast on work for carnivals.

"On the whole," says Mendelson, "our pre-season business has been exceptionally good and if business continues as it has the last three months we shall have the best season in the history of our concern."

Mendelson states that the firm received an order from the ACA for all new concession tents for the Hennies Bros.' Shows. This is a complete new line-up—concession tents, ball games, corn games, etc.

Galler's Buckeye State Has Poor Biz in Canton

CANTON, Miss., March 30.—Joe Galler's Buckeye State Shows' first of a circuit of four live-stock shows on March 18-23 drew large afternoon and night crowds here, but spending was light, and the engagement was not a financial success.

Lorraine Wallace's lion act continued popular. Chief Electrician Russell Cooper neonized the Ferris Wheel towers, and Mr. and Mrs. Gus Litts, accompanied by Jack DeVoe, joined with three concessions.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., March 30.—After a two-week rest here we decided to attend the 30th annual National Orange Show, San Bernardino, Calif., and left at noon on March 16.

Empire Shows' Attendance Off at Texas Engagements

SAN DIEGO, Tex., March 30.—Empire Shows came in here last week for a week's stand after dates in Benavides and Freer, Tex., to mediocre business.

Mrs. Hortense Lucia, accompanied by her daughter, Margaret, who is a student at St. Mary's Academy, San Antonio, spent the week-end with Manager Lucia.

Mrs. Earl Beehee joined her husband here. Manager Lucia purchased another light plant and shows carry two p-a systems.

Los Angeles

LOS ANGELES, March 30.—Crafts 20 Big Shows closed at National Orange Show, San Bernardino, Calif., on March 24 after a 10-day run to business which was on a par with last year.

John M. Millers is reported to be rapidly recovering. Charley Soderberg left to join Clark's Greater Shows. Mr. and Mrs. Percy and Mr. and Mrs. Charles Clark and Ernestine are back from Honolulu and working special events.

Frank Conklin, after a lengthy West Coast visit, left for Chicago and will go to Hamilton, Ont., quarters of Conklin Shows. Fay Treanor and crew did well at the Orange Show.

Great Lakes Expo Buys Ride, Show; Adds Free Attraction

TOLEDO, March 30.—Management of Great Lakes Exposition Shows, quartered here, announced purchase of a motor-drome and a Dual Loopplane from Roscoe Wade this week.

Mr. and Mrs. Doyle, who will manage the Girl Revue and Miss America Show, came in this week. Manager Al Wagner left for Ft. Worth, Tex., to complete building in Lake Worth Park there.

Meyerhoff Opening Set

PENTICTON, B. C., March 30.—Henry Meyerhoff's Canadian Crescent Shows will open the 1940 tour with a week's stand here beginning on April 13, it was announced in quarters here.

Dee Lang's Shows Score At Kilgore, Tex., Stand

KILGORE, Tex., March 30.—Dee Lang's Famous Shows registered their best week of the early season when large crowds and good spenders turned out for the organization's week stand here, which ended on March 24.

Tommy Thompson opened with his snake show here and F. Platten and S. Weiner joined with concessions. Harold (Irish) McGee, athletic show manager, also joined here.

7 Wis. Fairs to Ellman

MILWAUKEE, March 30.—Management of Ellman Shows announced here this week that it has closed contracts to present midways at seven 1940 fairs in Wisconsin.

Ky. License Law Effective

FRANKFORT, Ky., March 30.—Included in 75 bills passed by the General Assembly and permitted to become law without signature of Governor Johnson was a measure to impose an occupational license on carnivals and circuses.

HOT SPRINGS, Ark., March 30.—A giant python last week squeezed a \$150 "biz" (10 cents a peek) out of sidewalk crowds for Junior Chamber fund for a seaplane port at the local Lake Hamilton.

THE MODERN HOME FOR SHOW PEOPLE. WRITE SIOUX TIRE & BATTERY CO. 11TH & DAK, SIOUX FALLS, S. D. "Buy Now On Our Easy Payment Plan"

WANT FOR MID-STATE SHOW. OPENING MAY 6. Illusion Show, Geek Show, Girl Show, any non-conflicting Show; Corn Game, Mug Gallery, Hoop-La, Rat Joint, Fish Pond, any Concession that works for stock and don't conflict.

LEE UNITED SHOWS. OPENING SATURDAY, MAY 4. Want small Cookhouse, privilege in tickets; Concessions that work for stock. Will book one or two Shows with own outfits and Fun House.

P. J. SPERONI SHOWS. Wants Merchandise Concessions, Diggers, High Striker, Fish Pond, Pitch-Tilt-Win, Cork Gallery, Hoop-La, Frozen Custard, Ice Cream and Candy Floss.

WANT SOUND CAR. Operator. Must hang and post paper. Also Penny Arcade, Duck Pond, Pan Game, Ice Cream and Hot Candy as one. Tilt and Fun House. We open April 25th Norwich, N. Y. Address: O. J. BACH SHOWS, BOX 231, ORMOND, FLA.

B. & V. SHOWS. Featuring GORDONS "HUMAN BULLET" Want GRIND STORES, SHOWS with or without own outfits, MOTORDROME, FUNHOUSE, PENNY ARCADE, OCTOPUS, ROLLO, PLANE, PONY TRACK, FOREMAN for Whip.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

ROLL AND FOLDED TICKETS. As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE. Shipment Within 24 Hours—If Requested. CASH WITH ORDER PRICES—1x2 INCHES—NO C. O. D.

THE BIG 1940 SPRING SPECIAL Issue of The Billboard Starts to Press Wednesday, April 3. CARNIVAL OWNERS DOUBLE UP On the Big Spring Special. MAKE A GOOD IMPRESSION PLAN NOW TO DOUBLE YOUR ADVERTISING SPACE IN THE 1940 SPRING SPECIAL.

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

Bantly's

REYNOLDSVILLE, Pa., March 30.—Upon his return from Florida, General Manager Bantly reported business was not so good. New Rolloplane is expected here soon. Susie Copping, mother of Mrs. Bantly, served an Easter dinner to all in quarters. Crew now has 21 members. Dick Keller, Ted Miller and the writer were initiated into the Elks. Elaine Owen (Mrs. Ted Miller) arrived from her Ohio home, and is arranging Girl Revue and Posing Show wardrobe. She also will manage the attractions. Dimples Corry, Violet O'Brien and Mme. Tresa Juanita signed with the Girl Revue. Posing Show will feature a revolving stage. Red Rogers made a hurried trip to New York to sign talent for his Expose Show. He signed a giant to work with his Hollywood Midgets and a mechanical man for ballys. Red is sporting a new car, as are the writer and Mrs. Bantly. Harry Copping (Bud) Bantly was home for the holidays. Manager Bantly recently bought three new semis. Sol Speight has the Harlem Revue. Harry Corry will manage the auction concession. Harry Kahn will have three concessions. Mr. Frey, root beer; Mr. Powers, long range gallery, and Mr. Dressler, pop corn. Frank Sheppard, electrician, is expected soon, as is Jimmy Mason. Jake Shapiro visited and a new line of attractive paper was ordered.

HARRY E. WILSON.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
Automatic Bingo Shaker. Real Class \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
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Opening Week April 15th, Clinton, Okla. Want Concessions of all kinds. Independent Shows. Have outfit for Shows. Will book Octopus or Tilt-a-Whirl. Free Acts and Ride Help, come on. Address J. O. ELLIS, Box 87, Taloga, Okla.

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Art Lewis

NORFOLK, Va., March 30.—With only 15 days left before opening, quarters work is being rushed to have everything ready. Art Converse is assembling his Side Show and a new 160-foot front is being constructed. New banners also have been ordered. Del Crouch has almost completed the new front for the Motordrome. New front will feature plenty of indirect lighting effects and neon. Nelson Coles is building a new 50-foot jungle-effect front for his reptile show. House of a Thousand Wonders, a Mabel Kidder creation, arrived and is being assembled. Attraction will be directed and presented by Dantini. Charles Johnson is arranging the Vanities show and supervising production. Richard Scott, who will present the Cotton Club Revue, info from Florida that he's working his way up, playing colored theaters along the route. Nat Mercy, presenting Follies of 1940, after a successful stand at the Lafayette Theater, New Orleans, is scheduled to arrive with his troupe on April 1. Dr. J. K. Bozeman, staff physician, came in last week and the new hospital unit is housed in a special custom-built trailer. New front entrance is completed and M. G. Stokes, advance publicity agent, is getting out a souvenir book, indorsed by the Norfolk Association of Commerce.

F. PERCY MORENCY.

Lawrence Greater

CHESTER, S. C., March 30.—The writer, who will act as special agent this season, arrived this week and was amazed to see the progress made by General Manager Lawrence and crew, which has been in quarters since January 1. New front for the Darktown Follies is completed and a new front has been built for the Aquacade Show. New Ridee'O arrived and is being checked. A new Kiddie Aeroplane ride is almost finished and a new sound truck was delivered this week. Quarters crew totals 25, with all construction under direction of Earl Knauff, general superintendent and electrician. Shows are slated to open in Greenville, S. C. on April 6. George S. Marr, general agent, arrived after an extensive booking trip. To complete enlargement plans laid out by General Manager Lawrence, several new rides will be delivered about May 1. General Manager and Mrs. Lawrence have been here since February 1 looking after the details and completing building of new paraphernalia as well as renovating old equipment. Among recent visitors was George Stupalsky, owner, Lee Hotel, Bishopville, S. C. Jack Burke, who finished with the shows last year, arrived to reopen his concessions.

FRANK BRAUN.

Crystal Expo

CAMDEN, S. C., March 30.—Mr. and Mrs. W. J. Bunts motored in from Crystal River, Fla., accompanied by several of their winter visitors. Sam Petrall, quarters foreman, has almost all the necessary work completed and new canvas is still coming in. Mr. and Mrs. Bouge and family are repairing Penny Arcade. Mr. and Mrs. Merrill Grenot are here, with their assistant manager, Jimmie Bruce, building some new concessions. Doc Moore and family are getting their new Jungle Show ready and Chief Deer Foot is expected soon to take over the side show. Bunts and Benjamin are repairing their concessions. Captain and Mrs. McVay, of monkey show note, are here framing a new monkey show. Others in quarters are Charles (Chuck) Staunko, the O'Neils, the Art Carvers, Mr. and Mrs. Tom Marshall, Mom Shane, Dee Camp, Richard O'Hara, Everett Bryant, Landis McGowan, William H. Hubbard and Wesley Brown. R. G. (DOC) FELMET.

Gold Medal

NORTH LITTLE ROCK, Ark., March 30.—Shows were scheduled to open the season here on March 27. Shows plan to carry their own power plant and four 60-kw. Diesel generators have been installed in revamped White busses, which will be in charge of C. M. (Red) Miller, electrician, and three assistants. Five towers will be used to illuminate the midway and shows will carry

Twins Ferris Wheels, Octopus, Silver Streak, Double Loop-o-Plane, Tilt-a-Whirl, Merry-Go-Round, Rolo-plane, Auto Speedway, Scooter, Kiddie Auto and Aeroplane. Mrs. Oscar Bloom's, (known professionally as Dotty Moss) Motordrome, will have girl riders, with Maurice (Frenchy) Frenzel handling the front. Shows started work here on January 1 with 18 men, and crew has been increased to 26. Rides have been repainted, as have many trucks. Color scheme is red, blue and gold. Happy Graff is in charge of the working crew. Paul and Freda Watring came in February 1 and Paul will be chief mechanic. Bill and Pauline Dunn arrived from Princeton, Ind. Bill will have the Ferris Wheels. Charlie and Stella Sullivan have been here since close of last season. Charlie is secretary, with Stella in charge of the dining room. S. W. Lake arrived from Milwaukee and booked his arcade, and Ralph and Dorothy Morocco came in with their concessions. Pat Ford is setting the opening stand. Most of the folks were guests of Irving Pollack's Shrine Circus showing here.

H. B. SHIVE.

Dodson's

BIRMINGHAM, March 30.—Cold and wet weather has retarded building and



WILLIAM B. NAYLOR, many years general press representative for Sells-Floto and Hagenbeck-Wallace circuses, who has signed for the 1940 season to handle the publicity department of Beckmann & Gerety Shows, a unit of the Amusement Corp. of America. During winters he has publicized many international celebrities.

painting operations. New uniforms were ordered for show and ride help and a new dark room, with enlargers and printers, is being installed in the press wagon. Three new light towers are being built. DeWitt Hudson arrived and started repairing sound equipment. Ray Cramer and Leroy are playing local theaters and night clubs until the shows open. Knife and Scissors Club meets nightly in Hillman Hotel lobby. Mel Dodson celebrated his 53d birthday anniversary and received many gifts. Harold English is supervising rebuilding of the office wagon and shows were contracted this week to play New York State Firemen's Convention. Dunkirk. Charles Lenz, insurance man, closed contracts with Dodson for entire coverage of the shows. Grownups as well as the kiddies had much fun during the egg hunt in quarters on Easter Sunday. The writer has begun making moving pictures of the organization. All arrangements for shows' local opening in the heart of the city here have been made. Shows will have a tie-up with the park board for a special kiddies' day at opening. A special day designated as Colored Day also will be held. Recent arrivals include Four Appollos and Billy Overfield, free acts; Eddie Madigan, cookhouse; Charles Clarke, band leader; Jo-Jo, clown; Johnny Hoffman, concession manager. Visitors were Neil Berk, Roland W. Richards, Louie (Pickles) Weiss, Mrs. Ruth Spallo, Jimmy Simpson, Marion and Francis Healy and Bobby Kline.

FLOYD NEWELL.

J. F. Sparks

LAWRENCEBURG, Tenn., March 30.—The rabbit and weather both laid eggs on Easter Sunday when three inches of snow fell on the lot, while quarters crew threw an Easter party for Mr. and Mrs. J. F. Sparks' children, Mary Elizabeth and Jesse Jr., who were visiting their parents from schools in Cullman, Ala. Work had progressed enough, however, that the inclemency was no inconvenience and shows are now playing the Mule Day Celebration, Columbia, Tenn. They return here for formal opening on April 6. Secretary Ray Allen arrived last Monday. Raymond (Put) Muir, who will operate a pea game concession, arrived from his Indianapolis home. Mr. and Mrs. Joe Warren and son and Mr. and Mrs. C. H. Warren came in from Jackson, Miss. Joe will be Funhouse foreman. Also in from Jackson was Special Agent Joe Steen. Mr. and Mrs. Robert Nolan, accompanied by their son, brought their house car in from Oneonta, Ala., and Woronoco, Mass., contributed Bruce Buffam for his third season. Pluto Brown wrote from Monroeville, Ala., that he has started to quarters with his minstrel cast. Having completed lettering the new office wagon and Funhouse, Lawrence Hester is working on a new photo gallery which he will manage. A new pop corn stand is being built for Mrs. Sparks. It will be handled by Blackie Roberts.

RAY ALLEN.

Miller Bros.

WARRENTON, N. C., March 30.—With opening only two weeks distant work in quarters, under direction of Whitey Dill, is rapidly nearing completion for shows' first stand in Emporia, Va. Two new trucks arrived this week. They will be used for Mrs. Morris Miller's new Tilt-a-Whirl, which is being shipped here from the factory. Maurice Miller's Rolloplane is being refinished in a local automobile paint shop. Mr. and Mrs. R. L. Wade are expected soon with their Chairplane and 10 concessions. Among newcomers this year are Harry DeVore, with a new cookhouse; Eddie Bremmer, bingo, and I. K. Wallace, who booked three rides and five concessions. Phil Bender signed his peanut, pop corn and candy apple concessions. Rocco Masucci has been added as business manager. Bill Davidson, ride owner, letters he has been under a doctor's care almost all winter, but will be ready for opening. A number of showfolk visited last week.

C. M. HODGES.

Convention

FREDONIA, N. Y., March 30.—Work department saw little activity last week because of a heavy snow storm. Mr. and Mrs. Gerald Barker, en route here from Miami, Fla., wired from Columbia, S. C., that they would report as soon as possible. C. F. Roberts, with his pop-corn concession, is expected soon. Shows have been booked to play the Tonawanda (N. Y.) Firemen's Four County Invitation Assembly. I. K. Wallace booked his new Ferris Wheel, two kiddie rides, ball game and bowling alley. Later in the season the kiddie rides will be sent to a second unit. William Koford booked his photo gallery, fishpond and pitch-till-you-win. He plans to spend a few days at his home in Jamestown, N. Y., before coming to quarters. William Dreage, of the Great Lakes Exposition Shows, stopped off while en route shows' quarters in Toledo.

FAY LEWIS.

West's World's Wonder

MONTGOMERY, Ala., March 30.—All equipment reflects the vast amount of rebuilding and redecorating work in progress here for many weeks. Train has been renovated and repainted and all rolling stock has also been refinished. General Manager Frank West is supervising construction work and has given orders for construction of a modern office wagon. Mrs. Mary West doing spring souse cleaning in the West's private car and earring for her mother. Neil Berk, general agent, arrived from his Miami Beach, Fla., home two weeks ago and has been busy since. Shows are scheduled to open here on April 6. Special Agent Ted Woodward is assisting Manager West. Louis (Pickles) Weiss,

business manager, and wife, Kay, who has the Posing Show, Narcotic and Slave Market attractions, are readying for opening. Weiss is supervising concession department and construction and organization activities. Recent arrivals include Dr. and Mrs. Ralph Garfield, who will have the World's Wonder Freaks, Hall of Science and Two-Headed Baby on the midway. Captain Smithey, animal show manager and trainer, and wife, and Capt. John Hoffman, animal trainer, are readying their equipment and rehearsing several new acts. Sky-High Alcidos, free act, are building additional rigging. Frank and Helen Lentini, the well-known three-legged man, arrived from Florida to join the side show. He will manage Dr. Garfield's unit. Art Spencer's Wall of Death Motordrome is being rehabilitated under Art's direction. Concessions here include Harry Rubin and wife, Mr. and Mrs. Jim Braden, Mr. and Mrs. Harry Schreiber and Mr. and Mrs. Emil Mansfield. Lecturer and Talker Chic Boyer has started rehearsals for the new attraction, the Slave Market, which he will produce and manage for Louis Weiss.

ROLAND W. RICHARDS.

Prell's World's Fair

NEWARK, N. J., March 30.—Since shows open the season here on April 15, quarters crew is applying finishing touches. Shows have added, new equipment, rides and attractions. A crew of 30 is getting everything in order. New fronts for the several shows and a modern lighting system will be added. S. E. Prell, general manager, reports shows play New Jersey, New York, Pennsylvania and other Eastern territory. Reported by an executive of the shows.

Motor City

ROSEVILLE, Mich., March 30.—Things have been humming in quarters here since January 1 and shows are preparing to play several Detroit lots before their regular opening. All rides have been overhauled and repainted. Manager Vic Horowitz has arranged for a new lighting system for rides and shows. E. A. Howard and mechanics are getting his Fun House and his Penny Arcade in shape and W. Stanley will look after the new Ten-in-One. Joe Hilton has his Snake Show ready and recently built a new front. W. D. Warden, who signed three shows, arrived and is readying his equipment. F. O. Gregg's Fearless Greggs will provide the free attraction. Manager Horowitz is getting out a special line of paper for this attraction, as well as a new line of paper for the shows. A brand-new office trailer has been added. Mr. and Mrs. Gil Cohen are daily visitors and getting their four concessions ready for opening. By the time this appears in print a small unit, consisting of a few rides and some concessions, will be working Detroit lots. On April 15 a preview showing will be held near Detroit. Formal opening is slated for Battle Creek, Mich., on May 3. A new entrance was constructed during the winter. Bob Brenson, general agent, has been covering much territory and reports some successful tours. HARVEY (DOC) ARLINGTON.

B. & V.

GARFIELD, N. J., March 30.—Work in quarters slowed down the past few days because of extreme cold weather. Billy Gear, who is piloting the shows, contracted several good spots on a recent tour. Nellie Russell signed her Rio Grande Revue. Harold Deblaker booked his Kiddie Autos and Gondola ride, and Buster Gordon letters he will be on hand for opening. A. Vivona, custard operator, visited, and Billy Clark arrived from Florida to take over the advance truck, handling billing and publicity. Mickey Vagell visited and said he's ready to go. Shows will use an orange and blue color scheme this year.

QUEENIE VAN VLIET.

Billy Giroud

NEW YORK, March 30.—With opening only three weeks away, Manager W. J. (Billy) Giroud reports quarters work is almost completed. Paraphernalia will begin moving on the lot one week in advance. Ride Manager Al Bydairk left for the South to ship his Scooter here. Remainder of his equipment will come down from Mt. Carmel, Pa. Electrician Wilbur Yons is putting finishing touches on the new transformer truck and going

over other power units and trucks. Mrs. W. J. Giroud and son, Billy, spent Easter holidays with her mother in Leominster, Mass. Oscar Babcock left Waco, Tex., and will visit in Monmouth, Ill., for a few weeks before bringing his free act paraphernalia to the lot. Cold weather has hampered outside work. Clarence and Sonia Giroud are expected here about April 5. Mr. and Mrs. Tommy Carson will move to Sayreville, N. J., to act as official greeters to incoming troupers. The writer was greatly grieved at news of Harry Bamish's death. R. F. McLENDON.

Dixie Belle

OWENSBORO, Ky., March 30.—With opening a month distant, little remains to be done in quarters here. Thomas Zacco, with pop corn and penny pitch, reports he will arrive soon. Hank and Henry (Turtles) Sordolet, with high striker and pan game, came in last week. Pat Owen was ill with the flu for a week, but is now up and around and putting finishing touches to his mouse game. Owner Louis T. Eiley and General Agent B. H. Nye returned on March 23 from a week's booking tour in Kentucky. Owner Riley contemplates launching of a smaller unit to open after July 4, to make one and two-day picnic and celebration stands in Indiana and Kentucky territory and will purchase a Ferris Wheel and Kiddie ride for this unit. He recently purchased two interurban cars from the E. & O. V. Traction Co. He will convert the cars into eating establishments, stands to be leased to independent operators as soon as completed. Reported by an executive of the show.

World of Fun

GREENVILLE, S. C., March 30.—Much activity prevails here since the arrival of General Manager J. E. Steblar from a booking tour. Small unit played local colored dates to poor business because of poor weather. Most of the rides have been repaired and repainted and new ticket boxes are being built under direction of J. J. Steblar. Several show fronts will be enlarged and feature indirect lighting. Harley Moore has his pan stand ready and Mrs. Bobbie Devine's new photo gallery arrived. Billie Marko added a concession. Small unit will continue to play local lots until shows' opening near here in April. Bingo stand is completed. Color scheme again will be ivory and green. Walter Cole has a trailer. Shows plan to play Virginia, West Virginia, Tennessee and the Carolinas. Management recently was awarded Mt. Carmel Colored Fair. Clarence Sargee and Ben Wolfe are nightly visitors. Frank Drummond advises from Portland, Ma. he will be with it, and Mr. and Mrs. Steve Decker visited. Tex Rose says he'll leave soon for Georgia quarters. The writer again will be mail man and *The Billboard* sales agent. RAY SHARPE.

King Reid

DORSET, Vt., March 30.—Altho there's a five-foot snowdrift against the front doors of the big quarters doors here, there is plenty of activity inside. Leo Grande has completed his new transformer truck. New tops have been ordered for the La Conga Show, Athletic Arena and Wild Animal Show. Valgel Ballam reports from Claremont, N. H., that he is promoting wrestling matches in New Hampshire and Maine and his show is ready to go. Owner-Manager King Reid has a new car and now is out on booking trip. Harry Decker reports he will arrive here soon to ready his concessions and to frame two new ones. Recent visitors included Bob Pritchard, P. J. Houlton, secretary, Cambridge (N. Y.) Fair, and Mr. and Mrs. Billy Newbold. JACK MOORE.

Bob Hurst

GREENVILLE, Tex., March 30.—Larry Phiffer arrived on March 15 to open quarters and has started repairing tents and other equipment. Shows are slated to open May 11 in East Texas, and Mrs. Hurst is not hurrying any of the necessary repairs. Recent visitors were Mr. and Mrs. Ed Monroe, Rudolph Kimbrough, Walter Pierce and Jack Howard and wife. Among new dates Mrs. Hurst lined up is the Red River County Fair, Clarksville, Tex. Two new rides, Drivurself autos and an electric streamlined train, and several

P. S. McLAUGHLIN SHOWS

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This Show completely motorized. Can place Grind Stores that do not conflict. Also Sound Truck. Must have best of equipment. Want Girls for Varieties, Posing and Pit-Shows. Highest salaries paid. All Rides Booked. Address all communications to ROSS MANNING, Bus. Mgr., Suite 804, 1564 Broadway, New York City. Phone: Longacre 5-0180.

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"WORLD'S FINEST MIDWAY" PREMIER PRESENTATION OF AMERICA'S NEWEST RAILROAD SHOW. DOWNTOWN NORFOLK, VA., APRIL 11. CAN PLACE Monkey Circus or any other show of merit not conflicting. What have you? We furnish wagons. WANT strictly legitimate Grind Concessions, rates reasonable. Experienced Manager for new Rolo Funhouse. Girls for Posing Show, must be neat and attractive. Office pays salaries. Chas. Lewis needs capable Ball Game Agents. Want one experienced all around Canvasman. Useful Help in all departments. FOR SALE—Tanglely Calliope mounted on 1937 Chevrolet 1 1/2-Ton Truck, excellent condition. ALL PEOPLE CONTRACTED. ACKNOWLEDGE THIS CALL and report to WINTERQUARTERS, Building No. 5, Army Base. Mail and Wires address: ART LEWIS, Gen. Mgr., Hotel Fairfax, Norfolk, Va.

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"AMERICA'S BRIGHTEST MIDWAY" OPENING FRIDAY, APRIL 19TH, TOLEDO, OHIO. ALL PEOPLE CONTRACTED, REPORT AT TOLEDO, OHIO, APRIL 15. CAN PLACE account disappointment, PENNY ARCADE—SET OF DIGGERS, Bob Parker, answer. LEGITIMATE CONCESSIONS OPEN. Will sell EX. on FROZEN CUSTARD and PAN GAME. WANT TALKER and RIDERS for MOTOR DROME. Will turn Drome over to responsible party. RIDES—Can place OCTOPUS, Wm. Pink, answer. C. L. YOUNGER WANTS Dancing Girls, also featured Blond Posing Girl, Jerry Franklyn, answer. TOP SALARIES. Accordion Player. Opening in Ten-in-One (10-in-1) for TATTOO ARTIST. FAIR SECRETARIES, CELEBRATION COMMITTEES—We have some open time in September and October. Address replies to AL WAGNER, MANAGER, 2647 CHELTENHAM ROAD, TOLEDO, OHIO.

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BILLY GIROUD SHOWS

1564 BROADWAY, NEW YORK OPENS THURSDAY, APRIL 18, SAYREVILLE, NEW JERSEY Can place a few more Concessions and Grind Shows. Want first-class Foreman to take charge of Merry-Go-Round. Agents for Buckets, get in touch with Turkey Red, care Show. Little Brownie and Jim Howard, write. Chief Lakeside and Al Morris, write Al Ventrees, care Show. Charlie (King) Powell, write Tommy Carson, care Show. All people contracted, please acknowledge. Address all communications to W. J. (BILLY) GIROUD, 50 Salisbury Ave., Stewart Manor, N. Y. Phone: Floral Park 6344.

CARNIVAL OWNERS

The next issue will be the SPRING SPECIAL. There will be a good representation of Carnival Advertising in it.

SEND YOUR ADVERTISING COPY EARLY

For position in the Carnival Department your copy must be in Cincinnati by Wednesday, April 3.


Late ads will be taken care of in General Outdoor but no telegraphed or telephoned advertisements can be accepted after 10 A.M. (Eastern Standard Time) Monday, April 8. Wire important Late Show Ads Sunday Night.

new shows will be added. Mr. and Mrs. Frank Steinbarger and Mr. and Mrs. Hoy Runion report they will leave Aransas Pass soon and head for quarters here. The Steinbargers will put their Ferris Wheel in condition, while the Runions will repair their concessions. The writer and Mrs. Hurst and daughter, Ruby Ann, visited Bill Hames Shows in Fort Worth, Tex., recently. L. E. DUKE.

American United

SEATTLE, March 30.—All are busy in quarters, readying shows for an early opening. Owners H. H. Avery, M. M. Beauchamp and O. H. Allin have purchased plenty paint and supplies. Red Mason is painting the shooting gallery and candy floss stand, while Virgil Snow is remodeling the bingo game. Henry Sapino is working on his concessions. (See WINTER QUARTERS on page 51)

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Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINER. Other models. Free literature. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

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Tell the Advertiser in The Billboard Where You Got His Address.

Greater United Registers Fair Business in Del Rio

DEL RIO, Tex., March 30.—This city gave Greater United Shows good weather and fair business at their recent stand here under Fire Department auspices, reports Frank J. Lee. Some excitement prevailed when a couple of guy wires loosened during Billy Shaffer's high pole act and endangered his life. Quick work on the part of Shaffer's ground man and showmen prevented an accident, however.

New tops to replace those ruined in a tornado in Laredo, Tex., arrived here. Vess McLemore is building a new bingo stand and seven other concessions. Fangs of Death, animal show under management of Mr. and Mrs. W. L. Crowell, joined here. Tracey Bros.' Circus Side Show topped the shows, with Skooter leading the rides. Joe Hurtt's ball game is well flashed. Many parties were held by various groups during the week at Villa Acuna. Joe Rider's Monkey Speedway continues popular. *The News-Herald* was liberal with space.

Showfolk Honor L. E. Roth At Surprise Birthday Feed

NEW ALBANY, Ind., March 30.—Owner L. E. (Eddie) Roth, Blue Ribbon Shows, who has recovered from an operation he underwent in Mayo Clinic, Rochester, Minn., was tendered a surprise party in shows' quarters here on March 17 in celebration of his birthday anniversary by Mrs. Roth and friends. After Roth opened the numerous gifts presented him, all partook of a delectable dinner served and prepared by Mrs. Roth, Mrs. Kessler, Lee Newton and Mrs. Rose Hicks.

A cake weighing 25 pounds and trimmed in blue icing and pink roses was one of the dinner features. In attendance were Mr. and Mrs. W. R. Hicks; Mr. and Mrs. Pid Kessler and daughter, Wanda; Mr. and Mrs. Jimmie Paden, Jack L. Smith and son; Harry Seidler, James R. Bumpus, Al Creighton, Victor Summers and Jack Galluppo.

FRANKS ENLARGED

(Continued from page 39)

favorable comment, while all equipment looked spick and span. Business was excellent.

City officials, civic leaders and many visiting showmen were on hand to extend formal greetings to Manager W. E. Franks on opening night. Stand is scheduled to end on April 6.

In addition to Manager Franks, staff includes Harry Mack, secretary-treasurer; Mrs. Peggy Franks, bookkeeper; David Wise, general representative; Harry Miller, lot superintendent; Harry Erin, announcer; Perry West, advance agent, and Luke Wells, steam calliope.

Visitors included Billie Clark, J. J. Page Shows; Mrs. C. E. Barfield and Mr. and Mrs. Bob Stewart, Barfield's Cosmopolitan Shows; Mr. and Mrs. Howard Bryant, Art Lewis Shows; Eddie Jackson; I. J. Clark, Clark's Amusements; Mr. and Mrs. Bernie Shapiro, Southern Poster Printing Co.; Irish Horan, Jimmie Lynch's Thrill Show; Mr. and Mrs. E. B. Kaw; Charles Sparks, former circus owner; James Beach, circus agent; Mr. and Mrs. Clint Shuford, Lee Conerroe and Frank Satara, former circus troupers, and E. J. McKnight, Gardner, Mass., circus fan. More than 200 newsboys for

The Telegraph and *News* were guests at opening. Harry Mack also is handling the press and *The Billboard* sales.

Line-Up

Roster includes—Shows: Sex, D. Stack Hubbard, owner-operator; Hazel Fitzner, manager; Caroline Hayes, talker; Bill Naylor and Tom Lewis, talkers; Isabelle Fitzner, Caroline Lewis, Marie Miller and Ginger Canady, performers; Frank Loughney, lecturer, and Albert Barnes, canvas man. Mickey Mouse, D. Stack Hubbard, owner-operator; Hazel Fletcher, manager; Jerry Williams, talker; Mickey and Minnie Thomas, inside; Frank Carlson, tickets. Dgomed to Death, Billie Lester; Lester Abbott, nurse; Doc Al Anderson, physician; Al Hubbard, superintendent. Athletic, Jimmie Allen, manager; Lou Carpenter, Kid Armstrong and Dynamite Dunn, fighters; Mrs. Jimmie Allen, tickets.

Girls in Red, Charles Fay, manager; Mrs. Charles Fay, tickets. Minstrel, Baldy Joe, producer; Snow Ball Johnson and Brown, comedians; Mary Smith, Lester Jones, Mary Sures, Billy Webster, Sandy Wiggins, Willie Lee, May McCoy, Nellie Pearl, Dorothy Frazier, Mickey Sarah and Dorothy Dunbar; George Hiskey, band leader. Side Show, James Doran, manager; Mickey Knight, tickets; Joe Sanders, outside talker; Kumma Parker, torture and magic; Joe West, tattoo; Louise Marsh, sword box; Louis Masco, fire eater; Ida Doran, electric chair, and Billy Marsh, magic. Victor Drumb, high act, presents the free attraction.

Concessions

Sam Beatty and Harry Biggs have clothespins and razzle dazzle, with Jack Martin and Issy Brosky, assistants; George Haverstick, penny arcade; B. W. Parmley, Jerome Samuels and Harvey Waycomb, diggers; Mrs. Lillian Donahoe and Nellie Ansett, penny pitch No. 1; Betty Franks and Sarah White, penny

pitch No. 2; Pat Ryan, cigar wheel; Ace Turner, over and under; Hubert Hall, bingo, assisted by Mrs. Hall, checker; J. C. Hampton, Billie Phillips, John Presco, counter men; John T. Kold, stock man; Joe Mason, caller. Cecil Rice has chuck-luck with Jimmie Winters; jingle board, Jimmie Shaw and Mrs. A. Brown; color, Scotty Kelly and Whitey Calvert; wheel, Mrs. Jimmie Winters and Nina Wilson.

Other concessioners are H. R. Crager, pitch-till-you-win; W. L. Dunahoo, hit and miss; A. W. Johns, photo gallery; Mrs. Polly Wise, Nickel Inn; Pete Smith, fishpond; W. R. Lennon, milk bottles; George Brown, long-range gallery; Dee Mars, darts; J. C. Holleman, cigarette and dart galleries; Whitey Archer, bowling alley, and Jimmy Archer, W. Owens, Jack Brown, helpers; chrome stand, Lee Sullivan and Buster Keeser; radio stand, J. V. Archer and Barney Lane.

Rides

Chairplane, L. H. (Red) Barrett, foreman; Shorty Johnson, assistant; Mrs. May White, tickets. Ferris Wheel, George White, foreman; Bob Millikin, assistant; Marie Thomas, tickets. Loop-o-Plane, Red Wilson, foreman; Herman Clay, assistant; Mrs. Bobby Wright, tickets. Kiddie Autos, J. W. Sands, foreman; Bobbie Wilson, tickets. Merry-Go-Round, T. Frankie Lewis, foreman; Miss Frankie Lewis, tickets. Mrs. Peggy Franks has the cook-house, with Bob Box, Ralph Johnson, Bob Roy and Buddy Kelly assisting.

Arthur Pettit is chief electrician, assisted by Bill McCoy. Dan Bennett is boss carpenter and builder; Grady Elkins, assistant. J. W. Sands is superintendent of transportation, with Marty Fogarty as tire man. Truck drivers are Harvey Hall, Mason McKenzie, Hugh Potter, Sam Connors and James Hersey. Pop Kelly is night watchman and Mrs. Victor Drumb handles front-gate tickets. Harry Sanders painted shows, assisted by Curley Haven and crew.

Shorts

J. R. EDWARDS Shows have been signed as midway attraction for six-day Shelby (O.) Firemen's Spring Festival in the old ball park. There will also be free acts and contests.

AFTER appearing at Campbell-Fairbanks shows in Boston, New York and Detroit, Edythe Sterling's Hopi Indians closed at Indianapolis Sportsmen's Show on March 25, troupe returning to its reservation at Kearn's Canyon, Ariz., reported Manager C. L. Younger. At the close Miss Sterling left for a visit with her mother, Mrs. A. B. Kessinger, Leavenworth, Kan. She plans to open with the Sterling Shows in Ohio in April.

GALLIPOLIS, O., will celebrate the 150th anniversary of its founding with a four-month program, punctuated by frequent special days, when river trips, balls, pageants and plays will be staged. Federal appropriation of \$10,000 has been obtained and Gallia County and Gallipolis have made available funds for a midway, free acts, fireworks and contests. Dr. Charles W. Holzer is general chairman and E. M. Hawes is executive secretary.

THREE-DAY Cucumber Festival program in Weimar, Tex., will include rodeo, midway, beauty contest, sports, barbecues and exhibit awards.

REDUCED tickets will go on public sale for Barnes-Carruthers' revue. *Show of a Century*, recently booked by Ernie Young for the national Shriners' June convention in Memphis, said Committee Director John Vesey. Revue will be presented in Crump Stadium. Electrical pageant and two parades are also planned.

NUMEROUS special events, reported Secretary Grace M. Sparkes, of Yavapai County Associates, Prescott, Ariz., are scheduled for the city during coming months, including weekly band concerts and community sings from May to September; four-day Prescott Frontier Days, one-day fourth annual Northern Arizona Horse Show, one-day Smoki Indian ceremonials and three-day Coronado Cuarto Centennial.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**

(Communications to 25 Opera Place, Cincinnati, O.)

Floor Show and Dance Band Featured at Kansas Annual

ATCHISON, Kan., March 30.—Fellowship Club's fifth annual exposition opened here in Memorial Hall on March 27 for a four-night run. Admission was 15 cents for adults and 10 cents for children. Club sponsors the exposition yearly as a good-will gesture toward people of the trade territory. On the exhibition floor were retail, wholesale, industrial and civic displays.

Dutch Young's 11-piece band provided music for dancing and the nine-act floor show on Wednesday and Thursday. Acts included Jean Carr, Believe-It-or-Not girl; Romeros, whip crackers; Kirtley and Rankin, dancers; Jimmy O'Neil and Co., ladder performers; Randall and Carr, adagio team; Elroy Pearce, impersonator; Cecil Jackson, singer; Charles and Dorothy Rankin, comedians, and James Brothers, barrel jumpers. Jack Randall was emcee.

American United Signs Two

SEATTLE, March 30.—American United Shows were awarded midway contracts for three-day Cut Bank (Mont.) American Legion Post Celebration and an anniversary celebration in Walla Walla, Wash., under Legion auspices, reported General Agent Charles R. Mason. Program for the Montana event will include free acts, fireworks, sports and dancing.

Radio Names at Kan. Show

KANSAS CITY, Mo., March 30.—Guest-starring at Heart of America Food Fair here on March 24-30 were Tizzie Lish, formerly of the Al Pearce radio

gang; Dr. I. Q. and Smiling Ed McConnell, radio singer. Dr. I. Q. presented a quiz show on Wednesday and Thursday nights under sponsorship of a candy company. Both programs were broadcast over WDAF. McConnell was sponsored by a bread company. Fair capitalized on radio headlines, days being dedicated to Jack Benny, Baby Snooks, Lanny Ross, Fred Allen and Kate Smith.

Ind. Show To Feature Radio

CHICAGO, March 30.—A radio broadcasting studio, a short-wave station and broadcasting contests will be features of the third annual Hammond (Ind.) Better Home and Food Show to be held for four days in Hammond Civic Center Auditorium. A. W. Scott is show director, and promotions are in charge of Harry A. Kyler, who has handled many health food shows. In displays health foods will predominate. A cooking school will be sponsored by Lever Brothers, manufacturers of cooking products. Station WHIP is co-operating. Broadcasts from the show will be made in full view of audiences. Short-wave station is being operated thru co-operation of American Radio Relay League. Axel W. Christensen, pianist, humorist and entertainer, will be emcee.

Attractions for Va. Event

DANVILLE, Va., March 30.—Ten circus acts, concessions and nightly dancing are to be featured at a six-day exposition here under auspices of the Danville Grays, reported Captain Squire. Jimmie Cannon's Orchestra will furnish music for dancing except on one night, when Jack Teagarden's Band will be brought in. Event will be staged in a decorated warehouse. There will be national food exhibits and booths for merchants and automobile representatives.

Jubilee Week to Edwards

WOOSTER, O., March 30.—J. R. Edwards, owner-manager of the shows bearing his name, said here that his organization had been awarded the midway contract for Barnesville (O.) Jubilee Week, under Volunteer Firemen and VFW Post auspices.

WANTED CARNIVAL and SKATING RINK

JUNE — JULY — AUGUST

Write

MR. CHAS. A. BARASHA,
Wm. Penn Fire Co.,

Main Street,

Shaft, Pa.

WANT CARNIVAL

FOR WEEK OF FOURTH OF JULY
We are celebrating the Fourth, sponsored by the American Legion.
Write WAYNE McLEOD, Lamar, Missouri.

WANTED

A high-class Rodeo for Fourth of July Celebration sponsored by City Police Department of Warren, Pennsylvania. Celebration will attract fifty thousand people. Communicate with GEORGE HAEHN, Chief of Police, Warren, Pa.

WANT

RIDES — SHOWS — CONCESSIONS
JULY 2-3-4

Largest in Northern Missouri. No Carnivals.
AMERICAN LEGION CELEBRATION

O. A. LOOMIS
ROCKPORT, MO.

WANT

FREE ACT FOR THREE-DAY CELEBRATION
AUGUST 22, 23, 24

Two acts daily, outside, either on platform or ground. Give complete details, prices, etc., at first writing.

HOMECOMING DAYS

BURKE, S. D.
CONNER NASHEL

WANT

Rides, Shows and Legitimate Concessions for
10th Annual July 2, 3, 4 Celebration
BOSWELL, INDIANA
Stratosphere Man Booked for All Three Days.
There will be 19 other Free Acts and Gigantic Fireworks. Concessions, write

EDGAR BURNETT, Secy., Boswell, Ind.

WANT

LARGE CARNIVAL
With One or More Free Acts for

SOLDIERS AND SAILORS UNION

V. F. W. State Meeting, June 3 to 9, inclusive. Forty-acre modern shaded park, free gate. Daily attendance last year, 11,238.
Write J. E. GIRE, Villa Grove, Ill.

RIDGEVILLE HOMECOMING

JULY 22-27

Booking Now for
CONCESSIONS AND FREE ACTS
W. L. THOMPSON, Sec., Ridgeville, Ind.

WANT

First Class Carnival To Play at Annual

LINN PICNIC

JULY 25-26-27.

Three other good towns near by may be booked if you hurry.
CHARLES AUSTIN, Linn, Kansas.

ACTS WANTED FOR NATIONAL HOME SHOWS

NEW ORLEANS, WEEK MAY 13—BEAUMONT, TEX., APRIL 22

Can use few high-class Demonstrators of Home Products. Weldon, write.

Address: REAL ESTATE BOARD, EDWIN N. WILLIAMS, Managing Director,
820 Union Street, New Orleans, Louisiana.

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

A MIRACLE CREO EVERLASTING PERFUME. 25c one oz.; \$1.50 pt. Toilet-Water, 25c two oz.; \$1.00 pt. FRANCIS CARROLL, 1748 1/2 Blv. Pl., Indianapolis, Ind.

BEAUTIFUL WALL PLAQUES—25c TO 50c sellers. Two assortments: twenty-five for \$1.00; twenty-five for \$2.50. Cash. W. WOOLEY, Peoria, Ill.

CHENILLE BED SPREADS — UNUSUAL \$2.98 retail values. Operators, buy direct at wholesale. State your business. GA. BED SPREAD CO., B-6, Nelson, Ga.

EARN WHILE TOURING—EXPERIENCE UN- necessary. Sell originals, 9x11 Blue Signs, Scriptural Mottoes, Changeables. Write now KOEHLER'S, 335 Goetz, St. Louis, Mo.

FAST 10c SELLER—NEARLY ALL PROFIT. Starting stock, 25c. Nets you \$2.75. MISSION NO. 5, 2328W Pico, Los Angeles, Calif.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y.

LOOK, PEDDLERS, PITCHMEN, MEDICINE Men—10 Doz. Men's Fancy 2ds Ankle or Socks, \$7.50; Ladies' Full Fashion 3ds, \$1.50 Doz. Clover Thread, 5 Doz. Box, \$1.00. Printed Dress Patterns, 3 yd. up, 30c. Rayon Taffeta, looks like silk, all high colors, 15c yd. Other Bargains. No Catalogue. Send \$5.00 or \$10.00 for Samples. Prepaid on Trial Orders. NATIONAL TRADING CO., 327 S. Main St., Memphis, Tenn.

LORD'S PRAYER ON A PENNY—INDIVIDU- ally carded. Fastest 10c seller in years. \$4.50 gross. Samples 50c. PERKINS, 1109 Lawrence, Chicago.

MAGAZINE-BOOK MEN—HERE'S THE DEAL of the Century. Sells on sight. Our new sensational offer is the fastest money maker in the field. Write for proof and full particulars. PUBLISHERS' CIRCULATION SERVICE, INC., Dept. D-4, 407 S. Dearborn, Chicago.

MEN'S SOX—MEN'S WORK SOX SELL QUICK —10 prs. samples and details, 75 cts. McCAIN HOSE MILLS, 443 Cedar St., Reading, Pa.

MEXICAN BIRD PICTURES, HAND-MADE, with real feathers; free particulars; sample, 10c. Importer, C. O. STAFF, 8716 Lambert, No. 2, Detroit, Mich.

NEW PROPOSITION FOR MAGAZINE WORK- ers—Make more money selling this flashy specialized Farm Magazine. Best deal to men working east of Mississippi River and north of Tennessee or Carolinas. Write for details. CHAS. WEBSTER, Room 1201, Sandstone Bldg., Mount Morris, Ill.

NEW LINE ULTRA-BLUE BIBLICAL STORE Signs—Cost 3c, sells 25c. Fast sellers. Sample free. LOWY, Dept. 300, 8 W. Broadway, New York.

NOVELTIES — ATTRACTIVE AND BEAUTIFUL. Fast sellers, good profit. Sample, 25c. Write now and see for yourself. PYRAMID STUDIO, 812 N. 4th St., Leavenworth, Kan.

WANTED—AGENTS WITH LARGE FOLLOW- ing. New Article. Big Profits. Write for particulars. ROOM 907, 509 South Franklin St., Chicago, Ill.

WHERE TO BUY AT WHOLESALE \$50.000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York.

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, LIZARDS — LARGE Tame Indigo Snake for dancers, \$5.00. Price list. ROSS ALLEN, Silver Springs, Fla. Wire via Ocala, Fla.

BEAR CUBS—SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. RELIABLE BIRD COMPANY, Winnipeg, Canada.

COCKATOOS, MACAWS, MONKEYS, SUN Bear Cubs, Ocelots, Reptiles, Birds of all kinds. Write for list. BIRD EXCHANGE, Box 7, Bell, Calif.

REGAL PYTHONS—S. A. BOA CONSTRICTORS. S. A. Tegues, Cuban Chameleons, Ringtail Monkeys. Snakes in dens of \$5.00 and up. ANACONDA REPTILE FARM, 3022 S. San Gabriel Blvd., Carvey, Calif.

ONE CANADIAN BROWN FEMALE BEAR, 3 yrs. old, weighs 250 lbs., partly tame; 1 female bobcat, 25 lbs.; 1 6-foot and 1 3-foot alligator, all for \$40.00. T. A. PARKS, Hotel Parks, Louisville, Miss.

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. MEEMS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. MEEMS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

BUSINESS OPPORTUNITIES

COMPLETE DRAMATIC TENT SHOW FOR immediate sale or lease to honest, reliable showman. Tent Fifty-Five Hundred and Sixty, fully equipped. Stored at Topeka, Kan. Write for details. "TED" NORTH, 6115 Orange St., Los Angeles, Calif.

JOSSEFRAND 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.

NEED MONEY? — SEND 3c STAMP NOW FOR money-making details spare time mail order business. Small starting capital, no canvassing. THORNBURG SERVICE, 1206 Monroe, Wichita Falls, Tex.

"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.

YOU MAKE STEADY INCOME WITH CHAIN of rental libraries. Check "stands" monthly. No risk. Non-competitive. The easy, dignified way to make real money. Write today for free folder. BABCOCK-BOROUGH, 218 West Cold, Albuquerque, N. M.

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 BARGAIN—TARGET ROLLS, 9 FOOT, \$12.50, uncrated; Masters, \$4.95; Challengers, \$17.50; others. Write "AJAX," 441 Elizabeth Ave., Newark, N. J.

A CATALOG SHOWING 500 RECONDITIONED Machine Bargains—All types. Write for free copy. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. ASCO, 383 Hawthorne Ave., Newark, N. J.

BALLY DANDYS—FLOOR SAMPLES; FREE Play; like new. A real buy. \$37.50. IDEAL NOVELTY, 1518 Market St., St. Louis, Mo.

BARGAINS — 50 NORTHWESTERN SLUG- proof Penny Merchandisers, \$3.50 each, or all for \$150.00. 25 Masters 77, chrome finish, \$2.00 each. 50 Columbus Model A, \$2.50 each. 2 U-Needa Pack 5c Candy Bar Vendors, \$30.00 each. 1 Rockola 1940 Model Ten Pins, \$110.00. 1940 Free Play Games, Exhibit Jumpers and Rebounds, \$45.00 each. Mr. Chips, \$40.00. 2 late 1938 Keeney's Track Times, \$65.00 each. 10 Model # Targets, \$7.50 each. Gottlieb Triple Crappers, \$7.50 each. N. M. WELCH, 1500 7th St., Parkersburg W. Va.

CANADA! 50 NOVELTY AND FREE PLAY Tables—30 Mills Dials at Close-Out Prices, saving you duty and exchange. COIN CRAFT CANADA, Hamilton, Ont.

CATALOG SHOWING 700 RECONDITIONED Machine Bargains; all types. Write for free copy. STEWART NOVELTY CO., 136 East 2nd South, Salt Lake City, Utah.

CHICKEN SAMS, WITH BASE, \$125.00 EACH; Genco Magic Rolls, 9-ft. alleys, \$42.00 each; like new. 1/3 deposit. BUSINESS STIMULATORS, 4912 E. Washington, Indianapolis, Ind.

FIFTEEN BUDDY TRAVELING CRANES— \$125 lot. Bargain. Good condition. 1/3 deposit. A. GREENSPAN, 4226 Viola St., Philadelphia, Pa.

FOR SALE — TWENTY-FIVE (25) PENNY- Phones, slightly used, only \$100.00 each. 25% cash, balance C. O. D. YENDES SERVICE COMPANY, 1817 W. Third St., Dayton, O.

FOR SALE — BALLY EUREKA, SNOOKS, Speedy, Fifth Inning, Rebound, Western De Luxe Baseball, Jennings and Pace Slot Machines. AUTOMATIC VENDER COMPANY, Post Office Box 313, Mobile, Ala.

FOR SALE—FREE PLAY EUREKA, \$40.00; Mills (1939) 1-2-3, \$69.50; cash 1-2-3, \$20.00; Turf Champs, \$10.00; Caille Commander, \$25.00; Cadet, \$15.00. Want Model F Targets and 3-Way Grips. THE MUSIC MACHINE CO., Brunswick, Ga.

MODEL F TARGETS, 3-WAY GRIPPERS, EL Toro, Bobs, Bally Reserves, Fleets, Carnival, Smoke Reels, \$7.50 each. Punchettes, \$1.50; Rowe Cigarette Vendors, \$5.00; Model B Seeburgs, \$39.50. JONES MACHINES, Stephenville, Tex.

NOVELTY PIN GAMES, \$7.00. SIX BULL'S Eyes, Zephyrs, Swings, Jungles, Silver Flashes. Seven Target Roll Bowls Bumps, \$20 Each. 1/2 Deposit. MUTUAL AMUSEMENT CO., 3114 Boardwalk, Wildwood, N. J.

PENNY ARCADES — WE ARE THE WORLD'S Leading Headquarters for like new and used equipment. See us before you buy. MIKE MUNVES CORP., 593 Tenth Ave., New York.

SIX KIRK HOROSCOPE TICKET WEIGHING Machines, \$100.00 each. 10 Seeburg Chicken Sams, \$150.00 each. 2 Eight Spot Bowling Machines, \$10.00 each. Electric Coin-Operated Pool Table called Bagatelle, 9 feet long, 30 in. wide, \$75.00 each; cost new \$250.00; ideal for arcade. Also over 100 various makes of cigarette machines, all re-painted and reconditioned like new, cheap in quantity lots of five or ten. Skee Ball Alleys, 14 feet, \$10.00 each. Any of the above machines to be crated for shipping add \$5.00 to price quoted. 1/3 Deposit, Bal. C. O. D. JERSEY SPECIALTY CO., Route 23, Newark Pompton Turnpike, Singac, N. J.

TOM MIX RIFLE, \$49.50, OR WILL trade for Cigarolas, World Series or Western DeLuxe Baseball and pay cash. CENTRAL DISTRIBUTING, 916 Scioto, Indianapolis, Ind.

SPECIAL — '38 DOMINOES, \$55.00; '37 Dominoes, \$29.50; Liberty Bell, \$17.50; R. H. Track Times, \$32.50; Fair Grounds, \$10.00; Tops, \$8.00. F. P. Games, Fifth Inning, \$18.50; Contact, \$18.50; Stop-Co, \$17.50. Will trade for Victrolas. C. L. PADGETT, Rt. 2, Box 285, Augusta, Ga.

THREE MILLS 1939 ONE-TWO-THREE, FREE play, like new, \$75.00 each; three for \$200.00. Third deposit, balance C. O. D. KENTUCKY SPRINGLESS SCALE CO., 514-516 So. 2nd St., Louisville, Ky.

TRADE TOM MIX RIFLE ON USED ROCK-OLA Standard or DeLuxe 1939 Phonograph and pay cash difference. CENTRAL DISTRIBUTING, 916 Scioto, Indianapolis, Ind.

VEST POCKETS BELLS, \$25.00; KEENEY Spinner Winner, \$12.50; Deuces Wild, \$9.00; Bally Babys (Cigarette Reels), \$6.00; Bell Slide \$5.00; Reel Dice, \$5.00; Reel 21, \$3.50. One-third deposit, balance C.O.D. HGG NOVELTY, 849 S. W. 2nd St., Miami, Fla.

WANTED FOR CASH — BLOW BALL, BASKET Ball, High Ball, Atlas Baseball, Exhibit Rotaries, Cranes, Diggers, Punching Bags, Vitalizers, Shoot-O-Matics, Skill Derby, X-Ray Poker and Arcade Machines. GREENFIELD, New Lenox, Mass.

WANTED—CASH WAITING PHOTOMATICS and Seeburg Rayollites; advise serial numbers, age, number available, general condition, lowest prices; must be cheap for resale. LEMME COIN MACHINE CO., 31 W. Vernor, Detroit, Mich.

WANTED CLEAN AND PRICED RIGHT FOR cash, free play Exhibit Airliners. PEARSON NOVELTY CO., Bridgewater, S. D.

WILL SELL 8 SEEBURG CHICKEN SAMS AT \$100 each. Send \$20 deposit for each or part. HUB CITY ENTERPRISES, 32 Stevens St., White Plains, N. Y.

WILL BUY LATE FREE PLAYS—FOR SALE, \$29.50 ea. Rebound (new headboards), Follow Up, Conquest. PASTIME AMUSEMENT, 100 Boltin, Dayton, O.

WILL TRADE PHONOGRAPHS FOR ARCADE equipment; 1c Punching Bags, Drop Picture Machines, Bally Racers, Mutoscopes, Wall Punchers, Lifters. ASSID, 838 N. Penn Ave., Lansing, Mich.

1/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

18 DUO VENDERS, \$9.75 EACH; WURLITZER 24's, \$129.50; 616's, \$75.00; 616A, \$89.50; 412's, \$39.50. Wanted: Mills Futurities and F. O. K. Silents. COLEMAN NOVELTY, Rockford, Ill.

5/8 ALUMINUM BALLS, NUMBERED 2-5-25, for giving additional trade or candy bars. Will last lifetime. Quantity lots 1 1/2 each. Send two dimes for samples. 5/8 Ball Gum, case \$10.50—10 1/2c box. CALVERT SALES CO., Lutherville, Md.

10 EVANS DOMINOS — SLANT HEAD MODEL, large odds drum, 40 to 1 payout, good as new, only \$97.50 each; with Skill Control, \$7.50 extra. Satisfaction guaranteed. Send order immediately. AUTOMATIC COINSLOTS CO., 287 Bank St., Norfolk, Va.

24 COLUMBUS ZM—PORCELAIN FINISH, vise-grip locks; like new; \$4.95 each. Half deposit. CLEVELAND COIN, 2021 Prospect, Cleveland, O.

1939 EVANS TEN STRIKE, ROCK-OLA TEN Pins, \$150.00 each. Texas License, \$20.00. 1/3 deposit, balance C. O. D. 732 PEARL, Beaumont, Tex.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

BEAUTIFUL VELVET CURTAIN, 12x22, \$25.00; Ten Flashy Band Coats, \$20.00; Ten Red Caps, \$15.00; Cellophane Hulas. WALLACE, 2416 No. Halsted, Chicago.

FORMULAS

THAXLY FORMULAS FOR PERFECT PRODU- cts. Accurate Analyses Assured. Resultful Research. Catalog Free. Y. THAXLY CO., Washington, D. C.

FOR SALE—SECOND-HAND GOODS

ALL TYPES — POPCORN MACHINES, GAS- oline Concession Models, Burch, Star, Long-Eakins, Copper Kettles, Furnaces, Burners, Geared Kettles. NORTHSIDE MFG. CO., Indianola, Iowa.

CLOSED-IN 6x9 TRAILER, BUILT FOR SCALES and Plaster; large enough to sleep in; A-1 condition; \$50.00. SKINNER, 445 E. 87 Pl., Chicago.

FOR SALE—SKATING RINK, PORTABLE; 50x110; excellent floor, new tent, music, Chicago skates; \$2,000 cash. F. E. DERWENT, 2447 Troost, Kansas City, Mo.

PENNY EMOSSER—LATEST MODEL; NEVER used; 3 dies, United States Map. Lord's Prayer, Crucifix. Cost \$225.00; take \$150.00. JOHN PAYNE, 1203 N. W. 45 St., Miami, Fla.

POPCORN, POTATO CHIP, CRISPETTE, CARA- mel Popcorn, and Cheese Coated Popcorn Machines. LONG EAKINS CO., 1976 High St., Springfield, O.

RECONDITIONED HENRY EASY FREEZE Frozen Custard Machine with all accessories. Cheap. FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn.

ROLLER SKATES—175 PAIRS WINSLOW'S Rink; assorted sizes; equipped with red fibre rollers and some wood; large amount repair parts free with lot at \$1.35 per pair. Sample pair, \$1.75. LECUYER, 117 Hamilton, Worcester, Mass.

FOR SALE—SECOND-HAND SHOW PROPERTY

ARCADE MACHINES — LIFTERS, POSTCARD Vendors, Photoscope Movies, Punch Bag, etc. Electric Penny Pitch, \$10.00. FREDERICK, 2263 Newton St., Detroit, Mich.

ATTRACTIVE BALL-THROWING GAMES — Bottles, Cats, Dolls, Kids, Tenpins. Complete portable outfits and supplies. LA MANCE, 782 Marion, S. E., Atlanta, Ga.

FOR SALE — SIXTEEN AND TWENTY-FOUR Seat Chair Planes complete; Kiddie Aero Plane complete. CALVIN GRUNER, Pinckneyville, Ill.

FOR SALE — TEN LENGTH BLUES, EIGHTY- Foot Canopy; Loud Speaker, new; English Trappings for Horse. J. J. EVANS, Evans Circus, Massillon, O.

Additional Ads Under This Classification Will Be Found on the Next Page.

FOR SALE—LARGE MERRY-GO-ROUND, 4-abreast, with 72 beautiful hand-carved animals and large double-track band organ. Skooter Building and 12 Cars. 6-Car Tumble Bug. Whip. Four Kiddie Rides. Large Aeroplane Swing (6 Planes). Large Shooting Gallery. Funhouse Equipment. Turnstiles and various other park equipment. All rides and equipment complete and in good condition. **BOX 5, Ralston, Neb.**

FOR SALE—SEMI-TRAILER AND TRACTOR, okeh for hauling rides; worth \$1,000; take \$650 cash. Write for description. **WILLIAM PERKINS, Benton, Ill.**

GIRL SHOW—20x30 TOP, NEW BANNERS, costumes, complete; 12x12 Hoopla; \$75.00 for all. **FRANK WARNER, 3012 Toledo Ave., Lorain, O.**

LIGHTING EQUIPMENT—EVERYTHING THE showman needs to create dazzling, colorful effects. State needs and we quote. **OTTO K. OLESEN CO., Hollywood, Calif.** x

RAT GAME—14x16 JOINT 40-HOLE WHEEL, plywood counterboards; good condition; bargain. **FRICK, 2950 N. W. 36 St., Miami, Fla.**

ROLO — COMBINATION FUNHOUSE AND Ride; portable; like new; \$5,000 worth of equipment; sacrifice for \$2,500. **A. BAKER-MAN, Keansburg, N. J.** ap13

5-SPOT SHOOTING GALLERY, 8x10 TENT, steel cards and rifle; also 9x6 enclosed sleeping trailer and arcade machines. **SKINNER, 445 E. 87 Pl., Chicago.**

HELP WANTED

MECHANIC FOR PENNY ARCADE—GENTILE. Good salary to experienced man. Name references. Address **BOX 5498, Seat Pleasant, Md.**

REPERTOIRE PEOPLE FOR EARLY OPENING under canvas in Iowa. Long season, standard salaries, established territory. **MADDEN-STILLIAN PLAYERS, Lake City, Ia.**

SPONSOR WANTED FOR A COMPLETE authentic French Review. **BOX 424, Bill-board, Chicago.**

TEAM, WITH CAR AND TRAILER, FOR TENT Show. Change for week; also Movie Operator. Make salary low. Write, don't wire. **LAYNE, MAGICIAN, 2514 S. 4th, Ironton, O.**

VERSATILE GIRL "FIDDLER"—VIOLINIST, read, fake, breakdowns, sing, experienced. Join All-Cowgirl Radio-Stage group. Give details. **COWGIRLS, WREC, Memphis, Tenn.**

WANTED FOR 4-FOR-10c PHOTOS — MAN and wife or single man, be able to drive truck, have all-around experience. **WILLIE LEVINE, 202 George St., New Bern, N. C.**

WANTED—REP PEOPLE, ALL LINES; YOUNG Med Team; Hillbillies; Man for Tent; Girl for Stand. Must name lowest; pay own; trailers O. K.; pay wires. **TOBY'S COMEDIANS, Kingston, N. J.**

WANTED—EXPERIENCED MEDICINE SHOW Lecturer; good proposition to man who can produce. Answer Western Union quick. **PHILLIPS, Lamar, S. C.**

4-GIRL BAND FOR PRIVATE NIGHT CLUB and park season. Furnish modern cottage, bathing, boating. Write **HAND'S PARK, Fairmont, Minn.**

WANTED—GIRL DRUMMER; UNION; EXPE- rienced. Write **GERTRUDE MORTON, 1805 Zimmerman St., Flint, Mich.**

LOCATIONS WANTED

WANTED—SUMMER LOCATION FOR ROLLER Skating Rink. Have best of equipment, including Hammond Electric Organ. Write **RAY HOLMES, 141 Portage St., Kalamazoo, Mich.**

MAGICAL APPARATUS

BARGAIN — MAGICAL SECRETS, MIND- reading, Mystery Escapes, Side-Show Illusions, Chemical. List, 10c. **GENOVES, General P. O. Box 217, New York, N. Y.** ap13

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.** ap20

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City.** ap6x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue—Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. **KANTER'S, 1309 Walnut St., Philadelphia, Pa.** ap6

TRICK CARDS — X-RAYS, LOOKBACKS, Cigarette and Coin Vanishers. Circus Books. Bingo Games all types. Description free. **WARNOVCO, Conimicut, R. I.** ap13

MISCELLANEOUS

GOVERNORS TO CONTROL AUTO ENGINES used to generate light, run mechanical concessions, etc., \$5.00 up. **CANDEE, 127 Llewellyn St., Los Angeles.**

OLD MILLS, ROLLER COASTERS, REMODE- led. New rides or old work solicited: 20 years' experience. **A. VETVAL, Route 4, Springfield, O.**

Show Family Album



AT THE LEFT is Edwin Weever, repertoire actor, as he appeared while playing the role of James Weever in the Klaw & Erlanger production, "The Winning of Barbara Worth," at the Colonial Theater, Baltimore, in December, 1914. Since that time he has appeared with the Empire Stock Company, Salem, Mass., and the Chancey-Kiefer Company, among others. His most recent connection was with the Norma Ginnivan Dramatic Company as director and character actor. With the Ginnivan show Weever produced some of his own plays, including "They Are My People."

Two veterans of the carnival field are pictured on the right. They are E. Z. (Dad) Reading (left), owner-manager of Reading's United Shows, and "Dad" Montee, a former Reading lot superintendent, snapped in August of 1920 on the depot platform in Solomon, Kan. Reading recently celebrated his 75th birthday anniversary and is still active. The 1940 season will be his 40th in show business. He has turned the management of the organization, now known as Reading's Shows, over to his son-in-law, W. J. Williams. Montee is believed to be living in Fort Collins, Colo., with a daughter.

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.

1,500-WATT FLOODLIGHTS WITH BULB, \$8.50; regular \$39.50. Low stand 20-inch Air Circulating Fans, \$15.00; high stand, \$19.00. **MILLER SURPLUS, 2553 Madison, Chicago.** ap27x

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A BEST NON-THEATRICAL ROADSHOW AD- vertising is DENNIS FILM BUREAU DISPLAY, Page 27, March 23. Find that Billboard and read it. ap6

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap. Terms. Factory reconditioned. Films rented, sold, \$5.00 reel. **NO. 521 STATE THEATRE, Pittsburgh, Pa.** x

ATTENTION, OPERATORS — MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Talkie programs, equipments rented. **NO. 711 STEUBEN BLDG., Chicago, Ill.** x

ATTENTION, ROADSHOWS AND 35MM. FILM Buyers — Sensationals, Westerns, Actions, Serials, Shorts. State your needs. **STANDARD FILM SERVICE, Box 782, Charleston, W. Va.**

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago.** ap27

CIRCUIT OPERATORS, DON'T CONTRACT FOR your film service until you get our proposition—the best for less. **MUTUAL, Virginia, Ill.**

CLEAN, NEW 16MM. SOUND FILMS—WEEK- ly Roadshow Service our specialty. Large library attractive rates. **SWANK, 5861 Plymouth, St. Louis, Mo.** ap6

COLOSSAL SPRING CLEARANCE SALE — 16mm. Sound Films, Features, Shorts, \$4.50 Reel up. Road Show Programs Rented Day or Week. Sound Projector Bargains, Supplies, Accessories. List Free. **SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn.** ap27x

COMPLETE ROAD SHOW OUTFIT; LIKE NEW. 2 portable 35mm. Sound Machines, complete with Amplifier and two large Speakers, with all attachments, ready to go anywhere, including 10 reels of 35mm. talkies; valued \$700, bargain \$290.00. Examination allowed. First \$20 deposit gets it. **OAK STORAGE CO., Armitage and Western Ave., Chicago.**

FOR QUICK SALE — OVER FIVE CARLOADS Used High Grade Opera Chairs. Write for bargain prices. **MOVIE SUPPLY CO., 1318 S. Wabash, Chicago.** ap6

TWO 35MM. PORTABLE DeVRY PROJECTORS, screen, microphone, splicer. Cost thirteen hundred, sell half price. **RALPH ROSCO, Gen. Del., Lima, O.**

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY! New Portable Double Unit, takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. New, economical, cool fluorescent lighting system. Send for direct positive catalog. **MARKS & FULLER, INC., Dept. BC 440, Rochester, N. Y.** ap27x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY, Terre Haute, Ind.** ap6

DIREX DIRECT POSITIVE PAPER — NO FAD- ing, best gradation, highest speed. **THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. Pacific Coast Agent, H. K. Chandler, Box 68, Toppenish, Wash.** x

FOR SALE—PORTABLE STRIP PHOTO OUT- fit, 1 1/2x2, complete with enlarger; good condition; \$60.00. **EARL MEYER, Box 23, Racine, Pa.**

PHOTO MEN—WHY WASTE TIME AND PAY privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos? Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$159.00 complete with best lens money can buy. Write **HASSAN, Box 971, Parkersburg, W. Va.**

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO, Unionville, Mo.** ap13x

SALESMEN WANTED

AMAZING SALES BOOSTER PLAN FOR filling stations, all retail dealers. Fast seller. Big profits. Sample free. **PROFIT-MAKERS, 160 N. La Salle, Dept. D-8, Chicago.** ap27x

FISHERMAN'S CADDY — SELLS ON SIGHT. Holds casting, fly and cane poles; also garden hose. Bank and boat model. Send 50c at once for either model. Big money for salesmen. **SIMONS & HEWITT CO., 121 N. Dodge, Wichita, Kan.** ap13x

IT'S HOT! BIG REPEATER WITH PLENTY immediate and repeat commissions. No investment. Sells to every type retail dealer and service station. Sales Kit Free. Hurry! **UNIVERSAL, 2222 Diversey, Dept. 44, Chicago.** x

SALESMEN — AMERICA'S FINEST SIDELINE, 40% commission daily. 725 fast-selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. **WILLENS, 2130 Gladys, Dept. WP, Chicago.** x

TRADE MAGAZINE SALESMEN—NATIONALLY known agency now operating new trade division. Has openings in choice territory for experienced salesmen. Very attractive proposition; commission. Write, stating experience, references. **NATIONAL TRADES SERVICE, RKO Building, Radio City, New York.** ap20x

SCENERY AND BANNERS

BEAUTIFUL BANNERS, SCENERY, DYEDROPS, Artistic, colorful, durable. Cut rates. Order Now. 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.** ap6

TENTS—SECOND-HAND

SLIGHTLY USED, GOOD AS NEW. LESS THAN half price. No rags, no mildew. State size, send stamp. Postals ignored. **SMITH TENTS, Auburn, N. Y.** jelx

8x10 KERR RIDGE TENT AND FRAME, nearly new, \$35.00; 8x12 store tent, \$12.50. **SKINNER, 445 E. 87 Pl., Chicago.**

40x80 TENT, LIKE NEW, \$225.00; 30x40 Net, \$30.00; in Pennsylvania must use nets. **WM. KETROW, Box 782, Sta. 5, Miami, Fla.**

THEATRICAL PRINTING

ENVELOPES, LETTERHEADS, \$1.75 1,000; Cards, \$1.00. Samples. Send sketch of your special job for lowest estimate. **COTTER, 2457 Seyburn, Detroit.**

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS, Winton, Penna.** x

WANTED TO BUY

PENNY ARCADE MACHINES, PARTICULARLY Athletic Machines. Any condition. Must be cheap. **A. N. RICE, 315 Southwest Blvd., Kansas City, Mo.** ap13x

WANTED—MERRY-GO-ROUND TO REPLACE old unit in established park. Can place 40-foot Merry-Go-Round under permanent top in resort town. Will furnish electric motor and power. Only park for 100-mile radius. Reply to **WELDON WEIR, City Hall, Asheville, N. C.**

WANTED — COMPLETE PORTABLE ROLLER Rink Outfit. Give full particulars in first letter. **M. P. GERRY, 11422 Lowe Ave., Chicago, Ill.**

WANTED FOR CASH—FROZEN CUSTARD Machine; must be cheap, in good condition. **CLIFF BOAL, 2615 Indep. Ave., Kansas City, Mo.**

At Liberty Advertisements

5c a WORD (First Line Large Black Type), 2c a WORD (First Line and Name Black Type), 1c a WORD (Small Type.) Figure Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPY.

AT LIBERTY ACROBATS

WOULD like to be trained for catching in flying act. Also would like to learn strong man act. **JIMMY BEVENGER, 311 Vandever St., Middletown, O.**

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

AGENTS AND MANAGERS

EXPERIENCED, RELIABLE MANAGER OR Assistant for park or concession. Executive ability, publicity. BOX C-431, Billboard, Cincinnati.

WILL BOOK small show in halls on percentage. Old-time movie picture show considered. BOX 145, care The Billboard, 1564 Broadway, New York, N. Y.

AT LIBERTY

BANDS AND ORCHESTRAS

DON MOSS AND HIS MERRY MEN—TWELVE young men, together three years, desire steady summer spot. Play sweet and swing. Full equipment, include vocalist and arranger. Will reduce size if necessary. Non-union. Write, wire DON MOSS, New Windsor, Md. ap6

INDUSTRIAL BANDS AND ORCH., ATTENTION. Cornet and Sax Player of 15 years' exp. wants locate small town where opportunity to teach. Write JOE KERN, 3755 Seneca St., Ebenezer, N. Y.

TRIO—NOVACHORD DOUBLING ACCORDION: Vibraharp doubling bass; Clarinet tenor doubling flute and guitar. Strong vocals. Go anywhere. Just closed Indianapolis Columbia Club—eight weeks. THREE BARONS, care The Billboard, Cincinnati, O.

TYPICAL MIDWESTERN COLLEGE 12-PIECE Orchestra wants summer resort location. Plenty of novelties; also girl and three male vocalists; library, 500 pieces; swing or sweet; own instrumentations; highest references gladly given. This is a real attraction. Write today. BOX C-432, The Billboard, Cincinnati, O.

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, 77 Walnut, Elmira, N. Y. ap13

FAST LARGE OR SMALL Versatile Colored Orchestra and Entertainers available. Write EDDIE ROBERTS, care The Amsterdam Musical Association, 107 W. 130th St., New York City. ap6

ORGANIZED UNION ORCHESTRA desires summer location dates. Nine pieces, can augment; also furnish Girl Vocalist. Large library, special arrangements (two arrangers), novelties, P. A. system, stands, lights, etc. Will also consider connection with semi-name or name front. RICHARD LEON, 1876 Tutwiler, Memphis, Tenn. ap20

SMOOTH, SWEET SWING. Smart New York Six-Piece Orchestra—Modern arrangements, equipment, style, class, youth, singing, entertainment. All versatile. Well organized, augment if necessary. Excellent business builder. Booking advance engagements. Priced to suit. Available through direct contact, saving agency fee. Travel anywhere. Particulars upon request. Address BOX NY-98, Billboard, 1564 Broadway, New York City. ap20

AT LIBERTY

CIRCUS AND CARNIVAL

ELECTRICIAN—ALL-AROUND EXPERIENCE; last season with carnival. Have sound system mounted on '38 Ford coupe. Go any place. Make me an offer. KEN REUBEN, 73 Rippowam Rd., Stamford, Conn.

A REAL ODDITY—I also do a novelty stunt. Side-show managers, consider this. Sober and reliable. Prefer R. K. show. Photos to reliable people. T. S. MURRAY, 521 1/2 Rice St., Springfield, O.

ELECTRICIAN—Experienced on industrial, commercial and residential work of all kinds. Last season with carnival. Can handle any type of electrical work any place. Circus or Carnival preferred. Have own car and tools. No drinking or chasing. KENNETH REUBEN, 73 Rippowam Rd., Stamford, Conn.

PLEASING DOG ACT—Four dogs, featuring "Cowboy," the high diving dog, using 50-foot ladder. I am A-1 trombone, B. and O. experience, all lines; can direct band. Own transportation. EDGAR MAYOTT, Red Lodge, Mont.

PUNCH AND MAGIC for side show. Can assist on lecture. Experienced, capable. BENNIE BERNARD, 1627 Mermaid Ave., Brooklyn, N. Y.

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. ap20

AT LIBERTY

DRAMATIC ARTISTS

AT LIBERTY—GENERAL BUSINESS TEAM; Hokum doubles; fair sax in orchestra; car and trailer. All essentials. JIMMIE BURKE, Elizabethtown, Ky.

AT LIBERTY APRIL 8—JUVENILE OR GEN. business man; 22; vocal specialties and guitar. Sober, experience and ability. Name best. L. TIPP WALKER, Belmont, N. C.

HUGH M. TAYLOR—STRAIGHT ACTOR, portrayal of the serious drama and solicitor of the lead in "Hamlet." GENERAL DELIVERY, New Rochelle, N. Y. ap6

AT LIBERTY

Travers, leads Lyne Townsend, ingenues; Louise experienced. Special second business. Attractive, experienced. Specialties, single or joint. Address Arkadelphia, Ark., care General Delivery.

AT LIBERTY—General business man, "double piano." Novelty musical specialties. Reliable. State all. Rep. of circle. DAVID RIGGAN, 1243 W. Cary St., Richmond, Va.

YOUNG LADY—Attractive, 5 feet 4 inches, weight 105 lbs., good speech. Varied experience, excellent comedy, but can play straight and dramatic parts. Can also do clever novelty act. T. ROBERTS, 1632 Riggs Pl. N. W., Washington, D. C.

ROY MILLER, Gen. bus., characters; Peggy Miller, leads or second business. Specialties. Well experienced. Address Arkadelphia, Ark., care General Delivery or Western Union. Single joint.

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.

FIRST-CLASS MAGICIAN at liberty now or coming season. Change for two weeks. Small magic effects that make the people talk. Absolutely sober and reliable. Experience and ability. Bits in acts. Med., vaudeville, or what have you? Anything that pays sure salary. HARRY HUNSINGER, Greentown, Ind.

AT LIBERTY

MISCELLANEOUS

CLEVER YOUNG JUGGLER—AGE 22. INDIAN Club and Ball juggler extraordinary, desires work with a good circus, carnival or traveling museum. A first-class act of ball and club juggling with feats of balance. A-1 wardrobe and present a classy appearance. Will send photo. I have ticket. Low salary, state it. Address NORBERT PROVOST, 238 Norfolk Ave., Pawtucket, R. I. ap6

SOUND TRUCK—NEW 1/2-TON PANEL; attractive signs; do advance. Hard, sober, worker. Have worked for best shows. Want long season, good pay. AL, Box 265, Canton, Ohio. ap13

EXPERIENCED CAMERAMAN—Can write, direct, photograph amateur movie productions. Have 16mm. camera and finest 16mm. sound projector. College graduate. Speaking ability. Good appearance. Have car. Propositions invited. ARTHUR HEDGE, Dodge, N. D.

WHAT CAN YOU DO for a man who can do approximately 12 different dialects? Has a singing voice, has had his own agency in Chicago for 15 years, has managerial ability. ALLEN SUMMERS, 1741 N. Central Ave., Chicago, Berkshire 6646.

AT LIBERTY

M. P. OPERATORS

AT LIBERTY—Projectionist. Twenty years' experience. Age 42, first-class appearance, single, steady, sober, reliable. Go anywhere. Desires employment as a projectionist but will accept any kind of theatre work as am experienced in all branches, including tent shows. ARTHUR BLAIR, Palo Alto Hotel, Palo Alto, Calif. ap6

AT LIBERTY

MUSICIANS

AT LIBERTY—TRUMPET, Leader or Side Man—Good library. No booze. PUD HEADLEY, 18 N. 2d St., Phoenix, Ariz. ap6

ALTO SAX—DOUBLING CLARINET, VIOLIN; union. MUSICIAN, 959 N. 35th St., Milwaukee, Wis.

ALTO TENOR CLARINET—ANY CHAIR. Transpose. Experienced dance, theatre, radio, hotel. Anywhere if established organization. Available April 7. WAYNE ERICKSON, care Orchestra, Eastman Hotel, Hot Springs, Ark. ap6

BANDMASTER, INSTRUCTOR—PROFESSIONAL experience. Want location in town, city. Wishes to hear from live C. of C. or other organizations. LEONARD DOTY, Iron Mountain, Mich. ap6

CORNET—PLENTY EXPERIENCE; GOOD groove and all essentials. Young, sober, good appearance, good tone and range. Local 35. Prefer 2nd chair or small combo. Leave immediately. No panics, please. Wire or write BOB HELSLEY, Princeton, Ind.

DRUMMER—YOUNG; GOOD HABITS; BEST of references and experience. State all in first. DRUMMER, 107 So. A St., Gas City, Ind. ap13

GIRL SAXOPHONE AND CLARINET—NAME band experience. Young; location only. BOX C-433, Billboard, Cincinnati.

HAMMOND ORGANIST—HAVE OWN ORGAN which is a special job all done in white. Available immediately. Hotels, cocktail lounges, clubs. NICK NICHOLLS, Box 1045, Huntington, W. Va.

STRING BASS—VOCALS. READ, FAKE. Young. Go anywhere. Consider trio. KENNY MOON, Noble Hotel, Jackson, Miss.

TENOR AND CLARINET—25; UNION; single, sober, dependable, experienced. Jam or large band. Cut or pack. No shows or panics, please. DOC SMITH, Toecane, N. C.

TRUMPET—EXPERIENCED BAND AND ORCHESTRA. F. BELL, 806 Howard Ave., Altoona, Pa. ap6

TRUMPET—GOOD TONE, RANGE, STRONG lead. Read, fake. Prefer swing band. Single, 23, no habits; union; experienced. Panics, lay off. MUSICIAN, care 1423 B Perry St., Davenport, Ia.

A-1 SWING DRUMMER—Age 21, single, nice personality, good showmanship; union; rudimental, read, jam. Solid rhythm, fine take-off; four-beat or Dixie. Gene Krupa pearl drums and toms. Good references. All offers considered. No panics, please. Don't misrepresent. I haven't. NEILL BELANGER, 917 Fourth Ave., S. W., Aberdeen, S. D. ap13

ACCORDION doubling Altosaxophone, Clarinet, Cello, Bass. Wide experience symphony, radio, dance. Young, reliable. Address MUSICIAN, care Bader, Apt. 5B, 639 W. 207th St., New York. ap27

ACCORDION—Plenty experience with trio and orchestra. Young, neat, union. Desire steady position, go anywhere. Write JOHN BUCHNIS, 5127 28th Ave., Kenosha, Wis. ap13

ACE ALTO SAXOPHONIST—Clarinet. Read and all essentials. Wide experience, competent, good character. Excellent reference, dependable. Only reliable offers considered. Write JOHN KIDWELL, Crittenden, Ky. ap6

GIRL MUSICIAN—Doubles on Violin, Piano, Sax. Union, attractive, college graduate. Age 22. Experience cocktail unit, dance band. Travel or locate. Available soon. BOX C-426, Billboard, Cincinnati, O. ap6

GUITARIST—Available at once. Union. Prefer dance orchestra or strolling combination. Single, sober, neat, young. Free to travel. Read, fake, rhythm, fill-ins, solos, etc. Cut anything required of an orchestra guitarist. Consider any reliable offer. No hams, panics. Write or wire JOHN RECTOR, Hickory, N. C. ap27

SAXOPHONE, Alto or Tenor Clarinet wants location, institution, factory band. Consider other duties. Will cater circus. Good dance band. WALTER GAUTE, 306 W. Morrill St., Jackson, Mich.

SECOND TRUMPET—Can read and jam; have tenor voice. Just finished winter tour. Had night club, radio and novelty experience. Want location work only. Must be reliable. Write all details. Union, Married. HOMER POWELL, 808 First Ave., West, Oskaloosa, Ia. ap13

SWING GUITARIST—Solid rhythm, 11 years with top bands, trios. "Ozzie" Osborne Band breaking up reason for this ad. Write FREDDIE STIVERS, 858 W. Sawyer, Decatur, Ill. ap20

TROMBONE—Experienced in dance and show work. Read and fake, take-off. Good tone and range. Young, neat appearance, reliable. Travel or location. MUSICIAN, Box 288, Fayette, Ala.

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS—For all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. ap13

BALLOON ASCENSIONS—And Parachute Drops. ETHEL PRITCHETT, Danville, Ind. ap20

STRATOSPHERE FLIGHT—INVESTIGATE. WILFRID SNASHALL, R. 3, Binghamton, N. Y. ap13

ATTENTION, RADIO AND FAIR COMMITTEES—Drama of the Gay '90s. Melodrama that grand-dad loved. Beautifully staged. Fine cast. Hold the evening crowd with feature night attraction. Real money-maker. Everything complete, including paper. Priced right. Bookers also write. Get full details. MERCHANTS OF MERRIMENT, General Delivery, Omaha, Neb. ap13

THE CARMENES—TWO COMPLETE AND distinct acts. Three people hand and ladder balancing acrobatics. Three people comedy acrobatic act. Price and literature on request. Address BOX 21, Williamson, Mich. ap27

BEHEADED ALIVE—Sensational new exploitation thriller. Monster French guillotine with 27-inch knife. Suspense thrills, as spectators see head drop off, lifted from basket, headless body on floor. Head restored in comedy finish. Works surrounded. For indoor events, outdoor free act or grandstand attraction. WEBER, 127 N. 17th, Allentown, Pa. ap20

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.

"FLIP-REX" WONDER DOGS—Most spell-binding (dogs) grandstand "patron-pleaser" in America. References: Eight years Pacific-Midwestern fairs, repeats, attends. Did 4000th performance N. Y. World's Fair. Vastly superior, bally value. Other dogs, other novelty acts. Past transportation. Go anywhere Western Hemisphere, bonded. Deal direct. Save! Very reasonable. P. O. BOX 22, Madsen, L. L. N. Y. ap6

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. ap20

PANAHASIK'S SOCIETY CIRCUS—Dog, Pony, Monkey, Birds, Clowns and Novelty Acts. GEO. E. ROBERTS, Circus Manager, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

SILVER FLASH AND HIS GANG—A red hot comedy Dog Act with Bob Graham and His Wrestling Bear, "Toby." VED D. POWERS, Westfield, N. Y.

AT LIBERTY

PIANO PLAYERS

EXPERIENCED PIANIST—JIMMIE SHADDIX, Eastman Hotel Orchestra, Hot Springs, Ark.

PIANIST—UNION; SOBER, RELIABLE; ALL essentials. Contact immediately. GIL DICKERSON, Hotel Carlton, Danville, Ill.

AT LIBERTY—Piano player. Read, fake, transpose, work in acts; novelty musical specialties; reliable. State all. DAVID RIGGAN, 1243 W. Cary St., Richmond, Va.

PIANIST—Double Calliope. Carnival Girl Revue preferred. Consider reliable med or rep show. Experienced all times. Read, fake, transpose. No drunk or agitator. Can open immediately. State salary. Must have transportation to job. Positively dependable and will not disappoint. Wire Western Union or write JOE MAGGARD, Box 813, Wadsworth, Kan. ap6

PIANO alone or playing orchestra leader: Full Piano, of value to small orchestra. Leading hotel, club, society and theatre experience; excellent dance man. Absolutely know how to handle weddings, receptions, banquets, conventions and deal with the public with consideration. Like intimate club or resort requiring man who can be depended on to use correct judgment at all times. Have car, good appearance and some good dinner and hotel music. Straightforward business methods. Open April, May or June. Double two or more paying music jobs. Oil Territory Operators also write. BOX 252, Raymond, Ga.

PIANO PLAYER—Small show, club or tavern. Read, fake, transpose. Thoroughly experienced. Any proposition considered. Write, stating all. No wires. HAROLD DRAGER, Marshall, Wis. ap27

AT LIBERTY

SINGERS

BLONDE, YOUNG, STUNNING APPEARANCE—Wishes position Vocalist with small orchestra operating in night club New York metropolitan district. Small pay to start. BOX 144, care Billboard, 1564 Broadway, New York. ap6

CAN YOU BOOK or place the best singing combination in Chicago, organized in 1935? Twenty-five voices, men and women—high-class and popular songs for radio, club, conventions, fairs, taverns, cafes and hotels. Have been on WGN, Chicago. Make me an offer. ALLEN SUMMERS, 1741 N. Central Ave., Chicago, Berkshire 6646.

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—A-1 Tap, Fancy Toe, Ballet and Impersonation of the Star Tap Dancer. Young, attractive, 5 ft. 2. Write or wire PAUL FARR, 4001 Olive, St. Louis, Mo. ap6

AT LIBERTY—Team. Singles, doubles. Work acts, bits, sales, piano. Regular folks for regular show. Advance for gas. State salary. AL-WANDA VALE, Billboard, Cincinnati.

AT LIBERTY—Lady, novelty musician; gent, vent, silly kid specialties. Have car. Salary-percentage. Have films and silent picture machine. STEVENS AND MACK, Annapolis, Mo.

IF YOU ARE LOOKING for an Act, something different for outside or indoor shows, please write us for full particulars. We have Lighting Plant, Sound Truck, Public Address System and a Ready-Made Stage. House trailer and transportation. This is a high-class act, not a tramp. MARCE & LORING, General Delivery, Union City, Tenn. ap13

KLARE KENNEY puts snap, class and gayety with high comedy into your club floor show, revue or unit as female (impersonator) baritone. Can produce swell floor shows or tavern melodramas—something new. Also work as straight emcee or quartet second. General business, with rep. Fine wardrobe; both male and female. Not young nor old but sophisticated trouper with personality plus. Excellent table repartee. Work low, but must be sure. No turkeys nor IOU's considered. Returnable photos. KLARE KENNEY, 172 W. 88th St., New York City, N. Y.

STANDARD COMEDY ACT—Man, Emcee, Producing Comedian, Girl, Pianist, Leader, Vocalist. Ideal combination for units. Have car. Address DOBSON, 3933 Drexel Blvd., Chicago. ap13

YOUNG CHARACTER IMPERSONATOR—Offers songs and monologues in Jewish, Italian, Irish, German and Cockney dialects. Does some sophisticated and personality songs. Desires to connect with reliable manager booking banquets and social functions in Greater New York. Write NODL HENRY, care Lange, 346 East 87th St., New York.

WINTER-QUARTERS

(Continued from page 47)

while Dad Allin readies his arcade machines. Wayne Endicott is looking over electrical equipment and Ben White, mechanic, is working on trucks. Marvin Hyland is getting his Octopus ready and Clarence (Doc) Carr has his Ten-in-One attractions lined up. Midge Holding has her new girl show about ready. M. M. Beauchamp bought a new semi and two new trucks. The writer returned from a booking tour in Idaho and Montana. Jimmie Kling is building a new arcade fence and Bill Buckingham is painting the Ferris Wheel. Jack Himmil is assisting Dad Allin, and Ralph Verien is helping Red Mason. Recent visitors included A. B. Miller, George French, Bill Meyers, Frank Kirsch, Bill Harmer, George Shaffer and Sam Barnard. CHARLES R. MASON.

Mac's Caravan

SUGAR CREEK, Mo., March 30.—With opening date in the offing, quarters are humming with activity and all rides have been redecorated and new lighting effects installed. L. F. Stoltz arrived and has assumed his general agent and special-events director's duties. Recent arrivals included Roy Woods, Mixup foreman; Frank Serella, Merry-Go-Round foreman; George Head and family, two Kiddie rides; Mr. Chancey and two daughters, two ball games; Mr. and Mrs. Whitey Emerson, two concessions; E. A. Ball, Midway Cafe; Mr. and Mrs. Hagensick, short range gallery, and Jack Guth, animal show. General Agent Stoltz returned from a trip to Southeastern Missouri and brought several good contracts with him. L. R. McNEECE.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

New York Dealers List Top Items for Bingo Operators

NEW YORK, March 30.—Success of any bingo series depends upon quality and usefulness of merchandise awarded. Bingo patrons want and strive to win items they can use in the home, garage or office.

J. C. Margolis, of the firm of the same name, said that chinaware, 26-piece silver sets; lamps, especially the new six-way floor lamps with silk shades, and electrical appliances are among the top items he is selling bingo operators. A new ship clock with Sessions movement in a craft about 18 inches long, with 15-inch masts holding chromium sails, was a leading contender for grand prizes. This item is also proving popular on salesboards, Margolis said.

Joseph Holtz, of Jacob Holtz Co., in discussing games, said: "Operators are finding that staple prizes of worth-while quality assure them of repeat attendance. When a complete display of such items is on the stand, these counselors know they will get the business." He listed his top items as floor and bridge lamps, quilts, blankets, chenille spreads, electrical appliances, cooking utensils, linens and small pieces of furniture.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

From our correspondent in Kansas City, Mo.: C. I. Levin, manager of Midwest Merchandise Co., announced that he expected the company's new catalog to be ready for distribution on or about April 1. Levin said that the new catalog will accent salesboard items and that operators are welcome to a copy free for the asking.

James Snider, Kaycee salesboard operator, dropped into offices of B & N Sales Co., where he generally outfits himself, to report that he has found business very good and that he has no cause to complain the way things have been breaking for him. For the past 15 years he has been operating in and around Kansas City.

Harry Steinberg, manager of B & N Sales, also came thru with an optimistic report. He said that he found business definitely on the upgrade and that he is looking forward to a great season. Such items as the Pinocchio series, Southern belle dolls and all *Gone With the Wind*

WATCH FOR . . . Big Merchandise Year Ahead

By Jack Epstein

in the

Spring Number The Billboard

DATED APRIL 13

Popularity of Novelty Hats At New High, Goldfarb Says

NEW YORK, March 30.—Popularity of novelty hats has soared to new heights within recent weeks and pitchmen and streetmen are selling record quantities in towns where special events are being held, Sid Goldfarb, of Goldfarb Novelty Co., said today. The trend is attributed to a fad of novelty hat collecting and influence of motion pictures.

When asked to give more details on the fad which is sweeping the country, Goldfarb said, "While there are certain types of hats some collectors desire above others, the sum total has made the business of the pitchman and streetman reach unrecorded heights. It's a fad, just like collecting salt and pepper shakers or any other novelty. However, it is just what the novelty hat industry needs."

Premieres Aid Biz

With motion picture companies staging big premieres over the nation and with the trend toward naming pictures after towns, the novelty hat business has risen on this wave, Goldfarb said. At the debut of *Dodge City* bell-shaped high hats were all the rage. A film company purchased several thousand of them in addition to large quantities pitchmen were able to sell during the festivities. Not only did the sale of hats increase because of the film, but there was a demand created for Gene Autry guns and large silk handkerchiefs.

Gunga Din is also accredited with aiding the hat industry. Streetmen who were on the alert cashed in on this picture with Frank Buck hats. High hats were sold when *Union Pacific* was released. Goldfarb admitted that he was watching film release sheets for news of films based upon the history of towns and cities.

Pitchmen and streetmen have found novelty hats one of the best year-round businesses in recent years. While hat sales are consistent, even the smallest of events boosts the business. The thing, Goldfarb said, is to have the right hat at the right event. He backed up this statement by citing that at the Santa Barbara Fiesta high Spanish hats were the big items. In the East—New Jersey, Connecticut, Pennsylvania and Delaware—when the firemen begin their series of fairs soon the Spanish type of chapeau will sell, but its chances of leading the parade are slim. A red fireman's hat, most appropriate for the occasion, will probably chalk up the most sales.

Yacht Cap To Go

At summer resorts, Goldfarb said, the yacht cap is the most popular. These

numbers are moving especially well in Kaycee.

Glad to see fishing tackle sets in demand again. At least it indicates that warmer weather may yet catch up with us.

L. B. wants to know the difference between a salescard and a trade stimulator card. Others new to the business may also be interested, so here it is: The salescard differs from the trade stimulator card in that the latter offers a customer the privilege of buying a valuable piece of merchandise at its low wholesale cost, whereas the former offers a customer a chance of winning that merchandise. There is a sharp distinction here and operating methods for salescard placement and trade card placements are therefore necessarily different.

The salescard has a predetermined number of holes which, when sold, bring in enough money to take care of the cost of the premiums offered and leave a profit for the operator. The (See *DEALS* on page 54)

are now available in color and in rayon. An item that is expected to be popular at the New York World's Fair is a yacht cap in blue and orange with World's Fair across the front. Atlantic City, Asbury Park and Wildwood, he said, go for a white and blue yacht cap with nautical designs. The coolie hat is also very popular at beach resorts. This firm carries a complete line of comical hats and they are big sellers at fairs. Indications are that this line will roll up new sales marks this year.

St. Patrick's Day proved conclusively that novelty hats are still claiming much attention. While in New York City it rained and snowed as wearers of the green marched, the green high hat proved very popular. Had the weather been clear and warm, this item might have rolled up new sales figures.

Night clubs are proving one of the best spots for novelty hats, and both cowboy and novelty types go here. One of the big numbers is a red high hat.

Shore Resorts Hold Prevue

ASBURY PARK, N. J., March 30.—Easter week-end business for beach-front concessioners despite cold winds that swept the shore was reported among the largest in history of this resort. With the fifth annual orchid promenade bringing over 100,000 people to the shore from metropolitan areas, prize users and souvenir workers were able to hold their own prevues on items that will go when the season gets into full swing Decoration Day.

Not only was the merchandise business reported good here, but also at Ocean City, Atlantic City, Ventnor, Atlantic Highlands and Wildwood, where a new 10-block boardwalk section constructed at a cost of \$116,000 was opened.

At Long Branch, Dominick Scaglione, operator of a Taylor cat game, said week-end trade led him to believe that operators and concessioners along the beach front and on the pier would have their best season in years. Cold weather at the beginning and end of the past two seasons has held down total receipts somewhat. Completion of several large projects to arrest erosion along the shore has supplied increased employment, and the people are reported in a spending mood never before equaled, it is said.

Numbers that were reported in demand on the Jersey boardwalks Easter week-end include photo charm necklaces, ash trays with resort city views, jewel boxes, framed resort views with thermometers, letter knives, leather goods and anchor thermometers.

Akron Mulls Bingo As Revenue Source

AKRON, O., March 30.—Bingo which nightly packs in thousands of paying customers here is proposed as a tax source intended to help the city out of its financial wilderness, Finance Chairman Frank Waite of city council disclosed as a showdown on the city's budgeting drew near.

An ordinance licensing bingo, Waite said, is in process of being drafted by First Assistant Director Harold L. Mull, of the city law department. Waite expressed some doubt that the measure would be in shape for a test vote in council this week.

"There is no question but that the city



By JOHN CARY

WITH the Lenten period ended, church organizations will resume their regular schedule of bingo games.

IN St. John, N. B., bingo is the only amusement that closes for the full Lenten period. The games are now operating on a larger scale than ever, it is reported, with many parishes which operate on a weekly schedule having enlarged their games for the coming months. St. Peter's parish has had exceptionally good results and a new brick two-story recreational center containing gymnasium, bowling alleys and showers and with baseball field, tennis courts and swimming cove attest this fact. Financing of a suburban camp for underprivileged children has been chiefly thru the regular bingo parties and stag bingos, which are held about every two weeks. Merchandise prizes are given at the regular games and chickens at the stag affairs. Attendance at these weekly games runs between 700 and 900 paid admissions.

RECENTLY we discussed the fact that newspapers are entering the fight for bingo. A New Jersey publication in a section where a ban was levied has taken a liberal stand on the matter. It points out that some of the local charitable organizations have joined a movement for the return of bingo. The paper also stated that the ban was not aimed at games conducted for worth-while funds, but says "legitimate organizations such as the Elks, St. Peter's Church and the Veterans of Foreign Wars suffered. Their charitable programs which benefited from the proceeds derived from the games have been seriously handicapped."

We have attempted to point out on previous occasions that bans on bingo are not intended to handicap organizations doing charitable work but are levied to hit the chiseler, as this editor points out. "It is the old story over again of poor regulations permitting the chiseler to step in. There is nothing wrong with bingo if it is legitimately conducted. Many people apparently are entertained by it."

More and more organizations are taking the bull by the horns and convincing authorities of the good that is being accomplished by funds received from games. There is hardly a case on record in which an official group has refused to allow bingo to operate when sponsored by a reputable organization for a worth-while cause.

HERE is an interesting angle on bingo. It was recently ruled at Lansing, Mich., that church organizations conducting bingo games must pay sales tax on articles purchased for prizes. Food for church suppers is also taxable, the ruling said.

OPERATORS are making plans for outdoor bingo. Why not write us about your activity. We'll be glad to hear from you.

needs the money and these games with a take every year running into staggering sums might solve the problem," Waite said. The State for its share already collects 3 per cent amusement tax on bingo. Waite proposes to have every operator pay a \$25 monthly tax for the privilege of operating.

Churches included among the operators in many instances, Waite pointed out, will be required to pay a special \$1 a day charge for each day of operation. There are enough favorable votes in council to win passage, Waite thinks.

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.



Two Scotty Dogs, Elephant and Donkey or Men of War mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

TWO SCOTTY DOGS

No. BIN30 Per Gross Sets \$10.50
Per Dozen Sets 1.00

ELEPHANT and DONKEY

No. BIN41 Per Gross Sets \$10.50
Per Dozen Sets 1.00

MEN OF WAR

Two Soldiers Fighting. Act Same as Dogs.
No. BIN46 Per Gross Sets \$10.50
Per Dozen Sets 1.00



WATER FLOWER WORKERS

HERE'S A BIG VALUE

10 Water Flowers, 2 1/4 inches high, in envelope. Each has metal weight attached to hold flower down.

BN10748 Per Gross \$4.00
Envelopes

N. SHURE CO.

200 W. Adams St., CHICAGO

TRICKS JOKES PUZZLES

- | | |
|--|--|
| 40c
Per Dozen | 70c
Per Dozen |
| Milk Bottle Trick
Trick Pocket Comb
Squirrel Mag. Glass
Squirr Bloody Finger
Squirr Cigarettes
Squirr Lapel Rose
Kidder Handkerchief
Jump Apart Cigarettes
Nail Thru Finger
Ring & Coin Trick | Poo-Poo Cushions
Soot Whistle
Wobbly Cheese
Snake Camera
Shooting Boos
Magic Coin Chest
Snake Tulip
Comic Glove Cards
Pants Puzzle
Mechanical Mouse |

Write for FREE Catalogue.
JADA NOVELTY COMPANY
Manufacturers
5920 Bryant St., Pittsburgh, Pa.

KNIFE BOARD SALESMEN

GET OUR PRICES!
10 Easy Selling Styles for 1c to 39c Deals.
SAMPLE DEAL BB12 \$1.90
Post. extra; wt. 2 lbs.



FRAMING JOINT!
Get Our New Prices on Milk Bottles, Darts, Rack Rings, Balls, Hoopla Boxes and Rings, Corks, Cork Guns, etc. State Business.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed. **STARTS AT \$2.95**
MEN'S WRIST AND POCKET WATCHES.
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

WHOLESALE CATALOG 4,000 BARGAINS

FOR SALESMEN & DISTRIBUTORS

SPORS CO.
It has 280 pages, chock-full of unusual values. It contains selling plans; order stimulants; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. FREE while stock lasts. Send for your copy Today.
4-40 Superior, Le Center, Minn.

Bed Lamp

An item that may prove a winner for the premium field is a fluorescent bed lamp recently introduced by Van Dyke Industries. Lamp is constructed to use an 18-inch 15-watt tube and comes in standard finishes of ivory, brown and orchid. On the front of each lamp is an ornamental strip of solid bronze with satin finish. The auxiliary is at the end of the cord, an exclusive Van Dyke feature. Lamp is equipped with an instantaneous manual-type switch and for alternating current. An additional charge is made for the tube. Item comes packed in a carton at a reasonable price.

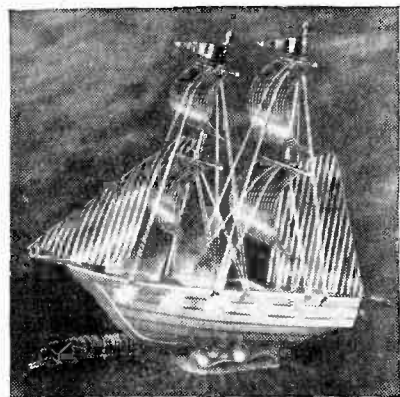
With the new 1940 Sonora phono-radio combination on the market, salesboard and bingo operators who offer grand prizes are finding it a big money-maker, D. A. Pachter Co. reports. Radio is a superheterodyne that gives seven-tube performance from five. Has oversize dynamic speaker coupled to perfected beam power audio output for undistorted radio reproduction. Aerial is self-contained. Phono is powered by a 78 r. p. m. constant-speed, 60-cycle, self-starting AC synchronous motor. Has genuine crystal pick-up with wide response. Available in walnut or ivory cabinet that measures 9 3/4 by 6 1/2 by 13 inches. New low prices are offered to introduce this hot number, the firm reports.

Phono-Radio Combo

With the new 1940 Sonora phono-radio combination on the market, salesboard and bingo operators who offer grand prizes are finding it a big money-maker, D. A. Pachter Co. reports. Radio is a superheterodyne that gives seven-tube performance from five. Has oversize dynamic speaker coupled to perfected beam power audio output for undistorted radio reproduction. Aerial is self-contained. Phono is powered by a 78 r. p. m. constant-speed, 60-cycle, self-starting AC synchronous motor. Has genuine crystal pick-up with wide response. Available in walnut or ivory cabinet that measures 9 3/4 by 6 1/2 by 13 inches. New low prices are offered to introduce this hot number, the firm reports.

Florentine Purse

In the Florentine Purse, C. F. Rumpff & Sons report they have a sure-fire hit for bingo operators. Item comes in assorted designs and colors with zipper opening. Operators who want an item that is sure to appeal to feminine patrons will find this one ideal, the firm reports.



RED HOT A NATURAL SALESBOARD ITEM

This beautiful Ship Lamp is 12 inches high and 13 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut or Swedish Modern.

PRICED LOW!
No. 9639 — \$2.55 Each. In \$2.40 Lots of Six Up.....

FOR REAL PROFITS WRITE! WIRE! NOW!
25% DEPOSIT REQUIRED

WIS. DE LUXE CORP.
1900-12 No. Third St., MILWAUKEE

START NOW—BE FIRST WITH THE LATEST

"ACME" — WILL PUT YOU ONE STEP AHEAD. NOW READY — WITH NEW MERCHANDISE DEALS. NEW SALESBOARD DEALS — NEW SALES PLANS NEW CLEVER NOVELTIES — FLASH PREMIUM GOODS ORIGINAL SALES STIMULATORS — LIVE WIRE SPECIALTIES. WRITE TODAY — GET ON OUR MAILING LIST — STATE BUSINESS.

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

WAGONMEN-AGENTS-CANVASSERS

Thousands of Fast-Selling Big Profit Items at Lowest Prices. OUTSTANDING VALUES IN MOTH CAKES, CARDED GOODS, DEALS, NOTIONS, DRUG ITEMS, SIDE-LINE MERCHANDISE.

Get New Catalog—It's FREE!
CHAMPION SPECIALTY CO.
814-Z Central St., KANSAS CITY, MO.

TREMENDOUS VALUES IN SUN GOGGLES—U. S. MADE

New Displays. New Styles, New Deals. Sports, Side Shield, Dust, Sport Kits.

ELECTRIC SHAVERS:
NEW WALTHAM75c Ea.
UNDERWOOD85c Ea.
Include Postage.

Presidential Plate

Bingo operators are finding the presidential plate in great demand, George Borgfeldt Corp. reports. This reproduction of President Roosevelt has his official approval. The plaque is the regular hard Holland dinnerware-type body made by the firm's Maastricht-Netherlands factory. The decal, which is in sepia, is set off by a green laurel wreath on an ivory body with gold edge line. Platters are packed 12 to the shipping carton and the new low price makes them ideal as a bingo prize, the firm reports.

Hunting Knife Set

The hunting knife set is proving a money-maker for bingo operators as the fishing season draws near, Goldfarb Novelty Co. reports. While this item is originally designed for hunting, it is one that is wanted by everyone interested in the outdoors. Set consists of knife with sturdy five-inch blade and scabbard and small knife which has a number of uses. Handles are of mother-of-pearl. Comes individually packed in cellophane and is offered at prices that allow a nice profit, the firm reports.

Razor Holder

Sto-a-Way safety razor holder is making money for agents and house-to-house men, Sterling Tool and Stamping Co. reports. Items clips on cabinet shelf and stays there. Rack fits almost any type of razor and makes it and blades instantly available. A special sliding compartment holds 10 blades. Sto-a-Way comes in attractive polished metal finish and is light in weight. New low prices are offered, the firm reports.

Whistling Cane

The whistling cane is making money for pitchmen and will be an ideal item for fair workers, Charles H. Jainchill reports. Item may be used by adults as a cane or by children as a noisemaker. It whistles when handle is pushed downward and lower section telescopes into the upper part. Comes in colors and has plenty of flash. New low prices are available to those who order early, the firm reports.

MAKE MONEY Fast WITH THIS SUCCESSFUL SELLER



THOUSANDS SOLD AT NEW YORK WORLD'S FAIR

Sells as fast as it's shown—with a big profit for YOU! Restores trouser creases, pleats, hems, lapel edges, ties, to knife-like neatness. Crowds grab it at \$1.00

Write for particulars.
Cole Toomey Co., Inc., 30 Rockefeller Plaza, N. Y.

Extra Value! \$2.25 EACH



No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering 500 Watches for \$10.50.

DEALERS, Write for Catalog.
ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B" Chicago

MAGIC DISC HEATS WATER IN 60 SECONDS

MILLIONS need Speed King—gives you hot water fast and cheap. Drop into any pan of water—plug into socket—in 60 seconds you have hot water. Rush your name for sample offer for use as demonstrator. Plenty cash profits for agents. No Money. Just send name on postcard.
NU-WAY MFG. CO.
Dept. 434 Walnut Bldg., Des Moines, Iowa

ELECTRIC EYE ANNUNCIATOR AND BURGLAR ALARM

STORES, Homes, Taverns, Shops, Garages—score of others—waiting for the RAY-ALARM Burglar Alarm and Annunciator. Real protection—guards against intrusions. Invisible beam of "Black Light," when interrupted, sounds continuous alarm. Plugs in any light socket. Unfailing demonstration takes 10 seconds—makes sales on spot.
SEND NAME ONCE for particulars of Distributor Plan or agent proposition. No money. Just send name.
225 Fifth St., Dept. R-434, DES MOINES, IOWA

PERSONAL HEADLINES

Take in up to \$75.00 a Day by Printing "Wise Crack" Headlines. Big Profit! Like wild-fire at Conventions, Fairs, Hotels, and Concessions. We sell complete Outfits, including Type, Machine, etc., for \$84.80 (without papers). Write or wire **AMERICAN WOOD TYPE MFG. CO.**, 608 S. Dearborn St., Chicago 270 Lafayette St., N. Y. City

NOTES from SUPPLY HOUSES

The Toy Balloon Co. announces that it has added a new department. Raymond Warny states that there is an insistent demand for large advertising captive balloons and to meet this demand, he announces, his firm has established a complete service, including inflating gas and rigging for this type balloon.

Walter J. Leatherow, Eastern representative of Oak Rubber Co., is making an early spring tour over his territory, presenting his company's new summer balloon numbers. As usual, Walter is enthusiastic over business prospects and states that he has already booked a substantial amount of business. He is now in Western New York State.

DEALS

(Continued from page 52)

customer selecting the name found under the large seal receives one of the major awards and the worker of the card usually receives another. As a rule consolation awards are also offered to stimulate purchases. Sales cards can be placed most anywhere.

The trade card's main purpose is to stimulate sales of merchandise found in the store in which a placement is made. A customer must purchase a predetermined quantity of goods out of the storekeeper's stock before he obtains the privilege of buying the premium offered. The amounts of the individual purchases are punched out on the border of the card until the total required is reached, usually from \$2 to \$5, but in some cases as high as \$25. When the card is completed the customer turns it in and with an additional cash payment receives the premium.

HAPPY LANDING.

MICHIGAN SHOWMEN'S

(Continued from page 40)

and Treasurer Rosenthal also on hand. George Brown came in from South Haven,

Mich., and Frank Allen carded from Tampa, Fla., that he expects to arrive here about May 1. Ray Meyers will remain in Sarasota, Fla., all summer. Louis Berger left for Chicago to general agent the Edward Hock Shows. Dutch Crox is recovering from a recent illness. Pop Baker, Ben Morrison, Hymie and Isidor Soble, Ben Brown and Art Frayne are regular participants in the rummy games.

Club recently moved to larger quarters in the same building and Frenchy Williams was given a vote of thanks for readying the rooms. Harry Wish reports a heavy ticket sale for the forthcoming spring party. Louis Wish was named chairman of the annual moonlite boat ride. Several concessioners did good business at the Polish Relief Bazaar here. C. O. Stewart arrived from Miami, Fla., and will assume his general agent duties with Northwestern Shows soon.

Standing committees and their chairmen include: Membership, Harry Wish; entertainment, Louis Wish; finance, Harry Wish; publicity, O. A. (Pop) Baker; ways and means, Art Frayne; funeral, Harry Stahl; house committee, Hymie Soble; sick and relief, Edward Horowitz; public relations, Arthur J. Frayne. Sergeants at arms are George Harris and Isidor Soble. Custodian is Frank Hamilton. Reinstatements were Eddie and Bennie Moss and Art Kazann.

NATIONAL SHOWMEN'S

(Continued from page 40)

Cicio, Joseph Prisco, John E. Anderson, April 5; D. Stack Hubbard, Bert Nevins, John J. A. Winkler, Jack Gilbert, April 6; William J. Malang, Charles Lawrence, Al Darkus, April 7.

Ladies' Auxiliary

Congratulations are in order for Mr. and Mrs. Sam Robbins on the marriage of their daughter. Also for Mr. and Mrs. Moe Elk on their anniversary. Treasurer Ida Harris is leaving for Asbury Park for the season. Sister Vi Lawrence joins hubby Charles on the road tour of Katharine Hepburn's *The Philadelphia Story*. Sympathy went to Lew and Rose Lange on the passing of his father. Jeanne Gray is busy preparing Liberty's Arcade in Coney Island for the new season. Frances Fornier is making arrangements to leave. Sister Leah Greenspoon is up and around after a brief illness. Sisters Edythe Devany and Mimi Lasures Sussman are celebrating their birthdays.

Ladies' Auxiliary long-awaited Rummage Sale opened at 892 Westchester avenue at Prospect avenue, the Bronx, and much-needed money is expected to flow in for Cemetery Fund. It will run for about three weeks with Leah Greenspoon in charge. Store has been donated by realtors Netter & Netter. Everyone is urged to support this sale Cause speaks for itself. Wearing apparel, etc., hanging around those closets and of no possible use there will be gratefully received.

WITH THE LADIES

(Continued from page 45)

to like me, so I'll do all I can to bring this about." This was my first meeting at the Los Angeles club this year and I was asked, as a past president of the Kansas City club, to sit on the platform with the officers, which is a real privilege. Nina Rodgers handled her duties as president with dignity and was ably assisted by her officers and committees. I was agreeably surprised at the large number present, since many of the shows are opening around Los Angeles. There were, however, more than enough to provide a good time and the social hour after was more than enough to pay for the long drive down from Salem.

Edith Bullock is still enthused over her trip to Chicago and New York. Vera Downie plays a mean game of bridge but enjoys it even when she loses. Babe Miller finally gave me a photo of herself, which she promised me long ago. Florence Webber is planning a visit to Kansas City, Mo., again next winter. Fern Chaney was gay in her Easter finery, but she's still single. Maybelle Chipman talking dogs with my sister, Vy Shaffer, who made the trip with us and was a guest of the club at the social hour. Olga Celeste had a real Swedish embroidered blouse on display. Nell Ziv with almost white hair but looking younger than ever. Betty Coe with her spring finery is ready for their opening. Marlo Le Fors proudly displaying her gold card presented recently by the auxiliary to each past president.

Ruby Kirkendall applauding her husband's songs as enthusiastically as the remainder of us. Mora Babgy smilingly

Elgin
AND
Waltham
RB and
GUARANTEED

SPECIAL VALUES

10 Size, 7-Jew., Star Case, \$3.00
12x6, 7-Jew., Gold Color, 2.50
16 Size, 7-J., Gold Color, 2.75
Med. Size 7-J., Gold Color, Free
Chain, \$2.25. Pocket Watches
with Keystone Cases, 25% with
order. Bat. C. O. D. Samples,
50c Extra.

M. FRIEDMAN - 74 FORSYTH ST. N.Y.C.

Colorado Blue Spruce Trees

2 Years Old — EXTRA STRONG
From the BLUEST of the BLUE Trees
25 Prepaid for \$1.00
ROCKY MOUNTAIN EVERGREEN CO.
EVERGREEN, COLORADO

reporting no one on the sick list. The men mingling with the women after the meeting in their rooms and Jimmie Dunn telling my sister of officiating at the wedding of our brother, Art Brainerd, 37 years ago. John T. Backman reminding me that he would have his glass display at the State Fair at Salem this fall. Al (Moxie) Miller in the dog house after a prolonged business trip from home. Sam Brown promoting rides for his friends to the National Orange Show. Mother Minnie Fisher singing *God Bless America*. Meeting ended with all planning to meet the next day to go to the Orange Show as guests of Crafts 20 Big Shows.

Motorcade left at 10 a.m. and was escorted thru the gates by a police detail. Lunch was served almost at once in the girl show top. Mr. and Mrs. Orville N. Crafts as host and hostess were ably assisted by John (Spot) Ragland, Ruth MacMahan, Cecilia Kanthe, Mary and Roy Ludington and Mrs. Crafts' sister, Mrs. E. P. Voight, who was visiting from St. Louis. They made all welcome and the day was a huge success. Joe Shallenberger took time off from his duties in the Orange Show buildings to greet old friends. Mr. and Mrs. Monte Young came in for the evening from their ranch near Los Angeles. Pearl and Milt Runkle also were present. Highlight of the afternoon was the awarding of the Zircon ring, which went to Mr. Zokor from the Monte Young Shows. Ring was donated by Babe Miller and made the club a goodly sum for current expenses. Grace Fisher Asher was busy selling tickets on the Ferris Wheels.

It's hard to conceive a more restful or more beautiful home than Maybelle Crafts' house trailer. She has added the living room since I last saw it and now has the four rooms completely furnished and arranged. Maybelle has an apartment at the shows' North Hollywood, Calif., quarters, but her trailer will always be home to her. We spent March 20 in Long Beach, Calif., where Helen B. Smith's son, Bill, and his wife live. I took some pictures of their month-old baby. Ruth and Ed Evans, who were with us for a year on the Abner K. Kline Shows, also live in Long Beach, where they own and operate a lunchroom. We stayed at the Bristol Hotel while in Los Angeles and had a good visit with Archie Clark and Frank Walsh. Mrs. Walsh was ill, so we did not get to see her.

We drove the coast route into San Francisco and met Mike Krekos at the Roosevelt Hotel. That night we were invited over to Oakland, Calif., for an evening with Mr. and Mrs. W. T. Jessup. When we arrived at their apartment we found Edith and Charles Walpert and Teddy and Mildred Levitt as well as Mike Krekos and the Jessups. We had a wonderful time gossiping and then finally Mildred Levitt taught us a new card game she brought from New York. It's called "Help Your Neighbor" and, altho it did not cost me nearly as much to learn as it did to learn poker, it has many possibilities. At a late hour a buffet lunch was served. As usual, there was plenty of kidding and plenty to eat. We came on home next day thru the Redwoods and into Salem in time to get Easter eggs colored and get ready for a long vacation until the next trip.

All-American Ready for Bow

JOPLIN, Mo., March 30.—All-American Exposition Shows, under management of H. V. Petersen, are ready for the season's opener in Webb City, Mo., on April 6. Everything is in good condition and all rides, trucks and show fronts have been repainted and repaired, reports Thomas Arenz. Shows will be transported on 30 trucks.



THE HIT SELLER OF THE SEASON

Featured in the movie "Gone With the Wind," the Southern Belle is known everywhere. Dressed in a flowered satin four-color evening gown, 28 inches tall. Has real eyelashes and hair, movable arms and painted fingernails. Each in corrugated box. Display stand with every doll.

No. B18X300—Southern Belle. Each Only **\$2.48**

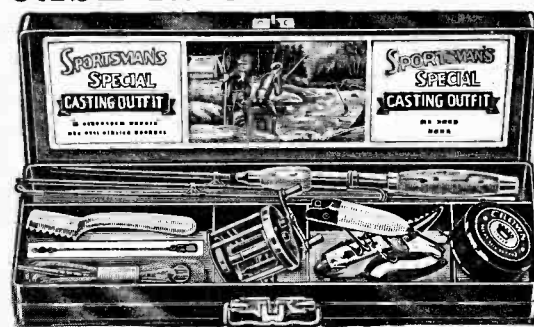
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SPORTSMAN'S SPECIAL CASTING OUTFIT

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\$3.25 (LOTS OF SIX)

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Sturdy, compact, green enameled metal tackle box contains 1 three-piece rod with cork grips, 1 spool silk line, 1 level winding reel, 1 red-head plug, 1 metal wobbler, 1 fish knife, 1 scaler, 1 wire leader, and 1 stringer. A winner for premium and salesboard purposes!

Send for Free Copy of Our New 1940 Sporting Goods and Salesboard Catalog.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



SOMETHING NEW FROM PDQ

New 1940 Black & White Direct-Positive CAMERA Will Be Announced in The Billboard April 13th.

(Early-Birds Will Write EARLY for Advance Information.)

PDQ CAMERA CO., Dept. B-A, 109 East 35th St., CHICAGO, ILL.

BINGO GAMES AND SUPPLIES
WRITE FOR OUR NUMBER 40 CATALOG
MANY FAST SELLING ITEMS AT LOWEST PRICES
Be sure and mention your line of business
MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

BULOVA — GRUEN — ELGIN — WALTHAM
POSITIVELY
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PRICES
NORMAN ROSEN
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Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

Just Out!
NEW CATALOG
No. 24

FEATURING . . .
New Engraving Pins with 40 year guards—styles that are clicking! timely sellers like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Locketts. Best Selling Whitestone Ring Styles Cameo Rings Photo Billboards Jewels. Write for Catalog, 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

ELGIN & WALTHAM
REBUILT WATCHES
7 Jewel, 18 Size, in S. H. Engraved Cases, at **\$175**
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

PUSH-A-MATIC
Plungers • Combs • Sets
Big Price Reductions. Send for List.
JOHN F. SULLIVAN
458 Broadway (Fast Service Sully) N. Y. City

LOWEST PRICES
100 Social Security Plates . . . \$3.50
100 Col. Social Security Plates 6.25
100 Genuine Leatherette Double Cases . . . 2.50
100 Genuine Leatherette 3-Plate Cases . . . 3.00
100 Colored License Plates with Chains . . . 3.50
Complete Stamping Outfit Letters, Figures and Gauge, \$4.00. Send for Complete List Free. Cases, Die Set and Stamping Machine. Don't delay. Send 25¢ for C. O. D.
FRANK BONOMO, 65 Central Ave., Dept. BB-6, Brooklyn, N. Y.

ATTENTION, PEN WORKERS! My New Banker Combinations & Plungers will get at least \$10.00 a day. No other pen like it. Get away from that 5 and 10 cent stuff. Get my new Price List.

JAS. KELLEY, Still the Fountain Pen King,
487 Broadway, New York City

NEW TURN SIGNAL
FLASHES FROM REAR WINDOW—DASH Control AGENTS
A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demonstrator sample plan. All Free! Rush.
WATCH-MY-TURN SIGNAL CO., Dept. W-434,
Walnut Bldg., Des Moines, Iowa

Coupon Workers • Sheetwriters • Pitchmen
Get the Pen That Makes You Money
WALTHAM
New All Pearl Package Just Completed.
\$26.00 PER GROSS The Package That Gets Real Money
Write for Price List on All Type Waltham Pens.
STARR PEN CO.,
300 W. Adams St., Dept. B, Chicago, Ill.

ROLLED GOLD PLATED WIRE
(Gold Filled)
A Holt & Bro Inc
227 Eddy St., PROVIDENCE, R. I.

MEDICINE MEN
Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio
AMERICA'S LEADING MANUFACTURERS OF FELT RUGS
Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

189 DUANE ST., NEW YORK
VETERANS' SERVICE MAGAZINE ANNOUNCES
New U. S. Supreme Court decision upholding Freedom of the Press permits selling our publications anywhere at any time without license or any restriction. Fast selling Holiday Issues and Patriotic Calendars. Send 10c for samples. New less than half rate shipping charges.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

PIPING IN
from Texarkana, Tex., after his hardest winter in 40 years, Eddie King says: "I am musing signs and pitching cards and am doing all right again. Pipe in, Harry Tucker and Omar Thompson. Was sorry to hear that Al Burdick is ill."

THERE'S NO PERCENTAGE in working hard all summer only to wind up on the nut because of reckless expenditures in the spring.

IKE AND MIKE
have opened a pitch store for the second time at the same place at 41st street and Eighth avenue, New York, according to Sol Addis, who says it is the only pitch store operating in that town.

MUSINGS
from William N. Purtill, of Westerly, R. I.: "Wonder how many readers remember Old Man Trumbull, of shoe-blackening fame. He had his own fancy wagon. Bill Curtis, comedian and banjoist, was with him in the early '90s. At that time Trumbull was over 75 years old and gave an exhibition of high kicking. I wonder if Doc Higgins, who was with the Kicks in the early '90s, is still in the land of the living."

WELL, WE'RE NOW in the first lap of spring. Take it from there, boys and girls.

EDDIE GREER
ace guess-your-age and novelty worker spent a little time with Ole Gas Bill last week while on a visit to the Queen City. He reports he's been working subscriptions thru Ohio territory for the past month to okeh returns.

DOC PHILLIPS
has been working gummy and flukem in Huntington, W. Va., for the last two weeks to good takes. "This town is wide open," he writes, "and the reader is only an ace note. There are three other pitchmen here working med and sharpeners. Leo (Pete) Ashworth is laying the blocks right and left. Would like to hear from Doc Anderson and Jess Mitchell, also Doc Gullett."

WALKER AND COZY
are playing Indiana with their Hav-a-Laf Show. They report fair med sales and state they expect to open on lots in about four weeks.

FAMOUS LAST WORDS: "I make plenty of dough in the summer, but you've never heard me go around bragging about it."

CONTRADICTING
a recent pipe in *The Billboard*, which reported that West Virginia is tough, Louis Zetta says: "I have been working the camps in West Virginia all winter and have found nearly all of them open. The State is open to everybody for a \$10-per-year reader. There is more money in the coal fields at present than at any time since 1929. Coal companies are even exporting coal to Italy. Money is a little hard to get, but you can get it if you're not a green hand. I expect to become a home guard here (Beckley) for about six months, as I am taking out West Virginia plates for my car and trailer."

DAVID POTTER
and his associate are planning a spot in the amusement area at the New York World's Fair with their new astrology act.

I'M ONE OF THOSE GUYS who continue in Pitchdom to keep on friendly terms with the landlord.—Jerry the Jammer.

HARRY MYERS
Jack Faye, Neil Kane, Willie Flood, Kleinie and the gang hold a round-table conference in the Academy on 14th street, New York, every night.

DEWITT SHANKS
scribes from Paris, Tex.: "I have been down in South Louisiana and Texas, trying to dodge the snow and cold, but with little success, as it really hit Dixie this winter. Two prominent boys among the

med fraternity took a shake recently in Texas and one in Arkansas for adulteration. I have permanently retired from the med game and am presently operating a crew with fair success."

COURTEOUS treatment toward your public will result in bigger business for you.

DAVID THOMAS
and family have passed a successful season on the east coast of Florida and got a tan despite the cold weather. David says the only thing about him that wouldn't tan is his nose, which looks like a boiled lobster; and he doesn't drink. He says they met Earl and Ada Cantrell at West Palm Beach, working social numbers and wire. Thomas plans to go up the East Coast to Maine, then over to California.

JACK (SNOWBALL) BEARD
who has been out of the business for three years, blasts from Tulsa, Okla.: "Just blew in here and whom did I meet but Elmer Kane and wife, Tonie Dean and wife, Bennie Price, Duke and wife, and Frances Mitchel, who is visiting her sister, Bess Lewis, formerly Bessie Johnson. Chappy Chapman is also here."

TRIPOD OPININGS: "Why talk big money when you can only show small change?"

DOC GEORGE M. REED
lets go a pipe from Columbus, O.: "I see very few pitchmen around Columbus, as it is closed tight. Of course, we peddlers can get a basket reader if we are registered voters, but we must keep moving and cannot sell within 500 feet of a school or in a park. I met Kid Carrigan the other day, Saturday, March 23, was too cold for the flower boys to get much money. There were 22 of them on High and Main streets. I have sold my medicine title to the Johnson Remedy Co. and will not go out on the road again. I will have charge of the mail order department for the Johnson firm here in Columbus. Dr. L. C. Johnson is working in Birmingham, Ala. The missus and I would like to read pipes from Mr. and Mrs. Art Cox and Mrs. Herbert Hall, who are in Hot Springs, Ark., enjoying themselves."

WALTER BYERS
is reported to have garnered the long green with Easter toys on High street, Columbus, O.

MANY OF THE FELLOWS who worked the South last winter are hoping the grass will be greener in the North this summer.

THE OHIO FAIR BOARD
will not permit med or health food workers to sell on any Ohio county fair during 1940, infos Doc George M. Reed.

KID CARRIGAN
left Columbus, O., night of March 23 for Chicago. He says High street in Columbus looks like Maxwell street in the Windy City.

CARL HERRON
prints from New York: "With the world's fair just around the corner, most of the New York boys are going to be there this year. Last season's high prices kept them out, but prices this year are cut in half."

PITCHMEN'S SAYINGS: "This blade is so sharp you could shave a mouse in the middle of the night without waking it."—Bill Ellis.

WILLIAM C. PERRY
blasts that he's still holding down Syracuse, N. Y., working with Doc John Kennedy. The city is closed to out-of-towners, he says. All shops are reported working in Central New York. Perry would like to read pipes from Doc Murry and Doc Miller.

PEGGIE HOPKINS
worked a chain store in Syracuse, N. Y., recently.

DOC ED WHITE
who recently launched his med show, is reported clicking with it.

OAK-HYTEX
BALLOONS
CIRCUS
Prints
As always, Oak balloons get the top money on the lot. For full details ask your jobber, or write to us.
The OAK RUBBER CO.
RAVENNA, OHIO.

FREE 1940 CATALOG!
of latest popular sellers in Mother of Pearl
LOCKETS, Cameo & Whitestone RINGS, ENGRAVERS' JEWELRY, CROSSES, NOVELTIES. Send \$2.00 for samples.
MAJESTIC BEAD & NOV. CO.
807 5th Ave., New York, N. Y.

UNDERWOOD
PENS • PENCILS • COMBOS
BUY DIRECT FROM MFRS.
PLUNGERS—SPECIAL \$14.00 Gross
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SOCIAL SECURITY PLATES
\$2.50 per 100
CASES
\$1.00 per 100
Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.
RELIABLE SALES CO.
1133 Broadway, Dept. BG, NEW YORK CITY

ACE BLADES AT FACTORY PRICES
Here are the kind of blades that sell and repeat. Leather-stropped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Rush name for free blade and profit details.
ACE BLADE CO.,
Dept. 54, 68 E. Eagle St., Buffalo, N. Y.

H. L. (COUNT) HARRINGTON
working sheet in North Carolina, says the State has not lived up to customary traditions. Plenty of snow and sub-zero weather, but he made the grade okeh and lived comfortably, Harrington says. He spent most of the winter around Raleigh and Greensboro. There were five inches of snow in Charlotte Sunday, March 24, according to Harrington. He will leave for York, S. C., soon to visit friends on Wallace Bros.' Circus.

WHO OF THE BOYS AND GIRLS are spending their spare time mapping an itinerary and shining up the ole keister in preparation for a red one this year?

Pitchdom Five Years Ago

DeWitt Shanks and Doc E. S. Raggett were operating a laboratory in Chattanooga, Tenn., and doing nicely. Harry Maers was in a hospital in Etowa, Ia., the result of an auto accident. . . Mrs. Nina Scott had out a neat outfit and was getting the business. . . Chattanooga, Tenn., was open to doorways and several roadies were doing okeh there. . . Sunshine Rogers was going

WATCH FOR . . .
Hold That Line But Watch Your Tackles
By Edward L. Kiehl
in the
Spring Number The Billboard
DATED APRIL 13

well around Warsaw, N. C. . . . Blades Cook had been working Lewiston, Me., for two weeks and appeared prosperous. . . . Springfield, Ill., was reported closed because of an argument between two knife-sharpeners over a corner. . . . Harry Taylor, former pen worker, was a night club owner in Minneapolis. . . . Fred Cummings, the MacMurphy twins and Joe Adkins, on the sheet, were in Montgomery, Ala. . . . Glen Reeves had been holding down one of the largest dime stores in Chicago for a year with peelers. . . . Gladewater, Tex., was reported open to street corners and private property. Texarkana was said to have no reader and no open street corners. . . . Tom Sigourney was en route from Port Arthur, Tex., to New York. . . . Ira Weiss and the missus, for 25 years whitestone workers, were en route to Europe. . . . Jimmy Miller was in Hammond, Miss., with coils and auto polish. . . . Richard Ricton was in Cadwell, Ga., playing to turnaway biz. He exchanged visits with the Dale show personnel at Alamo, Ga. . . . Chief Rolling Cloud was wintering with his outfit in Poplar Bluff, Mo. He had suffered losses due to the flooding of his parking grounds, and contents of a truck were lost by theft. . . . Tom Burns, well-known soap worker, was doing well at Jake Fox's place on West Madison street, Chicago. . . . Doc George M. Reed was in a chain store in Butler, Pa. . . . The gang-up of sheet writers at the Fat Stock Show, Fort Worth, Tex., included Al Peterson, F. L. Ellis, "Ice Water" Powell, A. G. Goldberg, Doc Williams, Susie Lucas, Leaping McNeil, James Hill, Charlie Lawson and Ike Katz. . . . That's all.

Events for 2 Weeks

- April 1-6**
- GA.—Savannah. Coastal Empire Paper Festival, 1-6.
- Savannah. Dog Show, 6.
- ILL.—Oregon. Home Show, 4-6.
- Rock Island. Dog Show, 6-7.
- KY.—Mayfield. Baseball Club Celebration, 1-6.
- LA.—Lake Charles. Southwest La. Fat Stock Show & Rodeo, 4-7.
- MASS.—Springfield. Dog Show, 6.
- MINN.—St. Paul. Osman Temple Shrine Circus, 1-6.
- MONT.—Butte. Flying Hi Carnival, 29-April 7.
- N. Y.—Buffalo. Sportsmen's & Boat Show, 30-April 7.
- TENN.—Chattanooga. Rabbit Breeders' Show, 5-8.
- TEX.—Crystal City. Spinach Festival, 5-7.
- WIS.—Rhinelander. American Legion Home Show, 5-7.
- CAN.—Montreal, Que. Shrine Circus, 4-11.

- April 8-13**
- ALA.—Birmingham. Dog Show, 11-12.
- Montgomery. 4-H Club Fat Cattle Show & Sale, 9-10.
- Northport. Veterans Foreign Wars Celebration, 8-13.
- GA.—Macon. Dog Show, 8-9.
- IND.—Indianapolis. Home Show, 12-21.
- KY.—Henderson. Merchants & Mrs. Expo., 10-16.
- MICH.—Escanaba. Smelt Jamboree, 11-13.
- MISS.—Hattiesburg. Livestock Show, 9-12.
- MO.—St. Joseph. Food & Industrial Show, 8-13.
- St. Louis. Police Circus, 10-23.
- N. J.—Elizabeth. Dog Show, 14.
- Teaneck. Dog Show, 13.
- N. Y.—Rochester. Eagles' Mardi Gras, 11-13.
- O.—Columbus. Home & Sports Show, 13-21.
- Toledo. Dog Show, 13-14.
- TENN.—Memphis. Dog Show, 14.
- TEX.—Ft. Worth. Dog Show, 14.
- Navasota. Texas Bluebonnet Festival, 12-14.
- WASH.—Seattle. Dog Show, 13-14.
- CAN.—Edmonton, Alta. Spring Show, 8-11.

Dog Shows

(Crowded out of Last Week's Issue)

- These Dates Are for a Five-Week Period**
- ALABAMA**
 - Birmingham—April 11-12. Jerry Bryan, Box 1486.
 - CALIFORNIA**
 - Beverly Hills—April 27-28. Mrs. Jack Oakie, 7243 Haskell ave., Van Nuys, Calif.

ELGIN & WALTHAM—Second-Hand Watches as Low as . . . \$1.85
DIAMOND RINGS—Solid Gold Mountings as Low as . . . \$2.40

Send for Descriptive Circular
H. SPARBER & CO.
 106 North 7th St., St. Louis, Mo.



ORIGINAL SLIP-NOT-TIES
 New SPRING Styles, \$2.50
 Del. Postpaid. Fast Sellers.
 Repeaters. Send for Sample
 Dozen and be convinced.
 Free Catalog.
GILT-EDGE MFG. CO.
 13 N. 13th St., Phila., Pa.

Riverside—April 21. Mrs. W. Stuart Neblett, 3705 Main st.

CONNECTICUT

Hartford—April 20. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

DISTRICT OF COLUMBIA

Washington—April 25-26. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

GEORGIA

Macon—April 8-9. Mrs. K. E. Steinmetz, Box 1812, Knoxville, Tenn.

Savannah—April 6. E. W. Leach, 2642 University ave., St. Paul, Minn.

ILLINOIS

Rock Island—April 6-7. Mrs. Emma Loest, 3501 Genesee st., Kansas City, Mo.

MARYLAND

Pikesville—April 28. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

MASSACHUSETTS

Springfield—April 6. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

NEW JERSEY

Elizabeth—April 14. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

Teaneck—April 13. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

NEW MEXICO

Albuquerque—April 24-25. Mrs. George Geake, R. F. D. 3, Box 157.

Santa Fe—April 27-28. R. S. Weed, LaFonda, Santa Fe.

NEW YORK

White Plains—April 21. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

OHIO

Toledo—April 13-14. A. Wilson Bow, 2806 12th st., Detroit, Mich.

Youngstown—April 27-28. A. Wilson Bow, 2806 12th st., Detroit, Mich.

SOUTH CAROLINA

Columbia—April 4. E. W. Leach, 2642 University ave., St. Paul, Minn.

Greenville—April 1-2. Edgar A. Moss, 808 Summit ave., Greensboro, N. C.

TENNESSEE

Memphis—April 14. B. W. Smith, Box 2203.

TEXAS

El Paso—April 20-21. Tony B. Phillips, 3820 Wilson st.

Ft. Worth—April 14. Miss Frances M. Darby, 1605 Electric Bldg.

VIRGINIA

Alexandria—April 27. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

Charlottesville—April 20. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

Norfolk—April 22. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

Richmond—April 23-24. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

WASHINGTON

Seattle—April 13-14. Mrs. H. C. Grier, Box 340A, R. 8, Seattle.

WEST VIRGINIA

Wheeling—April 21. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

LOS ANGELES

(Continued from page 45)

World's Fair Shows and Coe Bros.' Circus.

Sam Brown left for Bakersfield, Calif., to join Archie Clark's Greater Shows. Roland Stephen is getting his Superior Shows ready for an early opening. Joe DeMouchelle is putting finishing touches on his equipment with E. O. Douglass Shows. Jack Joyce left Crafts 20 Big Shows to join Mike Krokos' West Coast Amusement Co. Ralph Lacey is back in town and will join one of the West Coast shows. Jose Rivera is promoting events under Mexican societies and business groups auspices here. Ross R. Davis operates the rides at Zoo Park. E. L. Henderson came from Indio, Calif.

LILIOM

(Continued from page 16)

it is so scattered, disjointed and loosely formed that it seems like a toy snake with its rubber backbone broken.

You probably know what it's about only too well, but a retelling of the story won't take long. Liliom, a barker in an amusement park, is so tough that he can't be anything else, even when he's in love—as he is with Julie, a starry-eyed servant girl. So after they're married and he loses his job he refuses to take another that's "beneath" him and beats up Julie because she keeps on crying when he loves her so. Finally, overjoyed in private because Julie is with child, he sets out with a felonious pal to commit highway robbery and gets killed in the attempt.

So far the play has been sentimentally "realistic," with foolishly hyped-up emotions and a set of characters that could have stepped out of a cartoon strip, but then it suddenly goes fantastic with all its might. Two heavenly policemen take Liliom to a heavenly police court and even there he can't be anything but terribly, terribly tough. So the judge sentences him to 16 years in the fires, after which he is to be given a day to see his widow and child and to do a good deed. So 16 years later Liliom, with love bursting his heart, sees them and still can't be anything but tough. He slaps the girl and goes off with his heavenly flatfoot, while Julie and her daughter agree that there are some beatings that don't hurt, as the final curtain falls.

If that last point is what Molnar is trying to put over he's been superseded by Noel Coward, who did it in one sen-

tence—the one that compares women and gongs.

Obviously the play is hopelessly muddled and possesses a suicidally fractured mood. As a character study it is obvious and meaningless, as sentiment it is soppy and lachrymose, as thought it is simply nonexistent, and as drama it is woefully ineffective, a sort of pointless dramatic nightmare in which someone got Peter Pan mixed up with the Hairy Ape.

But Mr. Freedley has given it a beautiful and obviously loving production, with Nat Karson's sets lending visual beauty (except for a badly plotted railroad embankment), and with Benno Schneider's heavy-handed direction getting the greatest possible ensemble effect from individual scenes. This corner has regarded Mr. Schneider's hyped-up, turgid and invariably self-conscious direction as one of the major menaces to good American acting, but in *Liliom*, a script that needs heroic measures, it does manage to create a number of instances of isolated emotional power in its use of the cast as a whole. It fails to help the individual performances, overaccenting them as usual—but nothing I can imagine could conceivably help those roles.

Burgess Meredith plays the title part and offers a series of finely read lines and effectively played scenes—but he fails to offer *Liliom*. He is cocky rather than tough, wasting his good work in a characterization that suggests, not *Liliom*, but merely Peck's *Bad Boy* grown up. Ingrid Bergman, the newest Scandinavian import, plays Julie, and plays her with a naive charm and a fine honesty that are completely disarming—until, along toward the end of the play you realize that she has nothing else to offer. A large lass, a bit awkward on the stage, she has a lovely face and great sincerity; if she realizes her own shortcomings and learns the technique of acting she may emerge in eight or ten years as one of our finest performers, meanwhile she is merely a potentially gifted amateur. And Julie needs much more than that.

A number of excellent supporting performances stud the play, with Elia Kazan finding his right place once more in the minor character role of the crook, and with other fine jobs being turned in by John Emery, Ann Mason, Margaret Wycherly, Kenneth Bates, Joseph Macaulay, Howard Freeman, Arnold Korff, Francis De Sales and Helen Shields. Joan Tetzel, a lovely and charming lass, does a nice bit as *Liliom's* daughter.

But I'm afraid that if the piece were offered as a new play, minus the author's name, the boys would all damn it by calling it badly warmed-over Molnar.

A CASE OF YOUTH

(Continued from page 16)

Pooh; she is dramatic until you wait for her to break into the renunciation scene from *East Lynne*; she is so determinedly and self-consciously winsome, charming, emotional and gay (by turns and all together) that you find yourself wondering why you haven't rushed screaming from the theater. Not since Elisabeth Bergner dropped one of her soggy and underdone performances like a half-cooked kartoffelkloes into the unhappy gullet of a play called *Escape Me Never* have we seen anything like it. Miss Schwanneke's acting job is a kartoffelkloes in a small way—but the gullet of *A Case of Youth* is so upset anyhow that it really doesn't matter. Long before Miss Schwanneke was cast in it, the script of *A Case of Youth* had a bad case of chronic indigestion.

It's all about a mad, mad investment broker who wants to write symphonies and who isn't averse to piling up bills and using customers' bond for personal stock manipulations. To his somewhat hectic menage comes an adolescent daughter he dropped somewhere in Switzerland 15 or so years before, and she is forthwith left alone in the house for a week-end. She sells the furniture to satisfy the creditors, and tells about papa's bond-juggling to the very rich fiancee of her half-sister. The lad invites her to dinner in his hotel suite to pick up a check to cover the finagling, and she goes, dreading the worst. Unfortunately she fails to get it; she gets only the check, and the fate worse than death remains the exclusive property of the audience. With the check the dear little sprite straightens everything out; and the rich young lad switches his affections to her.

Obviously, there's not much that can be done with a play like that by either performers or director; but a large troupe of energetic overactors gives it even worse than it deserves, under the direction of Arthur Sircom and the leader-

ship of Miss Schwanneke who, saddled with the awful role of the young fixer-upper, manages to bring out to the full every iota of its awfulness. As for Mr. Sircom's direction, it looks as tho he gave up in despair and told everyone to get thru with the piece as quickly as possible, making as much noise as they could on the way. As soon as four people are on the stage, the National Theater sounds like the Times Square subway station at rush hour; and the players jitter hither and rush yon so furiously that you wonder whether Mr. Sircom didn't get directorial assistance from Betty Hutton.

The only ones managing to swing clear of the mess are Richard Kendrick, who does a pleasant and quiet job as the rich young man; Bertram Thorn, who brings humor to humorless lines as another suitor of the elder sister; and a beautiful but unbilled Great Dane who gives an assured and dignified—but far too brief—performance. He should have been onstage much, much more.

Miss Schwanneke is the girl who was reported to have refused courageously to play before Hitler when he ordered a command performance; but this corner must regretfully insist that that highly-publicized gesture is really no proof of her acting ability. It merely shows that Miss Schwanneke's taste is better than Hitler's.

LADIES IN RETIREMENT

(Continued from page 16)

to be particularly unpleasant loonies to whom the housekeeper is fanatically devoted; and when Miss Fiske, at the end of her patience after four months of twittered gibberish, decides to send them away, the housekeeper quietly strangles her as she plays *Tit Willow* on the piano. The murderess tells the neighborhood that Miss Fiske has gone away on a trip.

Some time later the sisters' nephew, a vicious young man, arrives to obtain sanctuary from the police and also to bleed his aunts as thoroly as possible. After a while he suspects something of what has occurred and, when his chief aunt threatens to send him away, he enlists the aid of an infatuated serving wench to prove his theory. The girl, with the help of dim lights, a wig and *Tit Willow* played on the piano, impersonates the deceased (who, by the by, is walled up all this while in a bread oven); and the ex-housekeeper, a bit worried by remorse now, falls in a faint. But the next morning she is recovered sufficiently to suggest to her nephew that if he remains in the house he'd best be careful about what he eats; and the lad finally leaves, spurred on by the imminence of a police visit. The servant, however, has overheard, and rushes screaming toward the constabulary; and in this pass the housekeeper marches out to give herself up.

This sort of thing can be bloodcurdling when it is given imaginative underplaying. But when the underplaying lacks imagination it becomes shallow and cold, failing to create the necessary atmosphere, failing to suggest the necessary horror. Miss Robson plays the housekeeper quietly inside as well as out; as she approaches her victim to strangle her she is merely a woman holding a cord; when she is supposedly in the clutches of remorse she seems merely annoyed. Surfaces are skirted with sure technique, but you are seldom privileged to see or even suspect the dreadful turmoil within.

And the impression isn't aided by the writing, which is slow, over-explicit and seldom exciting. All the ingredients are there—a dour murderess, a body in the oven, a nasty little thief, a seeming specter at the piano, the threat of death to those who find out, and a couple of balmly beldames—yet it is all presented so long-windedly, with such an absence of real horror or suspense, that at times you wonder if you've wandered into the wrong theater and are seeing yet another play about the Brontes.

A visit to Henry Miller's, tho, is none the less worth while for three very definite reasons—the names of which are Estelle Winwood, Isobel Elsom and Evelyn Ankers. These three do some of the most superior pretending seen so far this season. Miss Winwood plays superbly as one of the mad sisters; Miss Elsom blithely tucks the first act in her pocket and walks off with it as the unfortunate Miss Fiske; and Miss Ankers, a new importation from England, offers a beautiful, breath-takingly right performance as the servant. Jessamine Newcombe is fairly convincing as the other looney, and Patrick O'Moore gives an annoying performance as the nephew. It may be an accurate portrayal of the type, but it seems like bumptious overplaying to this uninitiated spectator.



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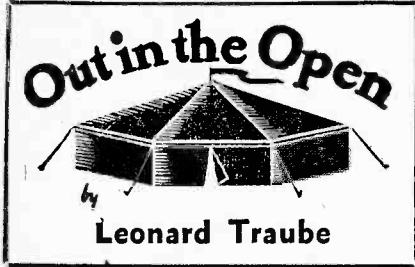
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Whirl of a Week

WORLD traveler Peter Jerome Ringens, the diving bicyclist (or bicycling diver), is back from a five months' engagement at the amusement park in Buenos Aires, Argentina. Peejay, who has probably covered more geography in the last quarter of a century than any performer extant, says Gustavo E. Meyers, owner of the park, has an amusement empire in Buenos Aires and other S. A. places that is so farflung as to be almost fabulous. Meyers is from the States. He drifted down to South America about 20 years ago and in that span appears to have established himself as the No. 1 showman of the continent.

With Peejay are charming Mrs. Ringens, once a model for the celebrated Patou in France, and his secretary, Alfred Van Ness, a most able Man Friday. After a dynamic round of New York's play spots they were off to the Barnes-Carruthers show in Indianapolis, then to the B-C circus in Chicago.

We forgot to mention that Peejay, who is a very youngish fifty, still gets more oomph into his dare-devil didos—and at a price—than his much younger contemporaries. We're not suggesting that the 50-year mark makes one eligible for the old men's home, but it's still inspiring to see any man, athlete or otherwise, as energetic and as productive as Peejay is.

These lines from George D. Willoughby, of Los Angeles, who was watchman of the Rose City Speedway, Portland, Ore., from 1916 to 1923, close the discussion on motor maniacs for the time being:

"After reading the statements made thru your column by the various men in the thrill-show business as to who first crashed a board wall on a motorcycle, I am reminded that the first was, to my knowledge, done in 1921 on the old Rose City Speedway by Speed Ruggles, who built the wall himself and then rode thru it. The boards were one inch and ran horizontal. About two years later he ran up a ramp, leaped over a springing truck and the motor was completely wrecked, Ruggles escaping with a few minor cuts and bruises. Speed Ruggles

is still riding, being at present a trick motorcyclist with the Victor McLaglen Motorcycle Corps. He has dropped the name of Speed and is now called Hap Ruggles. He also rides thru a 50-foot, five-by-five-foot fire tunnel with both ends closed."

Recess.

While Private Fred Phillips, of Fred-erickton (N. B.) Fair, is serving the Canadian colors in England, another Canuck, Al Harding, of midways, is doing his bit with the Royal Canadian Air Force "until the duration." He writes that he's reading what show trade paper at Camp Borden, Canada, along with other former showfolk who are keeping up on show-dom via its pages. And Phillips sends a letter from "somewhere in Albion" asking for a copy posthaste. . . . Patty (Conklin Shows) Conklin hit NY with Mrs. C. and junior and took life easy for a week. . . . Herb Dotten came down from the NY State Fair in Syracuse, where he has been indulging in some trick and fancy drum-beating, to tackle the important farm papers and other gazettes. . . . Frank Kingman, manager of Brock-ton (Mass.) Fair, is in the midst of a historic field trip on which he is collecting vital statistics from members of the International Association of Fairs and Expositions, of which he's secretary. . . . Is Mabel Stark, the animal trainer (No. 1 for training, No. 2 for all-round prowess in this publication's 1939 Performer Contest), scheduled for a return to Benson's Nashua (N. H.) Wild Animal Farm?

The better carnivals could, if interested, launch vaude layouts with good family bills at ten-twenty-thirty tabs and gather the proverbial coin of the realm. Hundreds of click acts are available, but it would be up to the unions to fix salaries for the midway class that would be mutually beneficial. Idea of opening up a new and possibly fertile market for variety actors should intrigue union heads.

Hartmann's Broadcast

WHEN a carnival press agent lands more than 250 inches of space in the daily press for reading matter and art of his employer's show and the employer himself in a short period of seven weeks and in the winter time when the show is in quarters preparing to open, it's something to crow about. All of this material appeared in one and the same

newspaper—the paper in the town where the show winters.

The press agent responsible for this feat, or whatever you choose to term it, was Frank J. Lee, and the show was the Greater United Shows of which J. George Loos is the head. The town was Laredo, Tex., and the newspaper was *The Laredo Times*.

The series of articles—a few of them with illustrations—about Loos and his show started in the Sunday, January 7, issue, and there was one each Sunday thereafter up to and including the February 18 issue. Several of the articles dealt with the benefits of the show to the community while in quarters, and, strange as it might seem, there was very little duplication.

If readers of *The Times* in Laredo and surrounding territory do not know about Loos and his show, it's not Lee's fault, to be sure.

There is no doubt about the value of such carnival publicity in the winter time. Let's hope there will be lots of it next winter, even if it means putting press agents to work a few weeks earlier. It should be money well spent.

† † †

PRESS agents of shows, parks, fairs, celebrations, etc., where winners in *The Billboard's* Favorite Outdoor Performer contest are engaged should not overlook the opportunity of capitalizing on this when writing their material for the daily press. Of course it is up to the performers themselves to apprise the press agents of their awards where not known.

For instance, here's an article taken from a recent issue of *The New Orleans Tribune*:

"Showfolks known to local people, one the husband of a New Orleans entertainer, were named winners in the Favorite Outdoor Performer contest conducted by *The Billboard*, the amusement world's weekly magazine. Hubert Castle, winner of the tight-wire division in the circus class, is married to Mary Tanner, of the Tanner Sisters Trio, who climbed to fame via benefit performances right here in their home town.

"All-round winner in the balloting was Bee Kyle, whose back somersault into a tank of fire from a 100-foot ladder was a feature of Pontchartrain Beach's free acts in seasons past. Second-place winner in the horse-training division is Dorothy Herbert, the riding sensation of the Ringling Bros. and Barnum & Bailey Circus, which hits here in mid-October each year.

"Heading (or should we say tops?) in the high-pole division was A. E. Selden, the Stratosphere Man (also at the beach), who sways in a giant 30-foot arc atop a slender pole; then there's the Blondin-Rellims troupe, which led all branches of the high-wire division. Other attractions seen at the lake-front beach include the Great Fussner, leader of the spiral-ball class, and Oscar V. Babcock, winner of the leap-the-gap class. Also winning a citation was the old-time circus tight-wire act, the Flying Wallendas, rated as most popular at the San Francisco World's Fair. This list of winners should make Gar Moore, publicity man for the beach, feel fine."

We have also seen one or two other newspaper clippings where winning in the contest brought performers special mention of this in connection with their local engagements.

Notes From the Crossroads

By NAT GREEN

ANONYMOUS communications usually are consigned to the waste basket, but one received last week so perfectly illustrates how some readers misconstrue what they read that we quote it. "Dayton Reader" writes on a postal card: "Note what you say about Flash Williams being first indoor thrill show. Wish to advise that all winter long, right in Chicago at Armory midget races, thrill shows have been added feature each Sunday evening. All Central States Racing Association speedways feature thrill shows in conjunction with auto races during summer." Had "Dayton Reader" carefully perused the item he refers to he would have noted we did not credit Flash Williams with presenting the first thrill show indoors. The item specifically stated that so far as known the Flash Williams show was the first of its kind to be presented as a circus feature. Thrill shows of one sort or another have been presented indoors for years. But

we don't believe the records list any show of the kind presented at Cleveland as a circus concert.

Several fair men found varying excuses to tread the new Magic Carpet last week. W. F. Sanger, president of American Trotting Association; A. R. Corey, secretary of Iowa State Fair; Pat Whalen, DePere, Wis., and a dozen other ATA members gathered in Chi to discuss plans for the coming fair racing season. Association will conduct an intensive campaign, according to Secretary W. H. Perry. Other fair men in town were William Klaus, secretary Brown County Fair, De Pere, Wis., visiting his daughter in Evanston; Ralph Lynch, president North Dakota State Fair, Grand Forks; Keith Bacon, member of Grand Forks fair board, in for the hotel men's convention, and C. D. Moore, secretary All-Iowa Fair, Cedar Rapids. True to fair men's form, Klaus and Lynch are dipping their fingers in politics, Klaus being a candidate for alderman in DePere and Lynch out for mayor of Grand Forks. Another secretary, William Eldridge, Sheboygan County Fair, Plymouth, Wis., has his hat in the ring as a mayoral candidate.

Ringling-Barnum show got a swell break in *The Chicago Daily News*, which carried pictures of Fred Bradna, Bobby Warriner, Gargantua and several quarters scenes. . . . Al Sweeney, formerly with Racing Corp. of America (John Sloan), has signed as general manager for Flash Williams and his thrill show. . . . A. L. Morey, of the Iceolite Corp., spent several days in Chi in the interest of his synthetic ice product. Morey reports that the ice show at the Book-Cadillac, Detroit, is going big. Has been running 14 weeks. . . . Harry Bert left on Thursday for Memphis and points south to take up his season's duties with Beckmann & Gerety Shows. . . . Max Goodman and his g. a., Sam Gluskin, in on a shopping tour. . . . That Pinocchio clown number, which probably will make its debut on the R-B show at the Garden, has possibilities. . . . Dennie Howard off for San Antonio and Rubin & Cherry Exposition. . . . Bruce Kempf, of Working World fame, gave the Loop the o. o. and departed for Capac, Mich., town with the flexible name—spelled same backward as forward. . . . That was Walter F. Driver in silk topper and correct morning attire in the Easter parade on the Boul Mich. . . . Denny Pugh in town long enough to play a couple of rubbers of bridge.

From Tallulah, La., Jack Mills writes: "Have purchased Richards Bros.' Circus and changed the name to Mills Bros.' Circus. I open here April 20 and am heading north. By the end of the week I should have 20 men in quarters, as the cookhouse is now open, and we are going to work long hours to get the show ready for the opening." . . . Al Humke, in from Anderson, Ind., says he may troupe this season. . . . Dr. and Mrs. Tom Torney, Circus Fans, in from Madison to see some of the Loop legits. . . . Frank Hartless, past prez of the CFA, sends some interesting photos of Mabel Stark, taken at Goebel's animal farm on the West Coast. "The farm is a great place," Frank writes. "They have over 120 cats, most of them in the work either by Mabel or Louis Roth. Cheerful Gardner works the H-W elephants." . . . That statement of Jimmy Fidler that Jane Withers has signed with a leading circus for 30 weeks at 15 Gs a week sounds fantastic. . . . Edward A. Johnson goes with the Beckmann & Gerety Shows. . . . Sam Brin, of the New York World's Fair, in Chicago on a sad mission—his father passed on several days ago. Brin's home is Chicago and he formerly was connected with the late U. G. (Sport) Herrmann, theater operator.

Shapiro Has Anniversary
ATLANTA, March 30.—Bernie Shapiro, widely known in the poster trade for more than 25 years and celebrating his first year in business for himself, reports remarkable growth and that in the past six months his business has more than doubled in volume. In March, 1939, he launched the Southern Poster Printing Co. here.

Flying Charles to Convention

ROCKMART, Ga., March 30.—Charles Siegrist's Flying Charles Troupe will present free attraction with Convention Shows, making their second consecutive season there, Siegrist said here this week. Unit again will play fairs for the Frank Wirth agency.

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Zacchinis Ready New-Type Cannon for Strates Shows

TAMPA, Fla., March 30.—Work on latest edition of Zacchini cannons is almost completed in Zacchini Bros. Shows' quarters here, reported Bill Snyder. After months of labor and years of experimentation, Hugo, Bruno, Emmanuel, Marlo and Teobaldo Zacchini have perfected a cannon which they believe is unlike any other. Designed by Hugo Zacchini after the fashion of big coast artillery guns, construction is modernistic and gun is streamlined thruout. Painted in camouflage it will be electrically operated and mounted on a special bus-type chassis, Cannon is said to be capable of shooting a human projectile 400 feet and was especially constructed for the free attraction on James E. Strates Shows.

Edmundo and Victorio Zacchini, with the smaller cannon, again will present the free act on Cetlin & Wilson Shows, while Zacchini Bros.' Shows will feature the monster repeating cannon as a free attraction.

Blotner Denies

CINCINNATI, April 1.—Regarding article in last week's issue that 10 acts of the VFW indoor circus at Burlington, Vt., were stranded, even tho the show had been considered the most successful of its kind staged there in years, Samuel Blotner, the promoter, wired The Billboard yesterday from New York as follows: "The doings was a total flop, due to Holy Week and working conditions. All performers who are not already paid in full will be. Not one was stranded."

UNDER THE MARQUEE

elephant is four feet high and a beautiful specimen. We have rechristened him Tony, rather than Tongo. He is being trained right now by Capt. Lee English, who is making great strides with him. The elephant is very gentle and will be performing with our show this very season." Regarding the show, Lewis added: "We positively will have the strongest show of our career this season and plan to run much longer than any previous season. Immediately after closing the outdoor season, our plans are to stage and promote shows under auspices in big towns next winter."

STUART ROBERTS and wife stopped over at Macon, Ga., for a few days before opening their season. They renewed acquaintances with many Downie showfolk, also with the Flying Melzers. Roberts began his show career with Melzers 18 years ago. Bert Wallace and wife left Macon to join Lewis Bros.' Circus, and the Larikins will soon leave there to join the same show.

THE CANTON (O.) REPOSITORY, in its column titled "Flashbacks," issue of March 26, carried this item: "Jack Malloy kayoed Bud Sanders, of Alliance, in the fifth stanza of a scheduled eight-round 20 years ago today." Malloy, former boxer and wrestler for many years, was a catcher with the Charles Siegrist troupe and in recent years has owned and directed his own circus unit.

WILLIAM F. WALLETT and wife will again be with the Hunt Circus, making their seventh season with Charles T. Hunt. Wallett will present a riding act and break two more bareback horses. His wife will have charge of reserved seats. They have wintered at Miami Mrs. Wallett has fully recovered from an operation at the Jackson Memorial Hospital. The Walletts visit the Beers-Barnes folks quite frequently at Miami.

AFTER SEVERAL years in retirement, Frank C. Dannelly, of Donna, Tex., has returned to the road as special representative for Russell Bros.' Circus. He was formerly with the Texas Loughorn, Bill Hames and other carnival shows and at one time owned a one-ring circus that played thru Louisiana, Oklahoma and Texas. For the past two years he has been editing The News Advocate in the Rio Grande Valley, and was formerly editor and publisher of The Talco (Tex.) Times.

TED DEPPISH, official photographer of the Charles Siegrist Showmen's Club, Canton, O., has been besieged with requests to show his film of Cole Bros.' Circus parade, taken in Canton last May. Practically all of the tableau and cage wagons in the parade were destroyed

in the recent fire in quarters at Rochester, Ind. Showmen thruout Eastern Ohio and Western Pennsylvania have been writing Deppish to learn when they can see the parade film, which presents each of the destroyed wagons close up as they rumbled thru the streets of Canton for the last time. Deppish plans to exhibit the film and other circus movies at several showmen's group gatherings in the district this spring and summer.

CORRAL

(Continued from page 32)

weather prevailed. Prize money for Saturday and Sunday performances (23 and 24) was awarded following Sunday night's show. Buck Sorrels led with \$263.20; Hugh Bennett and Jiggs Burke split second and third money, \$212.60 and \$151.70; James Kinney, Comstock, Tex., and Clyde Burke, Comanche, split fourth with \$90.85. Injuries were sustained by Lucyle Richards, sprained knee; E. W. Curry, broken leg; D. W. Ryan, badly lacerated face, and Leonard Meyer, injured in calf roping. Performers included 42 bareback bronk riders, 47 calf ropers, 38 bulldoggers and 36 saddle bronk riders. There also were two clowns.

Results: Calf Roping—Saturday afternoon, Buck Sorrels, Jack Skipworth, Tom Taylor. Monday night, Bill Spillsbury, H. D. Binns, Sonny Honcock. Tuesday night, Jim Snively, Jack Skipworth, Roy Mathews. Cowgirl Bronk Riding—Saturday afternoon, Vaughan Kreig, Vivian White, Gene Creed. Sunday afternoon, Vivian White, Mary Keen Wilson, Margie Greenough. Sunday night, Alice Greenough, Gene Creed, Vaughan Kreig. Cowboys' Bareback Bronk Riding—Saturday afternoon, George Mills; Gerald Roberts and Ken Roberts split second and third. Sunday afternoon, Huey Long, Frank Findley, Buttons Yonnick. Sunday night, Kid Fletcher, Allen Cameron, Chet McCarty. Monday night, Paul Carney, Fritz Truan, Larry Finley. Tuesday night, Ken Roberts, Chet McCarty, Fritz Truan. Cowboys' Saddle Bronk Riding—Sunday afternoon, Fritz Truan, Paul Carney, Ken Roberts. Sunday night, Stub Bartlemay, Bill McMacken, Burel Mulkey. Monday night, Jack Wade, Vic Schwartz; Stub Bartlemay and Alvin Gordon split third. Tuesday night, Paul Carney; Texas Kidd Jr. and Milt Moe split second and third. Bull Riding—Sunday afternoon, Ken Roberts, Jimmie Hazen, Hubert Sandell. Sunday night, Glenn Taylor, Zack McWiggins, Albert McEuen. Monday night, Fritz Becker, Smokey Snyder, Dick Griffith. Tuesday night, Huey Long, Gerald Roberts, Fritz Becker. Steer Wrestling—Monday night, Rusty McGinty, Dave Campbell, Jim Nesbitt. Tuesday night, Tom Hogan, Hub White-man, Carlos Green.

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TIDWELL'S MODERN MIDWAY WANTS GIRL SHOW Must Be First-Class. Have Complete Frame-Up, Including Wagon Fronts. ELECTRICIAN WANTED First-Class Man Who Knows His Business. Boozers, Don't Answer. Address: Big Spring, Texas, this week; Seagraves, Texas, next week; New Oil Towns to follow.

GIRLS GIRLS For Girl Show and Posing Show With GOODING SHOWS Salary \$16.00 to \$18.00 a week. Hawaiian, Oriental, Rumba, Novelty Singers and Fan Dancer. Also two Ticket Sellers, Talker and Grinders. Show opens April 25. Write, state age, etc.; send picture. F. W. MILLER, Rol Eddy Hotel, Columbus, Ohio.

FUNLAND SHOWS Want sober Ride Help, Minstrel Troupe with Band (salary), Legit Concession Agents. Earl Faye with Silver Derby, wire. Ex. American Camp and Frozen Custard open. All replies: Carrollton, Ga., this week.

PARADA SHOWS ALL NEW. NO GATE. Open Downtown Street, Caney, Kan., April 13. Two Saturdays. Want Ride Help for Big Eli, Little Beauty, Loop-o-Plane and Jones Mix-Up. (Electrician and Builder.) Agents for Cook House, Bingo, Ball Game, Pitch-Till-U-Win, Scales, Penny Pitch, Hoop-La. All other Concessions open. (Frozen Custard, answer.) Will book small Grind Shows, also Ten-in-One, with or without own outfit. (No Girl Shows.) Boozers and chasers, save stamps. Address all mail: PARADA SHOWS, Caney, Kansas.

KARL MIDDLETON SHOWS (STILL TOPS) Playing the Best Money Spots in the Empire State, Where One-Tenth of the Population of America Lives. Many Smart Showmen Know It. Why Not You? SEASON OPENS MAY 15 NOW CONTRACTING RIDES—Will book any single or combination of Rides that do not conflict. Will buy for cash a Double Loop-o-Plane. SHOWS—We are interested in anything from a Three-Ring Circus to a Pit Show. Will furnish outfits to worth-while Attractions. Let us hear from you. CONCESSIONS—Many choice Concessions open—contact me now. FREE ACTS—Will book the two best in America. PROMOTERS—Want several of the best Special Event Promoters obtainable. What have you to offer? Finis Listen, Brothers and Sisters, you are in this business for one reason—you want action for your money. We're all Set to give it to you Get hot this season and go to town with the man that knows New York State from Border to Border. Write or Wire KARL MIDDLETON SHOWS, Dansville, New York

30 Weeks in New York City GERARD'S GREATER SHOWS 30 Weeks in New York City OPEN APRIL 6 IN NEW YORK CITY GUN HILL ROAD AND WHITE PLAINS AVE. Few Grind Concessions open. Ride Foreman wanted on Merry-Go-Round, Rollo-Plane, Octopus. Must know how to set up and tear down. Address: CHARLES GERARD, 1547 BROADWAY, RM. 611, NEW YORK CITY.

DODSON'S WORLD'S FAIR SHOWS OPENING BIRMINGHAM, ALA., SATURDAY, APRIL 13. Can place for season, Pony Ride, Grind Shows. Legitimate Concessions, come on; no exclusive. Scales open. Can use Girls for Posing Show and Girl Revue, Caterpillar Foreman (Blackie Carver, wire). Will lease or buy Elephant. Address: DODSON'S WORLD'S FAIR SHOWS, Birmingham, Ala.

Advertise in The Billboard—You'll Be Satisfied With Results.

Letter From Stanley Dawson

ST. PETERSBURG, Fla., March 30.—Met many show people while rambling thru Florida the past six weeks. At St. Petersburg saw Dr. and Fritzie Partello, Clint Partello, Eldredge Rumbley, Frank Partello, Mr. and Mrs. Milt Robbins and Mr. and Mrs. Tommy Kennedy and their youngster. Mrs. A. C. Bradley and daughter, of Lake Manitou, Ind., and Zack Terrell and wife (nee Australia Nelson, spent a month in St. Petersburg. Mr. Terrell was quite busy commuting to Sarasota. Mrs. Terrell visited her brother-in-law and sister, Mr. and Mrs. Ray Marlowe (nee Theol Nelson).

En route from St. Petersburg to Sarasota I stopped off at Ruskin, Fla., at the Smallwood fishhouse and wharf on the Manatee river and discovered many showfolk were wintering there. Personally contacted Johnny Enright, executive with Floyd Gooding; Paul Lane, Tom Lovett and Metz, flying act.

Continuing on to Sarasota, met the personnel of Ringling-Barnum circus, including Fred de Wolfe, Eddie Kelley, McCormick Steele, Pat Valdo, "Bill" Curtis, "Peanuts" Robinson, Jimmy Reynolds, Mike Cleary, Clyde Ingalls, Doctor Bergen, John Meck, the Chicht brothers, Frank Braden, Roland Butler, Joe Dan Miller, Rollie Davidson and brother, Walter McClain and his bride, George Smith, Bob Stevens, Bill Yeske and son, Irving Nelson and wife, Albert Powell, Maximo and Marie, Mrs. Bob Reynolds and Ray Milton. Everything at quarters was humming with activity and the new top and the aluminum-chromium streamlined train will make an outstanding flash.

In downtown Sarasota I met Spaulding and wife from the Cole Bros. Circus; also ran into Buck Healey, Walter Kemp and Charley Hunt.

Had a visit with H. L. Anfenger, who had his exhibition at St. Petersburg recently. Walter K. Hill, Ed McDowell and Lucy and "Bill" Love are staying permanently at St. Pete.

In company with Doctor Partello made the drive to Key West and back and found it a colorful trip. Returning via Miami, ran into Charles Land, Frank Zazarra, Frank Partello, Malone brothers (Marty, John and Jimmy), Louis Chase and Jack Fenton. At Ft. Lauderdale caught up with Ernie Sylvester and Pauline and Mr. and Mrs. Frankie Ormond. Called at Cecil La Belle's home, but he was away.

Heard from the Girl Scouts, Marlon Knowlton and Ann Hutton. They have migrated from Wytheville, Va., to Kingston, N. Y., and are living in the big-game country in the mountains back of Kingston. Heard recently from Perly Houser, former boss canvasman, of Columbus, O., and from Blackie Diller, of Marlon, O. Blackie was a former boss hostler.

Tommy Polin left St. Petersburg March 9 for Rochester, Ind., to get the electrical equipment ready for Cole Bros. Circus. He had spent the winter as master mechanic at the Bayboro Boatways in St. Pete.

"Kid" Morrison is still at Miami and looks as if he will become a native. He is engaged in the auto business. Heard that Ed Dolan was wintering at Miami, but did not see him; also missed John Courtts.

Drukenbrod Again Siegrist Club Head

CANTON, O., March 30.—Sterling (Duke) Drukenbrod was re-elected president of the Charles Siegrist Showmen's Club at the annual meeting here March 22. Other officers named were Glen Z. Wagner, Dover, vice-president; J. W. Nedrow, treasurer, and Rex McConnell, *The Billboard* representative, Canton, re-elected secretary.

A five-man executive board, which will have final jurisdiction in all club matters, includes Ralph Peters, R. Jay Myers and Jack Mullane, Canton; Jack McNulty, Youngstown, and Paul Zimmerman, Massillon. Ted Deppish, official photographer of the club, will continue in that capacity.

The club, formed a year ago by showmen, active and retired performers, vaude artists, theater executives and circus fans, now has a membership of more than 100 in 20 towns and cities in Eastern Ohio.

The club members discussed plans for

social activities for spring and summer and legislative matters of interest to outdoor showmen. A special committee will be named to launch a campaign in an effort to have the State Legislature support several issues which will benefit small show operators.

McConnell was named general chairman of a committee to complete arrangements for the annual spring round-up at Hotel Ohio, Youngstown, April 14, which affair is being arranged by Jack McNulty and other showmen in that city and environs.

ATLANTIC CITY PIERS

(Continued from page 4)

door arena. And in addition to amusement rides in Funland and various exhibits, Hawaiian band and singers concertize in the vita-ray lounge.

Program at Hamid's Pier (60 cents admission) was not quite as pretentious. Easter Sunday attraction was Paul Whiteman, who has become sort of an Easter habit with George A. Hamid, who operates the pier. Entertainment was centered in the mammoth Ballroom of States, with big very light when caught (reviewed at the 10:30 p.m. show). The Whiteman Band, with the Four Modernaires (male harmonizers) and svelte song-sellers Joan Edwards and Bob Hannon, provided the show from the giant band stand. The vaude is booked again by Fanchon & Marco office, New York.

On the opposite band stand music is made continuous by Reg Kehoe and his Marimba Maids, ork comprising seven lookers beating the wood-piles, the male maestro, who beats the hammers as well, and a male bass player. Combo hails from Lancaster, Pa., and makes pleasing music that's danceable as well. Night previous, ballroom held Eddy Morgan, local band, with a *La Conga* floor show.

Other entertainment specialties held forth at varying times of the day, including Lee Powell, movieland's original Lone Ranger; Baby and Princess Yvonne, mental act replete with psychic wonders, and Phillips Easter song and dance revue, kiddy revue fashioned at Phillips dancing school.

In addition to the Giant Fun House and exhibits, summer brings entertainment features to the pier's Rex Theater and Hippodrome. Christy Bros. Circus Combination set to summer at the Stadium at the far end of the pier. In season name bands are housed weekly in the ballroom.

Both piers will operate week-ends during April and May, going on a daily schedule for the summer months.

M. H. Orodener.

UNION DRIVE STARTS

(Continued from page 4)

that for the past four years here have fought as rival leaders, the AGVA drive will function under Kelly and another paid organizer until the local unit elects its own officers.

"We are going to see that contracts are given all acts," Haddock said, "and we'll see that the acts' Social Security deductions are handled by the clubs or bookers." Prime complaints presented by entertainers here are that few of the jobs are bound by contract, despite State law demanding a written agreement for all hired talent, and the compensation allowances are usually difficult to receive because employers of talent rarely handle the taxes, tho they are required to according to law.

Only 24 performers, nine of them Negro, attended the session, to which 250 had been invited. More than 300 professional entertainers live in Pittsburgh, according to estimates.

"We hope to bring back vaudeville and get rid of double features," shouted Charles Levey, business agent of the Building Service Employees' Union, who presided at the meeting.

Talks in favor of forgetting past differences between AFA, Entertainers' Federation of America and unaffiliated entertainers were made by William Jeffries, one-time AFA organizer; James Foster, former head of the EFA; veteran showman, Deacon Livingstone and others.

At the suggestion of Haddock, a temporary committee was appointed composed of Robert Beach, Curley Clark, Phil Cook, Edna Davis, Lonnie Fisher, Jean Fole, Bobby Fife, Jeffries, Grace King, Murray Livingstone, Foster, Morgan McCloy, Rudy Moses, James Paul and Elizabeth Thompson.

Kelly will remain in Pittsburgh "as long as necessary," heading the joint AGVA-AFA campaigns.

Haddock also met with several agents to explain AGVA's intention of organizing them.

J. HARRY SIX ATTRACTIONS

OPENING APRIL 8
BREMEN, GEORGIA

WANT—Small Cookhouse, Privilege in Tickets. Will book Octopus, Rollo-plane or any Novelty Ride. Opening for Grind Shows with own outfits. Place Concessions of all kinds. Fred Zschelle, Big Bam, Hymie Cooper, write or wire. Committees in Ohio, Pennsylvania, New York, Vermont, New Hampshire, Maine and Mass., get in touch with us. Write or wire CURTIS L. BOCKUS, Gen. Mgr., Bremen, Georgia.

F. H. BEE SHOWS, Inc.

OPENING GLASGOW, KY., SATURDAY, APRIL 13, PLAYGROUND PARK.

Organized Plant Show wanted, have complete new outfit ready. Wire or write. Also want Stock Concessions that work for 5c and 10c. Rent reasonable. No office Concessions on this carnival. All Concessions on flat rate and privately owned. Exclusive sold on Eats, Photos, Diggers, Popcorn, Bingo. Yes, this is the carnival that plays so many fairs each season. YOU WON'T GET STUNG. All address: Glasgow, Ky.

LAST CALL

LAST CALL

J. F. SPARKS SHOWS

Show Opens Lawrenceburg, Tenn., Saturday, April 6

Sell exclusive Cookhouse, privilege in tickets. Book Octopus or Rollo-Plane. Want Manager and Acts for completely framed new Side Show. Want organized Minstrel Show with Band. Want Grind Shows, Sell exclusive Custard, Candy Floss and Candy Apples, Guess-Your-Weight Scales. Book all legitimate Concessions. Rates reasonable. Come on. All replies wire.

J. F. SPARKS

Box 222

LAWRENCEBURG, TENN.

MILLER BROS.' SHOWS

OPEN SUFFOLK, VA., APRIL 15.

Want experienced Rollo-Plane Foreman that can drive Semi-Trailer. Also Ride Help. Want good Mechanic. Want experienced Carnival Electrician that can also do building. Want Manager for Side Show. Also Freaks of all kinds, Inside Lecturer and Mental Act. Also Annex Attraction. Want Manager for Midget Show. Scenic Artist wanted. Shows—Will place Fun House, Motordrome, Mechanical or any worth-while Show. Good opening for Monkey Circus. Concessions—Will place all legitimate Concessions. Good opening for Sportland or Penny Arcade. Frozen Custard, Diggers, Fish Pond, Bowling Alley. Free Act—Place good Casting Act. Rides—Place Octopus or Silver Streak. Mrs. Miller wants Readers for Palmistry Camp. For Sale—16x24 Marquee with 2 30-Ft. Walls, \$35.00. Good condition. Write or wire MAURICE MILLER, MGR., BOX 504, WARRENTON, N. O.

JOHN R. WARD SHOWS

Monroe, La., week April 1; El Dorado, Ark., week April 8. Want Minstrel Show Performers, fast-stepping Girls and Musicians. Want reliable Managers and People for Athletic Show, Girl Show and Snake and Geek Show. Have complete outfits and panel fronts for same. Will book any Show that does not conflict. John Hutchens wants Mental Act for Side Show. Place Penny Arcade and Stock Concessions. Have 80-Foot Ladders and Net. Want High Diver for same. Want Kiddie Ride Manager; sober, reliable Ride Help who can drive semis.

Crowley's United Shows

CAN PLACE PENNY ARCADE (Skidmore, answer), DIGGERS, POPCORN, FROZEN CUSTARD AND ANY STOCK CONCESSIONS.

HAVE OUTFITS FOR GIRL SHOW, WILD WEST, POSING AND FAT SHOWS. Will book any Shows with or without own outfits. CAN PLACE SMALL ORGANIZED CIRCUS (have complete outfit for same). CAN PLACE AERIAL ACT FOR FREE ATTRACTION.

Address: Tucson, Arizona, this week, then as per route.

Mighty Monarch Shows

Want for Legion Festival, Benefit Iron Lung Fund, Laurens, S. C., April 8 to 13. CONCESSIONS—Long Range Gallery, Ball Games, Pitch to Win, Hoop-La, String Game or any Legitimate Concession. Want Girls for revue, Musicians and Performers for Minstrel, Acts for Side Show. We are heading for coal fields where they are working. All address: N. P. ROLAND and GEORGE GOFFAS, Easley, S. C., This Week.

There are few paid radio entertainers here, only three of the city's five stations using more than a couple drama or singing shows a week, with more people clamoring to broadcast without pay than can be accommodated. Attempts to unionize radio engineers here two years ago failed.

SOCIETY TIE-UP AIDS

(Continued from page 4)

and Bobby Specht. Norman Barry was emcee and direction was in hands of Lewis and Jose Castro. Over 200 members of the club participated in the production numbers.

BOSTON, March 30.—Skating Club of Boston grossed \$12,000 in the five performances of its ice carnival, which this year was held in its own rink on Soldier Field road instead of in the Garden. Seating capacity of house is limited to 1,522. Profits are being contributed to Finnish Relief. Maribel Vinson directed. Club is planning to use its own rink

WANT CIRCUS ACTS BIG MERCHANTS' CIRCUS

State Fair Bldg., Dallas, Tex., April 12-13-14. Good Elephant Act, Dog, Ponies, Liberty Horse, Monkey, Aerial or good Up High Act to feature. Wire Walker Al Connor, answer. Producing Clown with real act with Prize Candy Man to make openings. Banner and real Program Men. Acts, send literature, also photo; same will be returned. State lowest salary. All summer's work for right people. All old friends from Al Barnes Show, answer.

F. W. OWENS, Asst. Mgr., Southland Hotel, Dallas, Tex.

again next year and add seats to increase capacity.

NEW YORK, March 30.—Seventh annual international figure-skating carnival sponsored by the Skating Club of New York at the Madison Square Garden March 23, 24 and 25 reported a 40,000 total attendance, with a box-office range between \$1.10 and \$4.40. The Seamen's Church Institute and the Church Mission of Help shared in the proceeds.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, March 30.—Quiet week on "parties of the first and second part" end. While many proposals are being submitted to the amusement division, few have got to the stage where execution is being considered by the expo. Money in sizable quantities is still not putting in an appearance as far as the Great White Way (that's the midway's new handle, in case anyone has forgotten) is concerned. Fair continues to boast that there will be fewer attractions but bigger and better ones. Fact is, it does look like the boast is not empty.

From point of view of public relations, most important announcement of the week is the "five-and-dime" restaurant planned by Mayflower Donut Corp., whose merchandising methods at the WF last year, particularly the buildup of its donut product, arrested national attention. Statement by Board Chairman Harvey D. Gibson in behalf of Mayflower did not present mere words on paper but lined up every conceivable type of food which will peddle for 5 and 10 cents. About 25 dishes, 10 vegetables and an-

other 25 sandwiches, drinks, salads and the like are listed by name and price. If that doesn't swing the public back, nothing will. Location, juncture of exhib area and midway, hard by what once was Children's World. Spot was indicated in these columns some weeks back. Eatery will be equipped to seat about 1,000 and handle 20,000 people per day. There'll be inside and outside (garden) chow activities.

American Guild of Variety Artists is training its guns on Billy Rose at both the NY and Sanfran expos. Bantam Barnum's Diamond Horseshoe-Barbary Coast project here is also affected by the union's demands. AGVA has declined to accept the producer's offer of a \$35 minimum for chorus of Aquacade and cabaret and a deadlock has developed around that hitch. Union has been making veiled threats that support from sister guilds operating under the Associated Actors and Artistes of America could drive Mr. Rose out of the show business. AGVA, incidentally, has gained a big point from the fair in that fair-sponsored projects employing performers will be on a 100 per cent closed-shop basis. Expo still insists, however, that it cannot control concessioners in this respect, meaning that it cannot have closed-shop clauses inserted in contracts. AGVA claims it is looking into the "cannot" aspect of the situation in an attempt to prove the contrary.

In the recent newsreel showing a close-up of the expo's invitation to the country to attend the second edition, Harvey D. Gibson's name appears as president, this supreme berth being Grover Whalen's. Everyone makes mistakes, including this erring column, which last week linked Harry Illions with the Water Bug, which is opped by Hyla Maynes.

There's a swell summation of the fair in *Thru Sugar's Domino* column this week. Read it. . . . Al Shaffer is negotiating for the Sun Valley spot, the winter sportery being very much in a muddle right now. . . . Gilbert Noon's archery was supposed to be spotted at Seminole Village, but a new location is planned. . . . Co-director of midway Frank Shean left for the week-end. . . . Fireworks Director Frank Duffield scored in *The Mirror's* popular *Candide* column. . . . Irene Christie has been named All-American *Jubilee* girl. Paul Haakon, the ballet dancer, has been added to *Jubilee* cast as head terper. . . . Nicky Blair has been named Billy Rose's personal production assistant. . . . And what's your guess on this year's attendance? Nearly 26 million (paid) trotted past the gates last year.

NABE SPOTS ON UPSWING

(Continued from page 3)

is another batch, mostly Jewish, Roumanian and Russian atmosphere, in the lower East Side. Harlem, once a terrific spot for night clubbing, is practically dead. Only one important Harlem club and two big ballrooms are left.

Queens, Brooklyn and Bronx, which have been drawing population away from Manhattan, are getting more and more local clubs, booked mostly by bookers banded in the new Associated Agents of America here. Most of these nabe clubs pay \$20 to \$30 a week, with a few paying as low as \$15. The new American Guild of Variety Artists has signed only two clubs in the Queens-Brooklyn area.

Among line producers whose troupes often play local nabe spots are Bernard Bernardi, Bothwell Browne, Elmer Dade, Chester Doherty and Mildred Ray.

Neighborhood clubs are also the door to the night club field for amateurs. Opportunity nights and week-end shows in taverns usually include a lot of new talent, and some of the youngsters work their way into full-week floor shows. There are also a few local agents who have five to 10-people units playing one-nighters among local nabe spots, carrying their own pianist and window cards and banners.

CHICAGO, April 1.—As a rule, neighborhood night spots here attract neighborhood trade only. Unless the club's policy is out of the ordinary and inviting enough to attract attention of transients, it cannot hope to cope with the competition of the more conveniently located spots in the Loop. The run-of-the-mill neighborhood spot cannot draw from a faraway neighborhood, for that neighborhood is also dotted with niteries which offer similar shows and food and liquor service.

Nearly 70 small clubs are located in Chicago neighborhoods, using small and comparatively large floor shows in addition to music. Of the 70, only the El Dumbo and the Ivanhoe Gardens, located on the Northside, and Nappo Garden, on the Southwest, can be listed as clubs attracting large numbers of out-of-town visitors. Each has attractions which skyrocket them to the top of the neighborhood crop: El Dumbo goes in for wisecrack ads which arouse curiosity; the Nappo Garden offers entertainment in a small swimming pool, and the Ivanhoe is a striking architectural take-off of an old English castle.

Generally the neighborhood spots use few standard acts, most of them either offering a market for the small or new act or concentrating on "home guards." Of late, however, operators have been insisting on new faces but offering little more money. Most of the neighborhood niteries go in for longer shows week-ends. The American Guild of Variety Artists has not signed the majority of these spots, and some singles are known to work for as little as \$20 a week. Teams get from \$35 to \$75, and few acts numbering more than two people are used.

PHILADELPHIA, April 1.—Save for one or two exceptions, neighborhood niteries have attained institutionalism here more than center-city clubs. Except for Jack Lynch's club atop Hotel Walton (and his following was first built in the outlying areas) even the center-city hotels have an on-and-off night spot policy. Greater success in that direction has been achieved by Bud Crawford at his out-of-the-way Hotel Philadelphia.

Most notable example of the friendlier feeling toward the nabe spot is Frank Palumbo's niterie. While other operators shortly after prohibition repeal rushed to the midtown sector, Palumbo stuck to his Latin Quarter location, and now draws from every section of town.

Last year, when Harry F. Hahn shuttered his Cocoanut Grove, two miles away from main street, he selected a site farther away for his new Stork Club, almost seven miles from the center-city zone.

In the booking of acts geography is no important factor. It's not uncommon to find a club like Tom Boyle's Cadillac Tavern, about five miles from main street, operating on a talent budget that can include Buck and Bubbles.

Biggest factor in the power of the nabe niterie is the no-cover no-minimum policy. Prominence in public print of tariffs in New York clubs has all but frightened people away from center-city. Payoff is that the average nabe check would easily keep a midtown spot out of the red, but the patron usually thinks of expense before he enters the spot and not after.

BOSTON, April 1.—An increase in the number of neighborhood niteries has had

little effect on Boston's night club patronage.

For the most part, the nabes are frequented by persons who have never been to a regular night club and to whom the type of entertainment is novel. They are attracted by low liquor prices and a no-cover no-minimum policy, the nabes generally operating one level above a tavern.

The regular night spots do their usual business despite occasional added attractions at the nabes. For the most part, the people who frequent the Grove, the Mayfair, the Latin Quarter and the Brown Derby—which are the recognized night spots locally—do not patronize any of the nabes.

LADY IN WAITING

(Continued from page 16)

seem interesting and amusing so long as she exerted on it the hoyden charm, the friendly loveliness, the magnificent tramping and consummate knowledge of stage effect that are hers to command. Margery Sharp's *Lady in Waiting*, which Brock Pemberton presented Wednesday night at the Martin Beck Theater, isn't the worst play in the world; but despite some funny lines and situations it's close enough to it to test Miss George's powers to the full. As a good-hearted gamine with a past, suddenly confronted with the problem of being a lady in the bosom of a stuffy English family, she goes from hilarious farce clowning to tender and heartwarming sincerity, from breezy off-handedness to warm understanding, and all with a maximum of magnificent effect. The character is a difficult, one-key role that could easily have been merely a stereotyped stage moll, but Miss George makes her by turns funny and pathetic and wistful and tender and hilarious. She convulses you with laughter one moment and brings tears to your eyes the next, dominating the stage from the hilarity of her opening scene to the time when, a diminutive Nemesis in Chinese pajamas, she brings down the final curtain. Seeing her is far more satisfying than merely seeing a play.

It's certainly far more satisfying than seeing *Lady in Waiting* tho at the moment the two are inextricable. As may be gathered from the brief description of the chief character, Miss Sharp's effort, which she dramatized from a novel of her own concoction called *The Nutmeg Tree* is the old one about the gamine let loose in a sink of respectability. This time the gal is the war-time wife of the family's son. The lad was killed in action, their daughter was brought up by his family, and the wife became a chorus gal. Years later, when the daughter, not of age, wants to marry, she invites her mother for a visit in order to get her consent.

Thereafter the going is pretty obvious. The ex-coryphee gets herself in hot water all over the place, and is saved only by the distinguished English gentleman in the diplomatic service who, belying the traditions of his corps, has the rare honesty and good sense to fall in love with her. When she disrupts the household thru the visit of an acrobat who wants to marry her, when she breaks up her daughter's engagement because the lad isn't very nice, when the child says she hates her, the diplomatic diplomat comes in with a proposal of marriage of his own, and takes her in his arms.

It's not only very obvious, with a startling scarcity of really funny writing, but also painfully unbelievable. That, of course, is nothing against an out-and-out farce; but *Lady in Waiting*, unfortunately, insists on offering farce in a comedy background and veering from farce to comedy and back again thruout its course. It's this that allows you to balk at the less believable sections. Farce creates a cockeyed world of its own in which anything goes; but comedy comments upon the world as we know it. It's the intrusion of the common sense of comedy that makes *Lady in Waiting* so annoying. Antoinette Perry, the director, tried valiantly to gloss over it with pacing and action, but the script was against her.

Alan Napier, from England, offers able support as the diplomat, doing a suave, charming and altogether excellent job; and nice work is also delivered by Carol Curtis-Brown as the daughter, Stephen Ker Appleby as her fiance, Lenore Chippendale as her grandmother, and Ethel Morrison as the dam of the acrobat. Some of the others are conspicuously less successful. But anyhow, it's eminently worth seeing because of Miss George. Have I already told you that she's terrific?

PENN STATE SHOWS

Want for opening in Pennsylvania, Shows and Concessions of all kinds. Have several Topp for Shows. Want at once, Ride Help that can drive Truck; ride unit now open. Have Kiddie Chairplane for sale. Address:

STEWART WACHTER

Oconee Fairgrounds, DUBLIN, GEORGIA

GIRLS . . DANCERS . . GIRLS

Wanted for COLEMAN BROS.' SHOWS, which open early in April. \$20.00 per week, rain or shine. Strip Dancers, Hawaiian Dancers, Oriental Dancers and Novelty Dancers. Write all particulars in first letter. Address: ANNETTE MCKIERNAN, Savoy Hotel, Hartford, Conn.

CENTRAL AMUSEMENT CO.

Want Rides, Shows, Concessions. Will book or buy Ell Ferris Wheel. Shows with own outfit. Concessions that work for stock. No racket. Want Grind Store and P. C. Agents. Married couples preferred. All address: SHERMAN HUSTED, Manager, Beaufort, S. C., April 1-6; Saluda, S. C., April 8-13; Union, S. C., April 15-20.

West Brothers' Shows

Want Organized Revue, Girl Show People, other Useful People, capable Ride Help that can drive Semis. Cape Girardeau April 1-6; Sikeston 8-13; both Missouri.

OUTDOOR SHOWMEN

The next issue will be the SPRING SPECIAL. Because of increased size and distribution

FORMS GO TO PRESS EARLIER THAN USUAL
No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, April 8. Wire important late Show Ads Sunday night for General Outdoor Position.

ADS FOR CARNIVAL DEPARTMENT MUST BE IN CINCINNATI BY WEDNESDAY, APRIL 3

SUNSET AMUSEMENT COMPANY

OPENING APRIL 13, PLATTSBURG, MO., Around the Courthouse, LEGION FROLIC.

All Concessions and Ride Boys, report by April 10 at Winter Quarters, Lathrop, Mo.

GRAND OPENING APRIL 22, EXCELSIOR SPRINGS, MO.

All Show People report at Lathrop by April 17. Want Penny Arcade, Mechanical Show, Monkey or Animal Show, Fish Pond, Cigarette Gallery, Bumper, Bowling Alley open. Geek, Athletic and Snake outfits open. WINTER QUARTERS, LATHROP, MO.

WANTED

LABOR CIRCUS (Outdoors)

MAY 16-17-18

Circus Acts doing 2 or more acts preferred. Elephant Act, Lion Act, Animal Acts, Clowns (Consider Clown Troupe). Good Concert Feature for after show. Salary must be low but sure. Send photos and press material in first letter. For Sale, Concessions—Novelties, Prize Candy (Sweets), Frozen Custard, Shooting Gallery, Photo Gallery, High Pitchman, Demonstrators, American Palmistry, Shows (No Girl Shows), Candy Floss. No games, no gambling, no Wheels, no Bingo, no Carnival wanted—Just Independent Shows and Concessions. LABOR CIRCUS, Raymond A. Walton, Mgr., 22 S. Sixth Street, Terre Haute, Indiana. Collect. Telegrams Not Accepted.

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A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Cigaretts

Unwise tax propaganda may hurt the entire cigaret industry in many ways

The advertising theme of one of the cigaret manufacturers is so suggestive as a public relations policy that it should be considered by the cigaret vending machine trade.

"Working with Uncle Sam, farmers have grown the finest tobacco in 300 years," a recent headline said.

In such headlines is suggested a willingness to cooperate with farmers and also with government officials. The more the theme is studied, the more unusual its suggestiveness becomes. In these days of tax agitation it would be so easy to use a theme suggesting anti-tax propaganda.

The theme being used suggests that however heavy the tax load on cigarettes may be, Uncle Sam is using some of it at least to help farmers grow better tobacco, which in turn will help to make better cigarettes. That is an optimistic view and as a general rule optimism pays good business returns.

It is also good business for the cigaret industry to cater to the farmer. As a matter for reflection, much injurious propaganda could be turned loose against the cigaret industry by comparing the total amount of the salaries paid to executives of the tobacco manufacturing industry with the total amount paid to farmers for their tobacco crop. Any public relations work that boosts the farmer, his progressiveness and his government is sure to be helpful to the tobacco manufacturing industry in the end.

This example of public relations work should be helpful to the cigaret vending machine industry in shaping its tax policy and the nature of its propaganda material.

It seems to be true that the cigaret machine industry lacks a well-defined tax policy. In such cases it is easy for separate members of the cigaret machine trade to follow short-sighted tactics or publicity that may injure the entire industry in the future.

Because it is quite fashionable nowadays to lambast all taxes in the wildest terms, it is a temptation to cigaret machine people to join in the fray and speak out against federal taxes, State taxes and all taxes on cigarettes.

Before speaking against cigaret taxes in wholesale fashion, the cigaret machine trade should consider all the angles involved. Then be cautious.

First, it should be remembered that most of the anti-tax propaganda today originates with big business and big newspapers. Small and medium business enterprises are usually taken in by the propaganda. It actually works out that when taxes are reduced on big business, they are applied in some way to many small businesses.

In other words, when taxes are reduced on cigarettes as such the tendency is to apply taxes to stores or to cigaret vending machines. It should be remembered that the consumer pays the taxes on cigarettes and that up to the present he has not complained so much about them. But if too much

agitation is kept up about cigaret taxes, the consumer may finally begin to complain—and the result will be lower taxes on cigarettes themselves and higher taxes on stores, cigaret machines and the means of selling cigarettes.

Second, it is not good policy to keep reminding the consumer that 6 to 10 cents or more of what he pays for a pack of cigarettes goes to taxes. Human beings react in funny ways at times and the normal tendency is to decide that if so much money goes to taxes, then there can't be very much tobacco in cigarettes—so he turns to smoking something else. The best propaganda today to boost the smoking of pipes and cigars would be to keep up the propaganda that about 6 to 10 cents of the price paid for a pack of cigarettes goes for taxes and is not in the cigaret itself. Cigaret machine men are vitally interested in keeping the public consumption of cigarettes at a high mark and it certainly does not help the consumption to keep reminding the smoker that there isn't much tobacco in his cigarettes after all—most of the money he paid went for taxes and not for tobacco.

By keeping these general ideas in mind the cigaret machine trade can begin to shape up its own tax policy. The basic principle would be to keep taxes on the methods of selling cigarettes as low as possible. It is good policy for cigaret machine men to favor keeping retail tobacco licenses as reasonable as possible, just as they wish to keep special cigaret machine taxes within reason as much as possible.

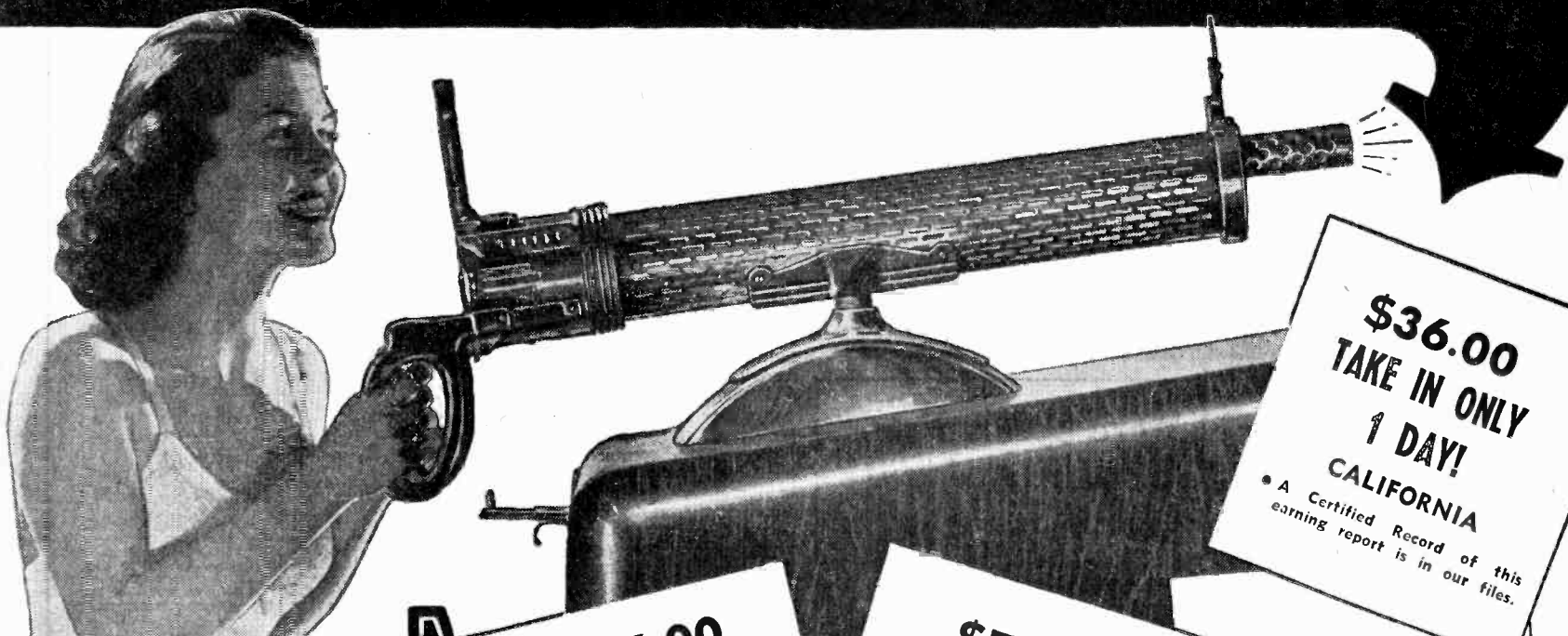
Government officials, always confronted with problems of raising revenue, should realize that any extra tax burdens or discrimination applied to the retail outlets for cigarettes, whether stores or machines, actually serves to decrease the sale of cigarettes and thus a decrease in revenue. The common sense idea is to make it as convenient as possible for people to buy cigarettes and thus depend on volume to turn in most revenue to the State and federal governments.

Thus it is possible for the cigaret machine to help increase the total revenues and also to help maintain the high popularity of the cigaret. By adopting a wise tax policy the cigaret machine industry can assume a progressive attitude toward the future and move toward that large place in the distribution system to which it is entitled.

There are a lot of details when it comes to arguing for reasonable taxes, but the cigaret machine industry should agree on a few basic principles and build its defensive program on those points. To avoid being drawn into the general lambasting of taxes and to ask for as low taxes as possible on the means of selling cigarettes are basic points on which the industry can make a good cause.

With a reasonable tax policy the cigaret vending machine industry will be able to continue its service program of helping locations better serve their customers and of helping the American public to buy its cigarettes more conveniently.

HERE ARE *Certified* EARNING REPORTS
On Keeney's **ANTI-AIRCRAFT MACHINE GUN**



\$36.00
 TAKE IN ONLY
 1 DAY!
 CALIFORNIA
 • A Certified Record of this
 earning report is in our files.

\$76.00
 IN THE CASH BOX
 FOR 6 DAYS' PLAY!
 OHIO
 • A Certified Record of this
 earning report is in our files.

\$64.00
 RECEIPTS FOR
 ONLY 3 DAYS' PLAY!
 TENNESSEE
 • A Certified Record of this
 earning report is in our files.

And THESE ARE BUT
 A FEW REPORTS OF
 THE PHENOMENAL
 EARNINGS OF KEENEY'S
 ANTI-AIRCRAFT
 MACHINE GUN!

\$106.00
 COLLECTION FOR
 5 DAYS' PLAY!
 ILLINOIS
 • A Certified Record of
 this earning report is
 in our files.

**THE BIGGEST MONEY MAKER IN THE
 ENTIRE COIN MACHINE INDUSTRY!**

NOTICE! NEW TIME
 PAYMENT PLAN
FOR KEENEY'S GUN
 NOW AVAILABLE TO RELIABLE OPERATORS!
 SEE YOUR DISTRIBUTOR FOR COMPLETE INFORMATION!

**A NEW SPECTACULAR FREE GAME
 WITH THE FASCINATING SPINNER
 WHEEL IN BACKBOARD**

RED HOT

**MAKES YELLOW LITED BUMPERS COUNT FOR NEXT 1,000 POINTS
 —FOR 1,000 POINTS—OR FOR FREE GAMES WHENEVER HIT!**

*Spinner is controlled by skill shots and usually operates 6 or 7
 times each game.*

More ways to Score!

A BIGGER PLAY AND PROFIT MAKER EVERYWHERE!
*Here's the new idea you've needed to cash
 in on pin table operating! Keeney's new
 RED HOT, featuring the spectacular, novel
 Spinning Wheel in the backboard, provides
 the kind of appeal that keeps players coming
 back for more! Hundreds upon hundreds of
 RED HOTS on location are proving it every
 day—everywhere! Order yours today!*

Monarch SPECIALS!

Legal Equipment

Seeburg Chicken Sam Console, Late Ser., Very Clean... \$134.50	Western Baseball, DeLux Model, Bwn. Cab., Comb. Free Play-Payout... \$120.00
Rockola World Series, Clean Appearing, Mech. Perf. 54.50	Western Baseball, Free Play, Blue Cabinet... \$9.50
Evans Ten Strike, 1939 Model, Like New... 139.50	Seeburg Hockey... 34.50

PHONOGRAPHS Wurlitzer '39 Mod. 500, used very little. Piano keyboard... \$219.50 Wurlitzer '38 Model 24... 118.50	Wurlitzer 616, Lite-Up Grills, Illum. Top, Sides... \$79.50 Wurlitzer 412, Illuminated Grills... 39.50	PAYTABLES With Jackpot Thistle-down... \$74.50 Hawthorne... 82.50 Grandstand... 92.50 Gold Medal... 115.00 Track Record... 124.50
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Write for Newly Compiled Price Bulletin Listing Complete Selection of Free Play Games, Consoles, Legal Equipment, Phonographs, Counter Games.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Gilmore, CMI Official, Visits Coinmen in East

CHICAGO, March 30.—James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., recently returned from a combined business and pleasure trip to New York, Philadelphia and Washington.

While in New York he attended the fourth annual banquet of the Cigaret Merchandisers' Association of New York, Inc., at Hotel Pennsylvania, Saturday evening, March 9. On the day following he attended the ninth meeting of the Interstate Cigaret Merchandisers' Association, also at Hotel Pennsylvania. The meeting started with a dinner at 1:30 p.m. and was attended by 30 delegates.

After the dinner Gilmore was called upon for a few remarks at which time he stressed the need for closer cooperation between manufacturers and operators, this being the theme developed at the dinner meeting during the Coin Machine Show last January.

After a few days in New York Gilmore visited Philadelphia and Washington, returning to Philadelphia March 23 to attend the 11th annual banquet of the Amusement Machines Association of Philadelphia at Penn Athletic Club.

Gilmore reports he was cordially received at all of the meetings, and he expresses the opinion that carrying his good-will message to similar meetings of operators anywhere is bound to produce more friendly and cordial relations between manufacturers and operators, which in turn are certain to be of real value to the industry as a whole. While in Washington, Gilmore visited the Department of Commerce and discussed export trade in coin machines with H. B. McCoy and James A. G. Pennington, of the specialties division of the department. Both government officials are boosters of the automatic industry.

FREE PLAY GAMES

10 Fairgrounds, Remodeled to F.P. up to 160 Free Games... \$49.50	5 Gold Cups... \$110.00
5 Contacts... 17.50	4 Big Six... 47.50
8 Majors... 19.50	5 Spotted... 19.50
10 Box Score... 17.50	3 Tpl. Threat... 19.50
10 Liberty... 19.50	8 Midway... 14.50
5 Ten Strike... \$9.50	5 Odd Ball (Plain)... 10.00
'39 Model 150.00	Chevrons... 19.50
	Taps... 15.00

SLOT MACHINES

8 Mills 5c Melon Bells... \$39.50	5 Jennings Multi-Derby Day... 47.50
10 Jenn. 5c Silver Chiefs, S.J... 39.50	5 Jennings Silver Chiefs Melon... 42.50
12 Jenn. 5c Silver Chiefs... 42.50	5 Jenn. 5c Dixie Bell, D.J.P... 42.50
5 Jenn. 5c Dixie Chief... 19.50	5 Jenn. 5c Dixie Chief... 22.50
6 Pace 5c Comets... 22.50	8 Mills 5c Blue Fronts... 32.50

CONSOLES

9 Keeney Dark Horse... \$24.50	5 Jennings Multi-Derby Day... 47.50
5 Jennings Multi-Derby Day... 47.50	5 Jennings Silver Chiefs Melon... 42.50
5 Bally Skill Field... 25.00	5 Jenn. 5c Dixie Bell, D.J.P... 42.50
6 Stoner Zipper... 22.50	5 Jenn. 5c Dixie Chief... 19.50
12 Keeney Skill Time... 35.00	6 Pace 5c Comets... 22.50
5 Keeney Track Time... 35.00	8 Mills 5c Blue Fronts... 32.50

ONE BALL AUTOMATICS

5 Stoner Champs... \$22.50	3 Handicap... \$22.50
3 Grandstds... 85.00	5 Carom... 10.00
7 Derby Time... 29.50	7 Arlingtons... 12.50
7 Gott. Multi-Races... 22.50	10 Classic... 12.50
10 Golden Wheels... 10.00	6 Rac. Form... 12.50
5 Turf Chps... 12.00	5 Big Races... 22.50
1/3 With Orders—Balance C. O. D.	4 Air Races... 12.50

THE HUB ENTERPRISES

406-8 W. Franklin St., BALTIMORE, MD.

BARGAINS

Grandstands... \$89.00	Gott. Terminal... \$17.00
Hawthorne... 83.00	Derby Clock... 16.00
Mills 1-2-3-P... 78.00	One Better... 16.00
Derby Clocks... 60.00	Bally Multiple... 15.00
Sport Page... 60.00	Multiplay... 15.00
Pot Shot... 50.00	Derby Day... 14.00
Derby King... 40.00	Golden Wheels... 14.00
Mills 1-2-3-L.P... 30.00	Turf Champs... 14.00
Stoner Zipper... 30.00	New Deal... 14.00
Fleetwoods... 29.00	Air Races... 12.00
Velvet Replay... 27.00	Caroms... 12.00
Fairgrounds... 26.50	Mills McCov... 12.00
Bally Entry... 25.00	Bally Belmont... 10.00
Bally Stables... 23.00	Mills Tycoon... 10.00
Bally Arlington... 19.00	Bally Allstar... 8.00
Gott. Multiplay... 19.00	Bally Derby... 8.00
Bal. Challenger... 18.00	Classic... 8.00
Breakneck L.P... 18.00	Daily Races... 8.00
50 Consoles—100 Free Play Games—200 Slots	200 Counter Games—100 Music Boxes
Bargain Prices—Write for List.	
Distributors for Chicago Coin. Exhibit Supply. Wire 1/3 Deposit. Ref.: Utah Sav. & Trust Bank.	

STEWART NOVELTY COMPANY

136 E. 2nd S. St., Salt Lake City, Utah

1940's GREATEST OPPORTUNITY IS YOURS!

Look for Next Week's Ad.

GERBER & GLASS

BARGAINS FROM DAVE MARION

HEADS OR TAILS... \$19.75

Jobsbers, Write Us for Quantity Prices.

Western B. Ball, DeLux F.P. (Like New)... \$142.50	Chicken Sam... 129.50
Penny Photo, Like New... 87.50	Aksarben, f.p... 14.50
Wurlitzer 616A, Slug Proof... 84.50	De Luxe Grips... 12.00
Western Baseball, 1939 DeLux... 87.50	Turf Champs... 12.50
Ten Strike, 1939 Model... \$147.50	Free Play Machines, \$15.00 Up.
10 Mills B. Ft. 22.50	Jobsbers, Write for Prices on New Games.
Ascot Derby, f.p. 12.50	1/3 Deposit Required. Bargains Every Week.
Arrowhead, f.p. 17.50	Write for Complete Bargain List.
	MARION COMPANY, Wichita, Kansas.

from the messenger were not liable to arrest.

One New York newspaper declared that New York citizens' fate in carrying untaxed cigarettes rested upon the chance of appearing before a magistrate who was against the tax, whereas another magistrate was likely to impose a fine and sentence or both.

In another case a citizen of a town near New York City was arrested as he passed thru New York City from New Jersey on his way to his home. He argued when arraigned in court that he had not intended to smoke them in New York City and therefore, could not be accused of violation of the city cigarette tax. He was allowed to walk from the courtroom, free on a technicality, because the summons had charged him with failing to affix tax stamps and not with possession or transportation. Because the summons could not be changed without consent of the defendant, he went free. It was pointed out that the case meant nothing in the way of legal precedent, as it had not decided on whether cigarettes could be transported from New Jersey thru New York City to some other New York town. The prosecutor threatened to swear out new warrants charging the defendant with the possession of cigarettes which did not bear the New York cigarette tax stamps.

WEEKLY SPECIALS RECONDITIONED GUARANTEED

Pace All-Star Mystery Comets, refln., 5, 10 & 25c play... \$24.50	Double Jack Pot Columbus, like new... \$39.50	MISCELLANEOUS Groetchen Metal Typers... \$125.00
Mills Cherry Bells, 5, 10 & 25c play... 39.50	Pace Deluxe Comets... 39.50	Rock-Ola World Series 50.00
Mills Blue Fronts, 5c play, refinished... 29.50	Pace All-Star Comets, 1c play... 17.50	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.

HI-GRADE BARGAINS

PHONOGRAPHS

3 Wurlitzer 412s... \$44.50	14 Wurlitzer 616A... 69.50
2 Wurlitzer 24... 119.50	3 Wurlitzer 24A... 129.50
5 Wurlitzer 600... 184.50	2 Wurlitzer 500... 224.50
2 Wurlitzer 50... 69.50	2 Wurlitzer 51... 49.50
2 Wurlitzer 61... 105.00	1 Seeburg Selectophone... 17.50
3 Mills Dance Masters... 17.50	1 Mills Swing King... 32.50
1 Rockola R. M. 18... 39.50	

NOVELTY GAMES—FREE PLAYS

Lucky... \$49.50	Flash... \$39.50
Buckaroo... 39.50	Commodore... 62.50
Topnotcher... 57.50	Rebound... 35.00
Conquest... 44.50	Mr. Chips... 57.50
Contact... 22.50	Golden Gate... 39.50
Jumper... 59.50	Nippy... 62.50
Avalon... 39.50	

LEGAL GAMES

2 Evans Ten Strike, 1939 Model... \$149.50	1 Western Baseball (Free Play)... 97.50
1 Western Baseball (Novelty)... 47.50	

CONSOLES

1 Evans Lucky Lucre... \$165.00	1 Western Race Meet... 137.50
2 Pace Race (Brown Cabinet)... 87.50	1 Pace Race (Black Cabinet)... 49.50
1 Pace Race (Blk. Cab. Checks)... 59.50	1 Rays Track... 22.50
1 Buckley Track Odds... 62.50	1 Keeney Triple Entry... 145.00
1 Jennings Flashing Thru... 17.50	1 Exhibit Longchamps... 39.50
1 Exhibit Rotary Merchandiser... 47.50	

Terms: 1/3 Certified Deposit, Bal. C.O.D.

AUTOMATIC AMUSEMENT CO.

1000 Pennsylvania St., Evansville, Ind.

More Columnists Comment Ament Coin Machine Biz

ATLANTIC CITY, March 30.—After all these years the amusement machine now comes into its own and is beginning to make good copy for the chatter columnists on the daily newspaper. Previously such copy would be blue-penciled by the city editors.

In the March 24 issue of *The Atlantic City Sunday Press-Union*, Charlotte Johnson, in her *Boardwalk Brevities* column, writes: "Billy Pennan, resort amusement vet, admits there's one thing that can be said for the pinball games, 'They've made the greatest bunch of shimmy dancers out of Americans anybody ever saw!'"

In *The Sunday Morning Star*, a Wilmington (Del.) newspaper, the *Ramblin' Round* column on the same date carried an amusement antedote ament the amusement machines. "Now that the pinball machines are reappearing in the city's stores," it reads, "it's almost impossible for an inveterate pinball player to get close enough to insert his nickel. The schoolboys and younger folks just won't give an oldtimer a chance at the contrivances."

"Reminds one of the wisecrack that was going around a couple of months ago.

"A fellow was playing a nickel in the slot machine. Another fellow with a handful of nickels stood some distance back and said to a friend: 'Someone ought to tell that fellow he can't beat that machine. Besides, who does he think he is—monopolizing it all night.'"

Predicts Big Arcade Season

COSHOCTON, O., March 30.—Dick Johns, well-known Ohio Penny Arcade operator, has returned to his home here to ready his equipment for the new season. He predicts that the coming season will be one of the best for arcades at amusement parks and fairs.

Johns plans to replace many of his obsolete machines in his arcade at Lake Park here. He indicated that he will shortly entrain for Chicago in order to purchase the newest types of machines for his several arcades. He also will seek new machines to use in his newly designed portable arcade units, which he uses to play outdoor celebrations and fairs.

Johns' de luxe arcade under canvas, which has already been contracted to play three months of Ohio fairs, will go into operation shortly. He plans to use several smaller arcades, in charge of Jimmie Rice, at smaller fairs.

Cig Bootlegging Continues in N. Y.

NEW YORK, March 30.—New York's tax tangle on cigarettes continues to wend its way with much misunderstanding, court decisions and attempted enforcement by tax officials. Latest developments included a definite decision on bootlegging cigarettes by a city magistrate wherein he ruled "anyone can buy cigarettes in New Jersey or anywhere else and bring them into New York and consume them, and if he makes no profit from them he does not violate the law, even if he sells them to friends."

The ruling was in the case of a brokerage house messenger who was arrested for bringing 111 packages of cigarettes from New Jersey for his friends in the firm. The magistrate further commented: "Mere possession of taxless cigarettes does not violate the law." He also declared that friends who received the cigarettes



EARL TOBIASON, of National Novelty Co., Merrick, L. I., is snapped climbing into the firm's newest truck, which serves for the constant delivery to and from the New York piers.

GET YOUR IRISH UP!

You don't have to be Irish to get steamed up at "up and down" collections that keep your bank account and your patience exhausted. Do something about it! Get the facts on PHOTOMATIC—proven for 6 years to be the world's steadiest, greatest all-year-around money-maker!

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

BARGAINS!!

25 SEEBURG CHICKEN SAM GUNS

Perfect—Ready To Operate
\$95.00 EA.
With Bases—\$110.00
1/3 Deposit—Balance C. O. D.

B. B. NOVELTY CO.

621 W. MAIN, LOUISVILLE, KY.

MUSIC MERCHANDISING

Fuller Joins Distrib's Staff

ALBANY, N. Y., March 30.—John Fuller, well-known phonograph man, has joined the staff of the George Ponser Co. and will represent the firm in Northern New York State. His headquarters will be in Albany and he will be in charge of sales of phonographs in this area.

Jack Mitnick, sales manager of the music department of the George Ponser Co., reports: "Johnny Fuller is well known and well liked by all the operators in Northern New York. He has had a great many years of experience with automatic phonographs, having been closely identified with the music business for many others. He knows that the operators today need the type of musical instrument which will insure them a certain livelihood, and he agrees with us that Mills Throne of Music and the new Mills Empress are the automatic phonographs that bring the best value to the operators."

Monarch Busy With Wall Boxes

CHICAGO, March 30.—Reports from Al Stern, Monarch Coin Machine Co. official, indicate that in spite of shipping initial orders during the past week the demand for new Keeney Remote Selector Wall Boxes has been greater than at any time since their introduction.

"We certainly took pleasure in announcing the fact that initial shipments of the new Keeney Wall Boxes would begin last week," said Stern. "However, instead of a slack in orders, which usually follows a shipping period, the demand for the sensational money-maker for music operators actually has increased."

"In our territory operators are 100 per cent for Keeney Wall Boxes. They appreciate the fact that these remote selectors may be used in conjunction with multi-numbered record phonographs."

Kuro Attracts Discerning Ops

CHICAGO, March 30.—"Our Gabel Kuro is attracting the eye of discerning phonograph operators everywhere," reports an official of the John Gabel Mfg. Co., Chicago. "Reports come to us from our distributors that location owners brought in by operators to inspect the Gabel Kuro ask that it be installed immediately in their place of business. Operators are noting this reaction on the part of location owners and are heeding it by using more Gabel Kuros."

"The beauty of the Gabel Kuro goes unchallenged. It is so strikingly different and better that we firmly are convinced it will be one of the best money-makers for years to come. It's the kind of instrument every smart music man wants. It means that he has something entirely different."

Belgian Coinman Seeks Phono Agency

CHICAGO, March 30.—The office of Coin Machine Industries, Inc., Chicago, reports the receipt of a letter from a Belgian business man who seeks information regarding automatic phonographs.

The letter follows: "A few months ago I wrote a letter to a Chicago manufacturer for music phonograph machines. He wrote me to write to the Coin Machine Industries, Inc., for the necessary information pertaining to music phonographs—the very latest models. Also is there a possibility of becoming the sole agent for Belgium? State by return mail with full particulars. Hoping to hear from you soon. Also state the reduction prices in case I buy five or more machines."

CMI reports that anyone desiring information as to address may have same by inquiring of the CMI office, 323-324 Sherman Hotel, Chicago.

Phonographs Fare Better . . .

CHICAGO, March 30.—Compared with the injurious publicity given the coin-operated phonograph industry last week by three of Chicago's newspapers, the news this week was very quiet.

The racket headlines given to the industry last week (when only two names of the more than 120 music operators had ever been mentioned in all allegations) were quickly picked up by newspapers and columnists in many parts of the country. In every case it seemed that the industry as a whole was classed as a racket, apparently based on the sensational headlines which appeared in Chicago papers.

Grand jury investigation into phonograph charges was under way this week and some had feared that more sensational publicity than ever would be the lot of the industry. While grand jury hearings are behind closed doors, still it was expected that big headlines would feature the phonograph news. Other grand jury hearings did get big headlines.

However, up to and including March 29 the phonograph inquiry had only received such news mention this week as would be considered necessary for public information. This was so much in contrast with the treatment given the business last week that phonograph operators were extremely grateful.

Announcement was made on March 29 that the city council committee would hold a second public hearing, April 2, on the proposed phonograph license.

Phonograph news received from many other sections of the country here during the week indicated a good seasonal pick-up in public patronage, and some sections reported that orders for phonographs could not be filled promptly because of increasing sales.

Pfanstiehl Has New Phono Needle

WAUKEGAN, Ill., March 30.—Introduced at the 1940 Coin Machine Show the Pfanstiehl Needle for automatic phonographs drew much attention from music machine operators. A recent announcement from W. F. Hemminger, sales manager of the Pfanstiehl Chemical Co., revealed that the company is now in active production and has a number of men in the field introducing the new needle.

"After four years of exhaustive research and development we have developed a new metal alloy adaptable for use on phonograph needles," declares Hemminger. "We have made exhaustive tests, all of which were recently completed and proved more than satisfactory."

"It will play at least 4,000 perfect reproductions and, in some cases, as high as 6,000. It will damage records less than ordinary needles and will give better tone because of its accurate round point. It requires no turning—in fact, one side of the staff is ground flat so that the set screw automatically puts it in place. The staff is made of stainless steel—it will not break, as can be proven by our reports and laboratory data."

"We now have in the field the follow-

ing men: Leahm Kelly, West; Stanger Kelly, Middle West; Ted Tallacksen, North Middle West, and L. D. Shock, New England."

Thomas To Head Pa. Phono Assn.

WILKES-BARRE, Pa., March 30.—George Thomas, of Summit Hill, Pa., has been elected to head the Scranton and Wilkes-Barre Phonograph Operators' Association. The election of officers took place at a regular meeting at the Hotel Sterling, Wilkes-Barre, March 18.

John J. Martin, of Berwick, Pa., was re-elected vice-president and chairman of the board of directors. Richard Geisinger, of West Pittston, Pa., was elected treasurer. The following were elected to serve on the board of directors: Ben De Fazio, Moosic; Joseph Bradish, Freeland; Remo Cavallini, Mocanaqua; Edward Plisga, Dupont; J. D. Richards, Truicksville; John Moran, Pittston; John Kovacs, Luzerne; S. Sitko, Scranton, and Harry Cohen, Wilkes-Barre.

Four applicants for membership were admitted. They were John Dorss, of Forest City, Pa.; Joe Bubul, of Pittston, Pa., and Michael Gnall, Taylor. An associate membership was given to the Roth Novelty Co., Wilkes-Barre, Pa.

Phono Operators Need Not Worry About New Fees

WASHINGTON, March 23.—With national politics keeping most members of Congress busy, it is expected generally that the Shotwell copyright bill will not come up for a vote. It is also confidently expected that no bill of a similar purpose will come to a vote during this session. Even the supporters of the copyright bills are said to feel that no action will be taken.

The Shotwell bill is the one that has caused so many rumors to the effect that operators of automatic phonographs would have to pay an extra fee on each record played, and maybe a fee on the machines, too. These rumors have caused some worry among phonograph operators.

So many opinions have been advanced that agreement on a bill in Congress during the present session seems unlikely.

Glamour for Phono Modernizing Parts

CHICAGO, March 30.—"The new light-up changeovers for modernizing phonographs made by the Miraben Co. have been glamorized with heavy plastic and new high polish aluminum frames," reports Ben Lutske, firm head.

"It is winning the praise of the phono ops who have seen it. The new glamorized job has been acclaimed by music merchants as the best in the business. We are getting orders for it from almost every State."

"Operators who desire to make their own installations can do so without difficulty. It is so arranged that no cutting out need be done on the original cabinet in order to install these new parts."

"The entire remodeling can be done in a short time and the operator will have a greatly improved phonograph."

Bernie, Tucker To Meet Ops at Modern

NEW YORK, March 30.—Ben Bernie, the old maestro, and Tommy Tucker, of *The Man Who Comes Around* fame, are scheduled to inaugurate the series of weekly get-togethers between leading recording artists and music machine operators at the offices of Modern Vending Co. here Friday, April 5, Nat Cohn revealed today.

Bernie and Tucker will be at the Modern offices from 2 to 5 in the afternoon. "We expect a big turnout of operators to meet the two popular recording artists," Cohn stated. "We feel sure some interesting discussions will ensue. There's no doubt that this meeting as well as those being planned for future Fridays will be of mutual advantage to both artists and operators. It is only by getting together and discussing problems confronting both artists and operators that each can appreciate the other's problems."

Copyright Talk Ends

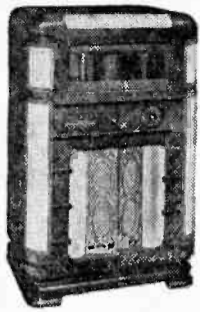
CHICAGO, March 30.—According to a release by the Automatic Phonograph Manufacturers' Association the possibility of congressional action to revise the present copyright law this session is now remote. The Senate Patents Committee met March 25 and decided that because the subject was such a controversial one, with so many different interests involved, there was hardly time to give full consideration to the matter during the current session.

It seems likely, therefore, that there will be no activity on copyright legislation during the current session of Congress.



EIGHT MEN ADMIRE A WURLITZER PHONOGRAPH in Philadelphia—typical of the interest created by the new Wurlitzer 1940 phonographs. Left to right, are E. H. Petering, assistant sales manager for Wurlitzer; Dave Margolin, Penn Coin-o-Matic, Philadelphia and Baltimore distributors; Sam Lerner, Philadelphia music merchant; Bernard Sacks, Lerner service man; Jack Sheppard, United Music Co., Philadelphia; Joe Mangowe, Melody Music Co., Vineland, N. J.; Max Bushwick, Capitol Amusement Co., Philadelphia, and Wallace Fritz, Wurlitzer service man.

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ROCKOLA MONARCH, Remod.	129.50
WURLITZER 616, Illuminated	69.50
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CHICAGO

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Operators will be interested in another indication of the public's ever-increasing interest in recorded music, which comes to us this week in the form of a release from Robbins Music Co.; Leo Feist, Inc., and Miller Music, Inc. These three publishing firms form the combination known to the music business as the Big Three. They report that in 1939 they earned a greater royalty from tunes of theirs which had been recorded than they have earned any time during the past 10 years. Since royalty payments are made by the recording companies only on records actually sold, these figures are incontestably accurate.

The Big Three collected royalties in 1939 on the sale of 11,000,000 records. A breakdown of the songs which accounted for the bulk of these record sales is also interesting. *Deep Purple* sold 440,000 records; *Over the Rainbow*, 330,000; *Moonlight Serenade*, 251,000; *Lilacs in the Rain*, 194,000; *Stairway to the Stars*, 294,000; *The Lamp Is Low*, 160,000; *The Little Man Who Wasn't There*, 149,000; *Little Skipper*, 161,000; *White Sails*, 165,000; *Ding-Dong! The Witch Is Dead*, 163,000; *The Little Red Fox*, 72,000 in three months; *I Cried for You*, 245,000.

These 12 top tunes accounted for a total of 2,624,000 records, which leaves 8,376,000 records which were made and sold exclusively on instrumental and standard selections. This fact holds some significance for operators, as is pointed out in the publishing combine's release, since it proves beyond a question of doubt that the public will pay to hear records featuring specialties as well as records featuring hit songs.

When it is remembered that 1939's record sales were largely due to purchases made by operators for their machines, the music industry must pause to think of the tremendous job the operator is doing for it. That more and more publishers, as well as recording artists are becoming aware of this fact is evidenced by the ever-greater interest both publishers and artists are taking in the music machine operator and his problems.

Publishers are having their contact men keep in close touch with recording company specialists who are familiar with the automatic phonograph field. In this way they are hoping to acquaint themselves with the operator's musical needs so that they will better be able to fill those needs.

Recording artists have for some time now realized the operators' importance in the musical picture. Band leaders like Tommy Dorsey, Horace Heidt, Gray Gordon and others have gone out of their way to meet operators and to discuss

with them the operators' problems.

Of interest in this connection is the arrangement recently made by Nat Cohen, of Modern Vending Co., New York, Wurlitzer distributor and supplier of records for many of the town's operators, to have name band leaders and recording artists make personal appearances at the Modern offices once a week to get together with operators. The outstanding recording stars in the business have been approached on this plan and all have been enthusiastic about it.

There is probably nothing which can do an industry as much good as a closer interest in and understanding of the mutual problems of all factors contributing to that industry.

Many operators tell us that when a recording artist plays a theater or night club in their towns and they (the operators) have a few spare moments, they make it a point to go backstage at the theater or call the recording artist to their table at a night club. These operators introduce themselves merely as phono operators and report that they receive a cordial and warm reception from the recording artist. They also unanimously report that the ensuing discussions they had with these recording artists were extremely interesting and in many cases downright helpful.

From the recording companies this week comes the news that Jimmy Lunceford, who has been recording under the Vocalion label for more than a year, is jumping to the higher priced Columbia label. Lunceford is scheduled to make his first batch of records under the new label in April. . . . A newcomer on records is Joe Sullivan and orchestra, who have just been signed to a year's contract by Columbia. Sullivan was formerly pianist for Bob Crosby's orchestra. His first records are scheduled to be released shortly. His orchestra, composed of Negro and white musicians, includes several men who formerly were with such well-known band leaders as Count Basie, Duke Ellington, Earl Hines and Fats Waller.

According to several reports, operators are glad to see Kate Smith recording again. Her version of "Woodpecker Song" seems to be getting a good reception. . . . Success of "Tuxedo Junction" seems destined to start a wave of songs using train titles. Already Benny Carter has recorded a number entitled "Slow Freight," and Gene Krupa's "Manhattan Transfer" will soon be released. . . . Johnny Messner evidently wants his five-year-old son to follow in his footsteps as a recording artist. Johnny Messner Jr. carries on a bit of dialog with his dad preceding a vocal chorus on Messner's Varsity recording of "Little Curly Hair in a High Chair." . . . Frankie Carle,



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THEN YOU'RE THE KIND OF PHONOGRAPH OPERATOR WHO WILL APPRECIATE . . .

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SAMPLE—35c. LOTS OF 10—31c. LOTS OF 25—28c. LOTS OF 100—25c.

THE VENDING MACHINE CO.,

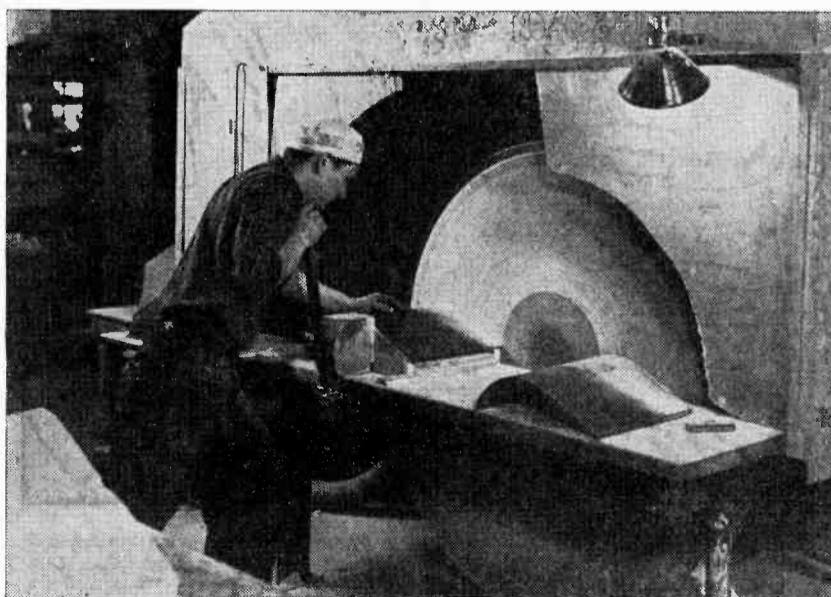
205-15 Franklin St., Fayetteville, N. C.

pianist with Horace Heidt and composer of "Sunrise Serenade" and "Shadows," was awarded a plaque by Song Hits magazine for his new tune, "A Lover's Lullaby."

"It seems to me the recording companies could do a lot to help boost sales of their records to the home as well as helping operators to get more play on their music machines if on their radio programs they would go a step farther and not only ask the people to buy their records but to sample these records on automatic phonographs in their neighborhood taverns." That's an excerpt from a letter that crossed the Talent and Tunes desk this week from an operator in Cincinnati. This operator goes on to point out that this would mean no additional expenditure on the part of the recording companies, since RCA-Victor already has its Magic Key program on Sundays and Columbia has its Young Man With the Band program. (Ed. Note: This program is no longer on the air.) "It would only mean," he says, "an announcement patterned on my suggestion cited above. Seems to me the recording companies are overlooking a big bet by not boosting automatic phonos in this manner, since many people buy records for their homes as a result of hearing them first on a music machine. With a little encouragement many more people could be persuaded to follow suit, and the resulting extra play on music machines and increased record sales would help everyone."

Theodore Sutter, of Automatic Music, Inc., Palisades, N. J., is planning to install machines on Hudson River boats this summer in addition to spotting them in the spots where these boats dock. He says he's going to equip the boats with 32-volt motors and believes they'll be profitable investments especially during the moonlight sailings period. . . . Saborris Walton, of the L & W Automatic Phonograph Co., Detroit, one of the few colored operators in that territory, writes that "Cherry" and "Cherokee," by Erskine Hawkins, have been clicking big in his spots in the Motor City. "Most of my locations are colored spots," he says, "and over a period of time I've found that good dance tunes, novelty numbers and blues songs, are the most popular, especially when done by singers like Georgie White and LeRoy Budds. Ella Fitzgerald, Erskine Hawkins, Count Basie, and Jimmy Lunceford are also good. Hillbilly numbers are not liked by colored people, however."

Various operators are reporting the old songs are still growing more popular. Lillian Schoenberger, of Modern Vending Co.'s record department, joins this group to say that *Irene* and *Alice Blue Gown* will be top tunes on automatic music machines. The picture will help boost the popularity, but already the song pluggers have started to work on these show tunes. When the bands get to plugging these numbers in earnest and the film is ready, then the tunes will be tops in the music machines. Reports from Chicago indicate that operators are watching *Gone With "What" Wind* recorded by the Benny Goodman Sextet, with Count Basie as guest artist. . . . *Princess Poo-Poo-ly* as made by Harry Owens and orchestra is going strong with operators in the Portland, Ore., area. . . . Louis Armstrong's *Bye and Bye* is coming along in a big way in the race spots in New Orleans, and *Tumbling Tumbleweed*, by Bing Crosby, is coming back in (See **TALENT AND TUNES** on page 71)



PLASTICS FOR ROCK-OLA'S 1940 PHONOGRAPHS are sized, sanded and finished, piece by piece, to a high luster before they are passed for use. These many operations, carefully supervised, are a contributing reason why *Luxury Lightup* phonographs are famous for their gay lighting effects.

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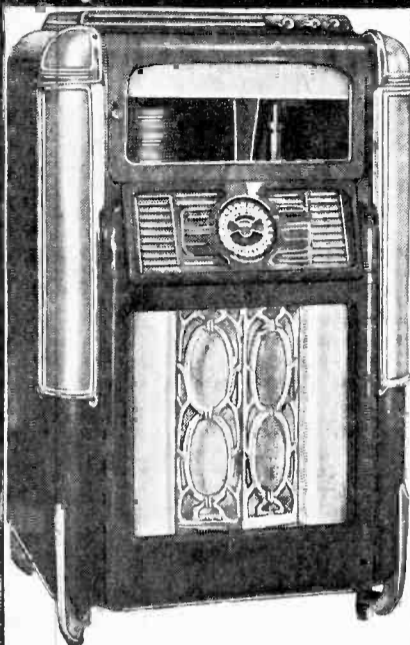
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Changeover Biz At High Point

CHICAGO, March 30.—"Production of phonograph changeover equipment, featuring our new marblette materials, has reached the highest point since we first introduced it several weeks ago," Max Glass, executive of Gerber & Glass, reports. "Music operators all over the (See **BIZ AT HIGH POINT** on page 71)

MIRABEN LIGHT-UPS
ADD Glamor TO YOUR
OLD PHONOGRAPHS!



NO CUTTING, EASY TO INSTALL Light-Up Materials as above for Wurlitzer 24. Job No. 24 M-2 **\$21.50**
 Also Light-Up Materials for Wurlitzer 616 and Rockola Phonographs. Write for Prices.

MIRABEN COMPANY
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sides for two original songs, *About Rip Van Winkle* and *You Ain't No-where*. Harlan Leonard, the new hope in Harlem swing circles from Kansas City, makes a better appearance on his second sides, his original *Hairy Joe Jump*, which has the possibilities of achieving *Tuxedo Junction* or *In the Mood* fame, being of the same type of song, and an old favorite in swing style, *My Gal Sal*.

Fats Waller speeds up the tempo to make it a fast instrumental for *The Moon Is Low*, the boys in the band devoting all their energies to that side while Fats finds his element with *Black Maria*, a famous orchestral number of a decade ago with suitable lyrics added for the first time.

For the dyed-in-wool collectors and swing fans, Sidney Bechet, the soprano sax idol, tries his hand at a current favorite, *Indian Summer*. But the deeper appeal will be for his low-down *Preachin' Blues*, especially for those seeking the boogie-woogie records. And for the same buyers, the Race Record list reveals a sure-fire seller in the repressing of Jelly-Roll Morton and his Red Hot Peppers for Charles Luke's *Smokehouse Blues* and Jelly's own *Steamhouse Stomp*.

Decca Dandies

BOBBY BYRNE, the trombone-playing maestro, comes thru with the best to date of his Decca disks with a toe-tapping *Easy Does It*, but fails to create as much enthusiasm with the *How Can You Pretend?* ballad on the other side.

Jan Savitt comes along with an excellent pair devoted to the swinger rather than shuffling rhythms in *Rose of the Rio Grande* and *Blues in the Groove*, the latter side having a thrilling boogie-woogie piano solo to enhance its selling points.

The Andrews Sisters are back again. The Vic Schoen getting the orchestra credit is their arranger. It's their customary harmonizing of superior proportions for *Say Si Si* and *Let's Have Another*, which aims to be another *Beer Barrel Polka*.

Music for dancing primarily comes from Bob Crosby for *You, You Darlin'* and *With the Wind and the Rain in Your Hair*; Glen Gray for the *Watching the Clock* ballad along with an intriguing arrangement in the brighter tempo for *Wouldst Could I But Kiss Your Hand, Oh Babe!*; Woody Herman for *The Sky Fell Down* and *Blue Prelude*, the latter being his theme song; and for the sweet music that goes with soft lifts, Guy Lombardo for *I Walk With Music* and the music-box music of *Little Lady in a Pinajore*.

Columbia Couplets

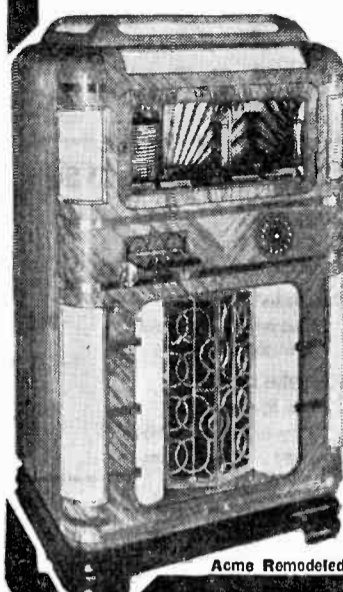
IT'S A highly commercial brand of dance music found on this label, primarily designed for dancing. Eddy Duchin gives a danceable version of *A Little Boy and a Little Girl* together with a stirring ballad song, *Thunder! in My Heart*, which was composed by trumpeter Lou Sherwood from the band. Kay Kyser has a double-barreled dandy in the novelty *Playmates* and the *On the Isle of May* ballad.

Horace Heidt has Larry Cotton singing a duet with himself in *The Singing Hills*, a mechanical recording trick that bears emphasis in selling this side. A lyrical duet by Virginia Le Ahn and Henry Russell heightens the appeal of Heidt's mating side, *The Girl With the Pigtails in Her Hair*. Effectively scoring baritone saxophone with the violins, Ray Noble weaves a beautiful melody fabric for *Too Romantic* and *The Moon and the Willow Tree*. And there are vocal honors for Larry Stewart, too.

Gene Krupa sustains interest thruout in a brand-new treatment of *Marcheta*. And in traffic-stopping time, gives way to the more cannibal instincts for *Symphony in Riffs*, torrid symphony of musical riffs (phrases) fashioned by Benny Carter. Benny Goodman takes to the tempo for dancing with a pair of ballads, and does well with *What'll They Think of Next* and *What's the Matter With Me?* Helen Forrest fashions the lyrics of both sides.

The combination of Will Bradley's smooth trombone playing and Ray McKinley's dandy drum work accounts for a fine, and fast, too, performance of the old-time *Jimtown Blues*, sided with sentimental treatment of the old-time *A Ghost of a Chance* ballad, Carlotta Dale dandy for the sentimental singing. Mary Healy scolds her song stylisms, the screen songbird accounting for the swell song selling of *I Concentrate on You* and *Between You and Me*, with Cy Feuer's Orchestra matching the musical mood of the songs.

AMERICA'S FINEST PHONO REMODELING and PARTS



COMPLETE SETS OF PARTS FOR . . .
 WURLITZER 616, as Shown (Dome \$8.95 Extra) **\$21.00**
 WURLITZER 24 (Includes Dome and Base) .. **\$8.95**
 WURLITZER 412 (Dome \$8.95 Extra) **17.00**
 Complete Set of Instructions With All Parts

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 WURLITZER 616, as Shown (Includes Dome) **\$118.50**
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REVIEW OF RECORDS.

(Continued from page 12)

Harlem Heat

FOR the Harlem brand of hot music, Don Redman blends his rhythms with choir singing to make stand-out



HANDS ACROSS THE BAY. Fred Neumann, Rex Vending Co., San Francisco, and George A. Miller Northern Distributing Co., Oakland, Calif., congratulate each other on their Rock-Ola phonograph distributorships.

STREAMLINE BOXES

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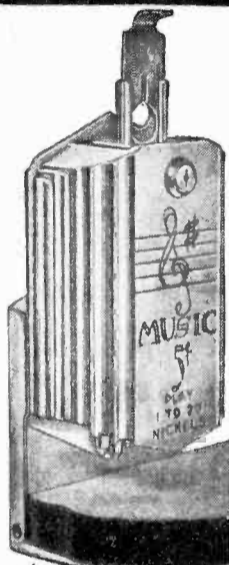
\$8.50 Weekly Average Returns Per Spot

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast Average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX.

One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

The More a Phonograph Plays — The More It Is Played

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. **YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."** Give the Public lots of Coin Chutes, they will put the money in. Make it easy.



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Seeburg Model A	22.50	Seeburg Gem	139.50
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Wurl. P-12, in Illum. Univ. Cabinet	65.00	Seeburg Casino	139.50
Wurl. 412, in Illum. Univ. Cabinet	75.00	Seeburg Plaza	149.50
Wurl. 616, in Illum. Univ. Cabinet	89.50	Seeburg Mayfair	169.50
Wurlitzer 616	59.50	Seeburg Mayfair Deluxe	179.50
Wurlitzer 24	119.50	Walnut Vogue	189.50
Wurlitzer 500	194.50	Marbletop Vogue	199.50
Wurlitzer 600	164.50	Walnut Classic	199.50
Seeburg Selectaphone, in Illum. Cab.	39.50	Marbletop Classic	219.50
Seeburg 20-Record Model K	79.50	Seeburg Chicken Sam Rayolites with bases	125.00
Seeburg Rex	99.50		

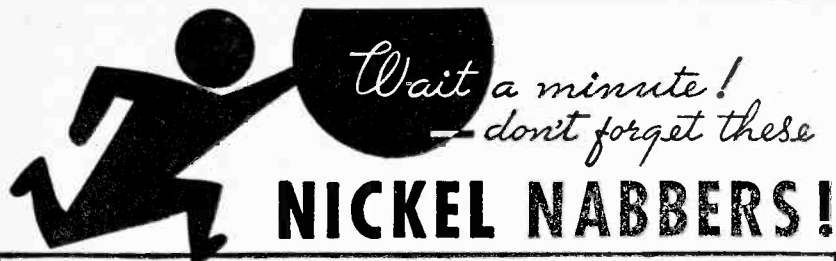
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ORRIN TUCKER
35390 If I Could Be the Dummy
on Your Knee
If It Wasn't for the Moon

GENE KRUPA
35423 Tuxedo Junction
So Long

KAY KYSER
35375 On the Isle of May
Playmates

DICK JURGENS
5405 Cecilia
Love Song of Renaldo

FRANKIE MASTERS
5394 Charming Little Faker
I Walk with Music

DEL COURTNEY
5354 The Singing Hills
Hawaiian War Chant

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**HORACE HEIDT Presents His
SENSATIONAL WHISTLING STAR**

FRED LOWERY

Recording Exclusively for
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"LEANIN' ON THE OLE TOP RAIL"
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"WILLIAM TELL"
"LISTEN TO THE MOCKING BIRD"

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To Be Released Shortly

"THE WORLD IS WAITING FOR THE SUNRISE"
"WHISTLE-ITIS"

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Whistling is a Favorite Pastime of
Millions of Americans, and These Numbers
Will Be Favorites With All of Them.

CLEAN SWEEP SALE

30 WURLITZERS, MODEL 500

90 WURLITZERS, MODEL 600

(WITHOUT PIANO KEYBOARD)

70 WURLITZERS, MODEL 616

COMPLETELY REMODELED—BEAUTIFULLY ILLUMINATED!

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Stating Quantity Wanted! Every one GUARANTEED as to
appearance and perfect mechanical condition! All machines
subject to prior sale. ACT NOW!!

GEORGE PONSER CO., 519 W. 47th St., N. Y. C.

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.

In the Mood (18th week) Glenn Miller.
Careless. (13th week) Glenn Miller, Dick Jurgens.
Indian Summer. (10th week) Tommy Dorsey, Glenn Miller.
At the Balalaika. (8th week) Orrin Tucker, Abe Lyman, Victor Silvester, Wayne King, Henry King, Del Courtney.
You'd Be Surprised. (7th week) Orrin Tucker.
The Gaucho Serenade. (5th week) Dick Todd, Glenn Miller, Eddy Duchin, Paul Whiteman, Sammy Kaye.
Tuxedo Junction. (3d week) Glenn Miller, Erskine Hawkins, Jan Savitt, Erskine Butterfield.

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.

On the Isle of May. Doing very well for itself and pointing very steadily toward the blue ribbon class is this ballad adaptation from Tchaikowski. Present indications are that it will climb into the department above this in a short time, with the recordings of Connie Boswell, Glenn Miller, Kay Kyser and Dick Jurgens the pegs upon which its popularity in the phonos hinges.

Say Si Si. Also going along nicely is this 1940 version of a favorite tango. The Andrews Sisters have had this pretty much to themselves in the matter of machine favor, but this week sees Glenn Miller's record stepping out as possible competition. The singing sisters are still way out in front, but there were a couple of more mentions for Miller than there were the week before.

It's a Blue World. Not setting any speed marks for forging ahead, but nevertheless more than holding its own among the newer crop of songs current in the phonos, this picture song (from Tony Martin's *Music in My Heart*) is bringing nice returns to operators playing it. Martin has a particularly favored disk, with Glenn Miller and Tommy Dorsey also pretty much in the machine picture. Barry Wood has a recording that is liked around the New York territory.

I've Got My Eyes on You. Last week a "Possibility" and this week an actuality, insofar as its being a profitable item for operators is concerned, this Cole Porter song from *Broadway Melody of 1940* is starting off exceedingly well. If it keeps up its present pace there won't be much doubt of its ability to make the "Going Strong" classification in short order. Film hitting the neighborhood theaters won't hurt the song's chances any, either. Bob Crosby is currently heading the parade in the matter of most-in-demand records in the boxes, with Tommy Dorsey and Frankie Masters trailing.

When You Wish Upon a Star. Gathering strength each week is this ballad hit from the score of Walt Disney's *Pinocchio*. This is another case where the showing of the picture is helping matters, as well as the radio performances the tune is getting. Glenn Miller and Guy Lombardo are attracting most of the phono attention here, with a few passing nods to Victor Young and Horace Heidt.

The Woodpecker Song. Despite Kate Smith's sudden spurt ahead of the field last week, several other recordings of this novelty number have forged to the fore this week, and Miss Smith is now in close competition with the Andrews Sisters' disk, Glenn Miller's and Gene Krupa's. Russ Morgan also receives a mention this week on one report.

Sweet Potato Piper. This film tune from Bing Crosby's *Road to Singapore* made up a little of the ground it lost last week, and now seems to be coming along nicely again. It's practically unanimous for Crosby's record.

Too Romantic. Also gathering a little speed this week is *Piper's* companion song from the same picture, also with Crosby's recording the standard-bearer in the phonos.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into the "Going Strong" bracket.

In an Old Dutch Garden. (9th week) Fair enough, but far from a real hit. Glenn Miller, Eddy Duchin, Dick Jurgens.

Darn That Dream. (9th week) Slipping pretty badly. Benny Goodman, Blue Barron, Paul Whiteman.

Between 18th and 19th on Chestnut Street. (9th week) An in-and-outer, but majority opinion says going down. Bing Crosby-Connie Boswell, Charlie Barnet.

Confucius Say. (11th week) Definitely on its last legs. Guy Lombardo, Frankie Masters.

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.

Just One More Chance. It's more than likely that next week will see this Bing Crosby revival starting to climb. Even now, for that matter, it's attracting growing attention.

Tumbling Tumbleweeds. Another Crosby item, and a possible click. This is the sort of song (plus Bing's style of warbling) that has what it takes to catch on in a big way, if it once gets any initial attention.

Cecelia. A new Dick Jurgens recording, and, as usually happens with his disks, it's starting to click around Chicago. And, as sometimes further happens, that attention is apt to spread to other sections of the country.

Leanin' on the Ole Top Rail. The new Nick Kenny number that looks fairly good for music machine popularity. Venturing definite predictions here is a little dangerous, but its chances are good.

If I Could Be the Dummy on Your Knee. Orrin Tucker and Bonnie Baker again—with another one that's beginning to be noticed in the country's music boxes.

The Singing Hills. A ballad of the school that usually makes itself felt on the public consciousness. This may or may not amount to anything, but it's worth keeping an eye on.

(Double-meaning records are purposely omitted from this column)

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR POPULAR RELEASE NO. 365

- 26542 Adios, Mariquita Linda
Frenesi
Artie Shaw and his Orchestra
- 26543 Down by the Old Mill Stream
Alice Blue Gown
Kenny Baker, Tenor, with Orchestra
conducted by David Broekman
- 26544 At a Time Like This
Long Live Love
Xavier Cugat and his Waldorf-Astoria Orchestra
- 26547 *You, You Darlin'
*So Far, So Good
Duke Ellington and his Famous Orchestra

BLUEBIRD POPULAR RELEASE NO. 271

- B-10652 *On Revival Day
*Hong Kong Blues
Ford Leary and his Orchestra
- *Vocal Refrain

- B-10653 *Where Do I Go From You?
*I Can't Love You Any More
(Any More Than I Do)
Mitchell Ayres and his Fashions in Music
- B-10654 The Japanese Sandman
Sleepy Head
Shirley Howard with Orchestra
- B-10655 *Believing
(I Knew You) When You Were
Just a Dream
Freddy Martin and his Orchestra
- B-10656 *It Happened in Kaloha
*The Guy Needs a Gal
Art Kassel and his Kassels-in-the-Air
- B-10657 *Polka Dots and Moonbeams
*What's the Matter With Me?
Glenn Miller and his Orchestra
- B-10658 *Cheatin' on Me
*Oh! Frenchy
"Fats" Waller and his Rhythm
- B-10659 *Angel in Disguise
*Alice Blue Gown
Ozzie Nelson and his Orchestra



ORDER THESE RECORDS FROM YOUR RCA VICTOR RECORD DISTRIBUTOR TODAY!

WRITE OR WIRE

- 25 SEEBURG REX\$ 94.50
- 15 SEEBURG ROYAL 99.00
- 25 WURLITZER 500A... 229.00
- 50 WURLITZER 600A ...\$198.00
- 30 CHICKEN SAM, Seeburg
Guns, complete with base 125.00

1/3 Down — Balance Sight Draft.

ELUM SALES CO.

410 NORTH HIGH,

COLUMBUS, OHIO

"Like Old Tune Revival?" Asks Inquiring Scribe

CHICAGO, March 30.—"Do you like the present practice of reviving old songs?" asked the inquiring reporter of *The Chicago Daily Times* of Chicago residents. Out of six answers published five were in the affirmative. In *The Billboard*, issue of March 23, page 67, a story was published on the revival of old tunes. *The Billboard's* story found that the public enjoyed the old tunes—a finding which is concurred with in the Chicago newspaper's questioning.

The comments of Chicago residents follow:

C. Herbert Hicks, sales manager: "Everybody likes to hear the old songs again. They have melodies and airs that can be carried and hummed. The newer songs are so jazzed up that one must be of a musical mind to follow the melody. I believe many persons get added enjoyment out of hearing familiar songs and hits of the past played and sung again."

Pat McIntyre, athletic director: "The idea's fine! It just goes to show that many of the old tunes have that certain thing that makes for real music. There are a number of songs from Tchaikowsky's symphonies that are proving song hits of today, but I guess the prize goes to Bonnie Baker with her revival of *Oh, Johnny*. She has dug down in the bag for others like *Billy* and made them hits again."

William C. Zepp, swimming coach: "Many of the old ones that have been revived have a lot more melody and less discord than some of the new ones. The so-called harmonic discords of the jazz age are in most cases so bad that modern musicians don't dare to revive them; it might be interesting to speculate on the kind of songs the young people of today will remember when they reach middle age."

Mitchell Wolfson, phonograph dealer: "Old songs of days gone by are readily made popular thru new methods of recording. Modern reproductions are true to tone and realistic. Revival of old music into the new swing version should enjoy even greater popularity. Some of the Irving Berlin revivals show that the modern tunes which once were great still are that way as modernized by new arrangements."

Joan Goodman, writer: "Altho I enjoy

hearing some of the old songs in new style. I think there are many excellent composers who are losing out because of the revival trend. Let's give the new composers a better opportunity to get their music before the public. After all, every generation has its own distinctive music."

Seymour Weiss, manager: "Old songs should be revived. They remind middle-aged folks of old times and younger people of the way the old-time numbers were played. About 40 per cent of the old songs are now being turned into swing. Think of the vogue of the revived *You'd Be Surprised* and others as sung, broadcast and recorded by Bonnie Baker, the bringer-backer of them all to me."

BIZ AT HIGH POINT

(Continued from page 68)

country say that this material has done a wonderful job in modernizing their old phonographs.

"The barometer for judging the appeal of our marquette is sales—and we do know that the demand for this outstanding new improvement is tremendous.

"Sales of Imp. Groetchen's big-earning counter game, continue to rise unabated," concluded Glass.



HERE'S HOW MILLS PHONOGRAPHS are displayed in the showroom of the Automatic Music Co., Kansas City, Mo. Left to right are Frank Lorden, Mills roadman; Ralph Fuller, proprietor, and office personnel, salesmen, and mechanical men.

Movie Machine Prospects Discussed

CHICAGO, March 30.—In a message to all distributors, Fred L. Mills, president of the Mills Novelty Co., discussed the recent wave of publicity surrounding the proposed automatic motion picture machine. Mills explained that the machine was still in the development stage and just how the machines would be used when they were finally placed on the market. He asked that the information be passed on to all operators. The letter follows:

To All Phonograph Distributors:

I assume that you have read in newspapers and trade publications considerable about the new Mills Automatic Motion Picture Machine, which will display sound films.

We have had hundreds of inquiries from operators and distributors throughout the country, asking for details concerning this new development and also to ascertain its possible effect on the phonograph business in general. The purpose of this letter is to explain the situation to you in detail so that you in turn can convey the correct information to any operators who might ask you regarding this equipment.

To begin with, all the publicity concerning this machine was, to say the least, very premature—it was not released by the Mills Novelty Co.

The machine itself is merely in the development stage. There are still a great many angles which will have to be worked out before we can even go into production. The machine is no threat whatever to the phonograph industry for the simple reason that its cost will necessarily be so much higher than that of a phonograph that it could be used only in an exceedingly limited number of high-class locations where possibly no phonographs are being used at the present time.

The cost of maintenance, together with the cost of the films, will represent an expense which would automatically eliminate most places which are now considered good phonograph locations. As stated above, the machine is merely in the development stage and, according to present plans, when this gets into production, it will be used chiefly for advertising purposes or in a very limited number of locations where there are probably no phonographs at all at present.

If, after the machine is started in production, sufficient quantities of them are built to reduce the initial purchase price and the present cost of film and maintenance so as to make the price of the machine within the reach of an operator who uses equipment in the average location, we shall, of course, be very glad to give distributors and operators of Mills equipment the first opportunity to handle this.

As the matter now stands, however, the actual introduction of the machine will naturally be delayed, pending further developments; and when it is introduced, I can see no possible way in which it will affect the present phonograph business. An indication of our attitude lies in the fact that we are constantly increasing production of phonographs and are developing new features to make the phonographs a more attractive investment from an operator's



THESE DECCA "BEST SELLERS" ARE DYNAMITE ON ANY PHONOGRAPH!

- 3024 TUMBLING TUMBLEWEEDS
IF I KNEW THEN (What I Know Now)
Bing Crosby
- 3013 LET'S HAVE ANOTHER ONE
SAY "SI SI"
Andrews Sisters
- 2999 JUST ONE MORE CHANCE
SWEET POTATO PIPER
Bing Crosby
- 2998 TOO ROMANTIC
THE MOON AND THE WILLOW TREE
Bing Crosby
- 3065 THE WOODPECKER SONG
DOWN BY THE OHIO
Andrews Sisters
- 2775 MY ISLE OF GOLDEN DREAMS
TO YOU, SWEETHEART, ALOHA
Bing Crosby
- 2989 KANSAS CITY MOODS
TUXEDO JUNCTION
Jan Savitt and His Orch.
- 3005 WHAT'S THE MATTER WITH ME?
I'M NOT COMPLAININ'
Ella Fitzgerald and Her Orch.
- 3027 LEANIN' ON THE OLE TOP RAIL
SHAKE DOWN THE STARS
Bob Crosby and His Orch.
- 2978 THE STARLIT HOUR
ANGEL
Bob Crosby and His Orch.
- 3020 EASY DOES IT
HOW CAN YOU PRETEND?
Bobby Byrne and His Orch.
- 2966 MEMORIES OF YOU
I'M THROUGH
Ink Spots

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

standpoint.

You will do me a great favor if you will pass this information on to any operators who feel that something is being developed which will affect the phonograph business.

FRED M. MILLS, President,
Mills Novelty Co.

Two New Amusement Firms in New York

ALBANY, N. Y., March 30.—Simon Sales, Inc., of Manhattan, new amusement devices project, was issued a charter of incorporation today by the secretary of state. The company has a capital of \$10,000, the subscribers to which are: Sidney Leichter, Samuel Rubin and Irving M. Nason, of the Bronx.

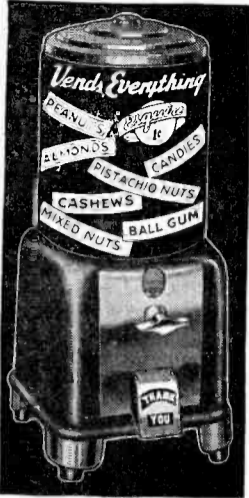
Gotham Amusement Co., Inc., New York, has been formed to deal in vending machines generally. It has a capitalization of 100 shares of stock of no stated par valuation. The shareholders are Stella Tannen, Morris Pierson and Sadie Levick, New York.

TALENT AND TUNES

(Continued from page 68)

the Crescent City, where he is a big favorite. . . *I've Got My Eyes on You*, by Tommy Dorsey, is proving a hit with the Louisville operators. . . With the arrival of the *Pinocchio* film in Indianapolis, the operators are concentrating on *When You Wish Upon a Star* as a leader. . . Tony Martin's record, *It's a Blue World*, is going strong in Cincinnati, according to reports from operators.

THE NEW ESQUIRE
THE LAST WORD IN VENDING PERFECTION



IT IS UNIVERSAL

Vends all types of bulk merchandise and vends them accurately, no additional parts necessary. Vends ball - gum, almonds, peanuts, candies, mixed nuts, pistachios, cashews, charms, etc.

For complete details and low prices contact your nearest jobber, or write direct.



OPERATORS!

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 **TOPPER, CHALLENGER, Stands, Wall Brackets, etc.**

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

KING Jr. 3.95
(Send for Circular)



TOPPER

Tops them all for Beauty, Quality, Performance and Price. Vends everything. Peanuts, Candies, Nuts, Gum, Charms, etc. 5 lbs. bulk merchandise. **SPECIAL DEAL**—One TOPPER, also 10 lbs. Almonds.

Only \$10.75

Rush your order today—NOW! Terms: 1/3 Cash With Order, Balance C. O. D.

TORR 2047A-SO. 68 PHILA., PA.

WHILE THEY LAST! 68 BRAND NEW

ADAMS Tab Gum
Add Candy Coated Gum
8 COLUMN MACHINES
in ORIGINAL CARTONS



\$750 In Lots of EA. 5 or More
SAMPLE \$8.00

We Supply Adams Gum Only 45c Per 100 Tabs

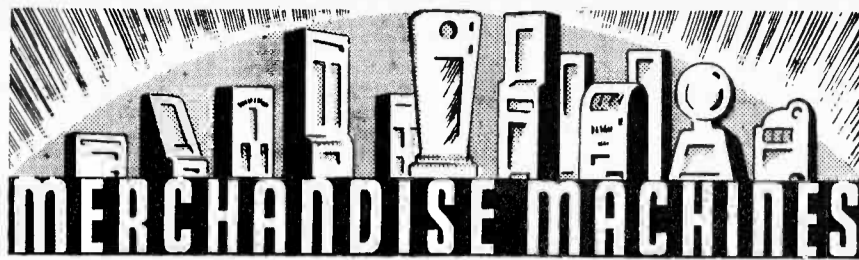
RUSH YOUR ORDER QUICK!
WRITE FOR COMPLETE PRICE LIST!
ASCO 383 HAWTHORNE AVE.
NEWARK, NEW JERSEY

MAKE MONEY NIGHT AND DAY

WITHOUT SELLING Step into big money with "Silver King." Beautifully designed. Place in taverns, stores, filling stations, waiting rooms, etc. Vends candy, gum or peanuts. All you do is collect profits. Start small—full or spare time, and grow. Best locations prefer "Silver King." Get FREE facts today. **AUTOMATIC GAMES.**
2425K Fullerton, Chicago, Ill.



ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



Test Orange Juice Vender

Slices whole orange, squeezes it and delivers drink in cup

CHICAGO, March 30.—Location tests are now under way in Chicago on a newly developed coin-operated orange juice vending machine and, according to reports, if tests are successful the machine will soon make its appearance in many of the larger cities.

The new device, which is said to be controlled by the Florida Citrus Exchange, is the invention of Tracy Acosta, orange grower of Jacksonville, Fla. It is being offered under the name of Fountain o' Health, stands 6 1/2 feet high and is approximately 4 feet square.

Models now being subjected to test are handsome in appearance, the exterior being a blue grey crinkle effect relieved by horizontal strips of highly polished metal. A glass front exposes the interior mechanism to view. The machine does not store bulk orange juice, but rather takes an orange, cuts it, squeezes it and delivers the drink to the patron.

When a nickel is dropped an orange moves along a chute until it contacts a knife which cuts it into two equal parts. The two halves then drop to a reaming device which completely removes the juice in a paper cup. The machine contains a refrigerating mechanism and delivers the juice chilled to the right temperature for drinking.

Only five of the machines have been built thus far, it is reported. The machines are placed in the office buildings of Sears Roebuck & Co. and of Montgomery Ward & Co., in an International Harvester Co. plant and in the drug store at the Merchandise Mart—all in Chicago. A fifth machine has been placed in a large motion picture theater. High grosses have been reported for all operations to date.

The device is said to have been undergoing development for almost five years. It is assumed that its backers, principally citrus growers of Florida, see in this device a partial solution of the problem of surplus orange crops.

Committees Named By New York CMA

NEW YORK, March 30.—Meeting in regular session Thursday night, members of the CMA of New York named committees to represent them at the Interstate Cigaret Merchandisers' Association's conference in the CMA office here. An eight-man committee was also named to study registration plans. William Spielman, of Royal Cigaret Service, and George Seedman, new representative of Rowe Cigaret Service, were guests.

Matthew Forbes, manager, said that 90 per cent of the membership was present at the meeting. Plans for summer business, as well as tax matters of importance, were discussed.

Members named to attend the Interstate meeting include Robert K. Hawthorne, president; Aaron Gosch and Forbes. Committee on registration includes Bernie Rosen, Lou Schwartz, Al Denver, Michael Lascari, Sam Yolen, Martin Berger, Hawthorne and Jack Bloom.

Next meeting will be held April 11. A delegation to attend the banquet of the CMA of Connecticut in Boston, April 14, will be named at this time, it was said.

Steady Sales on Jennings In-a-Bag

CHICAGO, March 30.—Jerry Haley, official of the O. D. Jennings & Co., reports that business on their new vender, In-a-Bag, has been good. In-a-Bag is the vender which vends nuts and bulk confections in sanitary glassine bags.

"The many operating advantages offered by In-a-Bag are making an impression on operators thruout the country," declared Haley. Operators who have experimented with In-a-Bag have discovered that the sanitary feature definitely appeals to the public.

"We have received any number of reports on sales from locations. All were surprisingly high. In practically every community In-a-Bag has won the hearty indorsement of physicians, nurses and parents.

"In addition to its popularity on location, operators have also discovered that the machine gives dependable, fool-proof service. With the increased use of stainless steel in virtually all parts of the mechanism the entire machine now is practically rust-proof."

Find Almonds Good Vender Item

CHICAGO, March 30.—"Many of the operators of our Silver King venders have found almonds a profitable item and are adding smaller machines to vend this delicious nut," reports H. F. Burt, of Automatic Games, Chicago. "The count is high on the small-size almond, 825 to a pound, and vending seven or eight for a cent returns a good profit.

"Latest reports on pellet vending show profitable returns with the King Jr.

Feb. Cig Use Up

WASHINGTON, March 30.—February cigaret production figures were up 11.72 per cent over the same month of 1933. It has been reported by the Bureau of Internal Revenue. February production was set at 13,162,661,213 units or approximately 658,000,000 packages of 20 cigarets. February, 1939, unit figure was 11,781,749,850, or approximately 69,000,000 packages of cigarets less than the February, 1940, figure.

Financial Paper Boosts Venders

BARRON'S FINANCIAL WEEKLY (March 11) published a feature article, "Selling by Robot," which gives vending machines a good boost. Vending machine sales have mushroomed in the past five years, the article suggests, and there is a promising field in staples.

In its well displayed list of the products now sold by vending machines, it mentions the following: Soft drinks, milk, cigarets, nuts, chewing gum, candy, cigars, foods, including fruits and sandwiches; dry goods, toilet articles, literature, electric razors, postage stamps, etc.

Statistics in the article include the exaggerated one that machines (meaning phonographs) in good locations often grossed as much as \$150 a week—and still do. The article reports that the manufacturing industry centers in Chicago, that Chicago manufacturers do about \$75,000,000 worth of business annually, that the factories employ between 35,000 and 40,000 people in Chicago alone, if all allied trades are included. Not less than \$300,000,000 is invested in the coin machine industry, and this figure is growing by leaps and bounds.

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

Reconditioned Like New!

ADAMS

1c GUM VENDORS

6 Columns, 6 Flavors, Beautiful, Modernistic Design. Capacity 300 Sticks. Also 6 Column 1c Candy Vendors. 5 or More
\$7.50 EA.
SAMPLE, \$8.00.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Pellet operation involves no spoilage, with less service and high returns. The best results are obtained with a mixture of 50 per cent red clove and 50 per cent green aromatic pellets."

Pan Lists Ten Best Bulk Items

CHICAGO, March 30.—In their regular monthly report as to the most popular confections in use in bulk venders, Pan Confections, Chicago, lists the 10 candy stand-outs for March.

Taken direct from the firm's sales records, the following have been the Big 10 with vending machine operators: 1. Pee Wee Candy Boston Baked Beans, hard shell; 2. Candy Teeny Beans; 3. Candy Boston Baked Beans, hard shell; 4. Cocoanut Cream Nibbles; 5. Jelly Cup Beans; 6. Pee Wee Smooth Burnt Peanuts; 7. Assorted Licorice Pastels, hard shell; 8. Candy Frosted Peanuts; 9. Radiant Mix, hard shell; 10. Smooth Burnt Peanuts.

FTC To Press Charges Against Cigaret Mfrs.

WASHINGTON, March 30.—Reports are circulating that attempts toward an amicable settlement of FTC charges against eight major cigaret manufacturers of violation of the Robinson-Patman Act have been broken down. It is reported that negotiations hit a snag in recent conference, when government officials and tobacco companies failed to concur in the matter of drop shipment and advertising.

Cigaret manufacturers stood firm in their view that they are giving free goods largely for promotional purposes. They also defended their positions as to advertising, contending that they are not granting advertising allowances but purchasing advertising.

The FTC insists that both free goods and advertising allowance are violations of the provisions of the Robinson-Patman law and they represent allowances in connection with sale of products.

It is expected that the FTC will now go forward with the cases. Altho no announcement has been made, it is understood public hearings will be called soon.

Report Use of Cig Venders on Increase in Wis.

MILWAUKEE, March 30.—Wisconsin's 2-cent per package cigaret tax, which became effective September 20, 1939, has been largely responsible for the increased installation of vending machines in taverns, a survey indicates.

Many tavern and restaurant men have installed the machines because their patrons have demanded that they handle cigarets and they have found the units to be less of a bother than over-the-counter sales.

Most vending machines sell cigarets for 15 cents a package, absorb 1 cent of the tax and permit the tavern or restaurant to absorb the other cent. According to tobacco wholesalers, the sales of cigarets are back to within 5 per cent of normal.

Also the State estimated that the tax would raise about \$3,000,000 in 1940, indications are that it will exceed that figure by about \$600,000, based on the fact that \$1,811,357 was collected during the first six months the tax was in effect.

Because of the small margin of profit involved in the sale of cigarets and the desire on the part of taverns and restaurants to serve their patrons, an increasing number of vending machines are being installed in these spots locally and around the State.

Northwestern's Venders in Frisco

SAN FRANCISCO, March 30.—George Yost, Oakland operator, reports he has just signed a contract to install bulk vending equipment in the Key System and East Bay Transit Co.'s waiting rooms, terminals, shops and offices, and all of the ferry boats going to the Golden Gate International Exposition this year.

"After a careful analysis of many available types of bulk vending equipment, we placed an order with the Dick Tyrrell Co., of Oakland and San Francisco, for over 100 Northwestern bulk venders," Yost reports. "We have been operating bulk venders for several years and have come to the conclusion that the machines best suited for holding down these ace locations are Northwestern venders. Conservative estimates of business in these locations are very good."

Vending Machines For Worthy Cause

HOUSTON, March 30.—Expressing complete satisfaction with a report made by Dr. J. H. Stephenson, superintendent of the Jefferson Davis Hospital here, on the purpose of operating confection vending machines in the institution, Comptroller W. H. Maunsell said this week that the "machines are of no harm, that none of the city's money has been involved in the purchase of them and that proceeds go to a worthy nurses' recreation fund."

"Inasmuch as no hospital money is involved in the operation of the cigaret, soft drink and candy vending machines on location in the institution," Maunsell said, "I personally see no reason why the existing arrangement cannot be continued. The capital involved is furnished entirely by the employees, I understand."

Heavy Ad Promotion For Beverage Maker

CHICAGO, March 30.—Newspaper advertising will play a strategic role in the 1940 plans of Royal Crown Cola, according to H. R. Mott, president of the Nehi Corp., maker of the beverage. The company will take advantage of the tremendous momentum which Royal Crown's sensational sales increase has given, Mott said. Again in 1940 we will use the power of the press to push Royal Crown sales upward, Mott added.

More than 600 newspapers will carry Royal Crown Cola advertisements, by latest estimates these newspapers reach 25 million readers.

Coming Events

Exhibit of Evolution of Bagatelle, banquet, floor show, etc., New Jersey Amusement Board of Trade, Newark, N. J., April 7.

Cigaret Merchandisers' Association of New England, first annual banquet at the Cocoanut Grove, 17 Piedmont street, Boston, April 14, 7:30 p.m.

State meeting of the Indiana State Operators' Association, Inc., in Indianapolis, April 14, to elect officers and transact important legislative business. Meeting to be held in Lincoln Room, Lincoln Hotel.

National Restaurant Week, May 6 to 12.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

National Governors' Conference, St. Paul, June 2 to 5.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

State Asks Ban on N. Y. C. Cigaret Tax

NEW YORK, March 30.—As New York State moved to ban the New York City 1-cent cigaret tax, Mayor La Guardia countered with the proposal that the State allow the city half the revenue it collects in the city from the State cigaret tax of 2 cents a pack.

He charged that the ban by the State would deprive the city of \$7,000,000 annually and disrupt the city's relief program. He informed the State solons that the Legislature must empower the city to raise substitute revenues should they ban the city's cigaret tax.

See \$21,000,000 Yield On New York Cig Tax

ALBANY, N. Y., March 30.—The State Tax Department, in announcing a yield of \$13,907,345.13 from the two-cent State cigaret tax, said the figure for the year would approximate the \$21,000,000 estimated. Collections for February totaled \$1,672,837.71.

Dallas

Installation of wall box equipment and remote control selectors is rampant in this section and operators report that the system installations are increasing their play considerably.

C. R. Brewer, sales representative for a phonograph firm, has just completed a wide sweep thru several Southern States and reports music business good in most of the territory he covered.

District Judge W. L. Thornton ruled this week that money taken by the Dallas sheriff department from 139 confiscated slot machines should remain in custody of Sheriff Smoot Schmid until a law governing the disposal of such funds has been enacted by the State of Texas. For several weeks Dallas county officials and judges have been undecided as to what disposition to make of money taken from these confiscated gaming devices. The State of Texas now has no law regulating the spending of such money.

C. P. Irby, of the Walbox Sales Co., reports the recent installation of two de luxe music systems, one at Dutch's Cafe and the other in Cris Don's Cafe in the Oak Cliff section.

Canada

Frank J. Elliott, of Amherst, N. S., a veteran of the coin machine trade, is again in charge of the Amherst annual motor show to be held early in May, with the Canadian Legion as the auspices. He has directed the yearly fixture since it was started a dozen years ago.

A coin machine grouping to cater particularly to Canadian, British and French naval and merchant sailors, airmen and soldiers is rumored for Halifax. With from 10,000 to 25,000 naval and mercantile sailors on shore leave daily, plus the airmen and soldiers in training in that section, an excellent opportunity is visualized for an assembling of machines of all kinds, including gymnasium apparatus.

Syracuse, N. Y., Games Business Moves Smoothly

SYRACUSE, N. Y., March 30.—Pinball machine operators in Syracuse are happy in that the pinball business in this area is moving along smoothly with a minimum of interference. More games are being placed on locations, it is reported.

A drive is currently being conducted by the city clerk to have all pinball machines licensed. A recent change in the license set-up eliminated the transfer fee which had been in force. The fee was payable every time a machine was taken from one location to the other.

Machines in Syracuse, before being placed on location, must be approved by authorities. Thus all machines in operation, providing they are properly licensed, are considered fully legal.

Builds Miniature Bagatelle Machine

NEWARK, N. J., March 30.—Dr. Jerome W. Neuss, vice-president of the Elite Amusement Co., Newark, has utilized his odd moments in building miniature bagatelle machines. His first model, now completed, is on display at the exhibit of the "Evolution of the Bagatelle Machine," being conducted by the Amusement Board of Trade of New Jersey, Inc., at its headquarters here.

The model is double the size of a cigaret and is complete in every detail. Tho not intended as a copy of any machine in particular, it simulates Mr. Chips in almost every detail.

There are lights in the backboard as well as under each bumper. A union label, association tag, age-limit sticker and license tag are attached to the playing board in the usual places.

Four balls are in the return rack and one ball is in the runway, ready for the final play. A score of 20,000 is indicated by the lights on the backboard. The "premiere showing" of the game was held last week at the office of Bert Lane, distributor for Genco, Inc.

So great an interest has been taken in the game that there is a constant stream of operators visiting the exhibit to view the unusual model.

To preserve the model, LeRoy Stein, executive secretary of the Amusement Board of Trade of New Jersey, Inc., has housed the model in a glass case, which is kept under lock and key at all times.

Dr. Neuss has been besieged with requests to build similar models and has been offered more than the cost of the regular game for the miniature.

Dr. Neuss stated that it took him three months to build the first model. He is now working on a miniature which will actually operate.

Hurviches Find Business Good

BIRMINGHAM, Ala., March 30.—Max Hurvich, who with Harry Hurvich operates the Birmingham Vending Co. here, distributor of coin-operated machines and manufacturer of Famous Imperial Pool Tables, reports 1939 was so successful that he gave his 15 employees substantial bonuses at Christmas.

The phonograph business has been particularly good for the State of Alabama, he claims. He expects good results, too, from the miniature bowling games.

"We have weathered the good and bad," he says. "We have had lots of ups and downs in our nine years in this business. But we feel that the coin machine business will continue to improve right along."

"In the marble table business, many operators thought that fortunes could be made in a few days or weeks but, as in other businesses, the fly-by-nights disappeared and the consistent, conservative operators have continued to go to town and are developing a permanent business in the coin machine industry."

"We have continued to add employees every year and we expect to be in the coin machine business for years to come. Ours is a well-diversified business, operating and distributing and making shipments all over the United States and some foreign countries. We even had an inquiry recently from as far as South Africa and one from Venezuela, S. A."

Two Sugar King Models Available

CHICAGO, March 30.—"Sugar King in the new, rich walnut cabinet is much in demand," reports Karl Klein, official of the Groetchen Tool Co., manufacturer of the new console. "The beauty of this new light-up console is only surpassed by its earning power," continued Klein.

"Sugar King is furnished in several different finishes, the aforementioned beautiful walnut cabinet and in a steel cabinet model finished in Hammerloid. Both are fine in appearance, the walnut model being specially designed to fit into those super-spots which demand this de luxe model."

"Super King is actuated by a foot pedal which sets up flickering lights on what appears to be a mirror fitted into the top of the cabinet. This closely simulates the appearance of reels in that the same characters are used. The only difference is that the symbols are spread over a flat area instead of on curved reels. The symbols flicker over this flat area, finally coming to a stop. Winning combinations are recognized just as they are on the reels. The flickering lights create a suspense which draws more and more play."

Groetchen announced that the walnut console model Sugar King is available for immediate shipment at only a slight advance in price over the steel model with Hammerloid finish.

Canada's Liberalist Party's Policies Are Upheld in Referendum

OTTAWA, Ont., March 30.—Canada's Liberal party government received an overwhelming vote of confidence from the Canadian people March 26. A record majority voted complete accord with the policies of the present government.

Returns showed Liberal candidates as the winners of 166 of the 245 seats in the house, with six independent winners also numbered among supporters of Prime Minister W. L. Mackenzie King.

In recent months the use of automatic phonographs and amusement games to Canada have increased considerably. Games and other coin-operated devices have found much favor with a populace which seeks recreation from war worries and also with soldiers in training camps.

A REAL BUY

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT	\$19.50
NATIONAL 6-26	22.50
NATIONAL 9-30	59.50
MILLS—12 COLUMN—PRACTICALLY NEW	49.50
WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write	
BABE KAUFMAN (CIRCLE 6-1642)	250 W. 54th St., N. Y. C.

Why
Not

CASH IN QUIETLY WITH EX-RAY,
America's Finest TOKEN PAYOUT
Counter Game. ONLY \$34.50 F.O.B.
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2043 CARROLL AVE., CHICAGO



An Operator Speaks

---This is part of a document submitted by the Associated Operators of Los Angeles County, California, to county officials. Curley Robinson is secretary of the organization. Reports, as this goes to press, are that county officials have taken a favorable attitude toward pinball games and are considering a \$6 license fee. The part of the document reprinted herewith is a good defense of organization among operators.

There has been so much written pro and con regarding pinball and marble games, so many conflicting statements regarding their usefulness from a merchant's standpoint, their influence upon juveniles and whether or not they are gambling devices that one cannot but marvel at an industry that inculcates such a mass of contradictory comment.

I have sat and listened to arguments on many council floors and from members of many different organizations, both men and women, that have shown such a lack of familiarity with this subject that I have taken upon myself the liberty of presenting the side of the ones whom I think are most seriously affected, in an attempt to clarify the mass of conflicting statements being made at the present time and in order to form a basis upon which we can all get together and attempt to solve our problems on a constructive rather than a destructive basis.

I cannot but marvel at a state of mind constantly confronting me that seeks to destroy, to tear down and to eliminate at the mere mention of a marble game.

Now just what is a marble game, what type of a man is an operator, how have they joined together in the last three years to eliminate the attendant ills always found in an industry which has had such a quick and tremendous growth? I lay no pretense to any literary art and I have not sought the aid of any paid publicist and the following facts are sincerely presented from the heart of one whose experience has covered a span of 24 years in every conceivable form and type of amusement.

Many Memories

Let us at the beginning make it clear once and for all that marble games are not gambling devices. Now wait a minute; I can see you tense yourself and hardly can wait to yell "payoffs," but we will get to that later. I again repeat, marble games are not gambling devices. Just let your memory wander back. Mine can wander for almost 50 years and

I can still remember the yell of enthusiasm on Christmas morning when we kids found that Santa Claus had brought us a marble game—then called bagatelle games—and the many, many evenings that dad and mother and we kids spent playing marble games still bring pleasant memories in a world often replete with unpleasant ones. And as a test of their everlasting popularity with the youngsters these games are still sold in every department and toy store thruout the country and probably always will be, such is their appeal not only to youngsters but grown-ups as well.

Marble games first appeared commercially about 1931. They had their birth commercially during the depression when an era of gambling had ruined the country and their birth was an answer, not to a need for gambling, for all forms of gambling were in disrepute following the debacle of 1929, but they supplied an overwhelming need for relaxation and relief from worried minds, all of which they supplied within reach of the poor man's depression pocket-book, namely 5 cents.

The Early Games

The first and original commercial games were exact duplicates of the nursery variety except on a larger scale.

No electricity, batteries or what have you were used.

And now comes a point we wish to drive home most forcibly. A quarter of a century in the amusement business has taught us one thing, that the public tires very quickly, that the public's fancy is fleeting, and the very fact that pin and marble games have grown from a negligible start to one of the largest industries in the country and today can be found in all parts of the world is potent proof that the public world over wants these games, and any force going contrary to human desires and needs as shown over a period of years cannot hope but for defeat, for such force and organizations are definitely a minority attempting to foster their will upon the majority.

Since the inception of marble games there have been many mechanical improvements until today we have games so intricate in character that only skilled mechanics can solve their intricacies and scores of trades enter into their manufacture, giving employment to hundreds of thousands of people.

But as in every field of endeavor which has enjoyed a quick growth and popularity and in which the operators were unorganized there have been those quick to sense the money possibilities without regard to the future welfare of either those employed in the industry or of the public at large.

It might be interesting to give a brief synopsis of the operation of marble games.

Operating Games

These games involve an investment of over \$100 each. There is a class of individuals known as pinball operators. These men are hard-working, decent, law-abiding American citizens, most of them family men, who have the same love for their children that you do and only too happy to make the world a decent place for them to live and grow up in. These devices are so delicate and intricate that they are frequently out of adjustment, thus necessitating a marble machine operator to be at the constant beck and call of the locations for at least 15 hours a day. These operators solicit locations which they believe are suitable for the operation of marble games, not only from a monetary standpoint but from the standpoint of trade and business stimulation.

No merchant is required to put up a cent. He merely furnishes the space, about six square feet, upon which to set the table. The operator bears the entire initial investment of approximately \$103.50, and he must service and bear the entire mechanical cost and upkeep. He then divides the proceeds with the location or business owner 50-50 within the county of Los Angeles. The transitory nature of marble games is such that the government recognizes their life as only four months and permits the operator to wipe off the entire investment in that period of time. This in itself is one of the most powerful arguments there is that marble games are primarily amusement devices, for the public, as is well known, tires of its amusements quickly and wants a change, whereas they take their gambling in the same old form, regardless of its age. There has never been any need for

changing slot machines every four months. The public will gladly play slot machines 10 years old. There has never been a need for changing dice, roulette, chuck-a-luck or any other known form of gambling.

The prejudice surrounding the operation of amusement games usually hinges upon the complete ignorance of the game itself. I tire of hearing the old, old argument "when you play a marble game the percentage is against you." First, I want to reiterate, marble games are not gambling devices, were never intended to be gambling devices and we as marble machine operators do and will continue to do our utmost to stop and stamp out any gambling upon them. I will not tell you that unscrupulous storekeepers, filled with greed, do not use these games for this purpose, but I do state that the same is true of a deck of cards, essentially in itself and primarily invented for amusement games, but which can be and are used for gambling, yet I have never witnessed any organized attack upon the makers of playing cards. Can it be because so many of you like to play bridge? But I still cannot fathom the peculiar quirk of mind of those opposed to marble games, that the mere mention of them causes them to rise up in righteous indignation and demand their destruction rather than attempt to correct the abuses and permit the many law-abiding operators and locations to continue in business. And another thing that strikes me so forcibly is the fact I mentioned at the beginning of this paragraph; that the prejudice surrounding the operation of amusement games usually hinges upon the complete ignorance of the game itself. Time and time again, when I have heard them condemned with a vehemence that was truly startling, I have asked: "Madam, have you ever played a marble game," and the answer is invariably "no." Why not let us get acquainted? Why not take not only yourself but your family and go down to the village drug store some night and drop a few nickels into a marble game? Let your whole family play them, and then I want to ask you what you think. I feel safe in saying that 90 per cent of you will exclaim at the thrill and excitement of them, and that penny for penny you will have received more amusement for your money than in any other game and you will come away exclaiming, "Why, I never once thought of them as gambling." Try them once, won't you? For I know that it will make you and me more tolerant of one another, it will be the means of our getting better acquainted, which is the only thing I ask, for with such acquaintanceship will come a better understanding not only of our problems but yours as well, and we will all work together to build up and correct rather than destroy.

As stated before, we do not contend that marble games are not used in some instances for petty gambling but I do say that we are entitled to the same consideration that every other industry is, whose products can be used both for amusement and in some instances for gambling. It was to correct the abuses within our industry that we formed what is commonly called the "Marble Machine Association."

AOLAC

Just who and what is the AOLAC? It is exactly everything its full name implies—Associated Operators of Los Angeles County. No one can work with someone they do not know and for that reason I am going to take the time to acquaint you with who we are and what we are trying to do.

Associations are not new things, retail druggists have them, as do retail clerks, automobile dealers, parents and teachers and many, many others, not the least of which is the United States Government, which, regardless of its name, is purely and solely an association consisting of 48 States with rules and regulations for the benefit not only of themselves but mankind in general. In every competitive business evils arise from the greed and jealousy of mankind that makes it generally necessary to form an association to prevent the ultimate destruction of legal and necessary industry thru the machinations and operations of a few. But by some other peculiar process of reasoning, the moment an association is formed for the prevention and abolishment of evils within the amusement business, instantly a hue and cry arises—racketeers. True there have been instances wherein the operation of some associations has justified such accusations but we feel the people of Los Angeles County as a whole are just, are willing to render judgment only after the true facts are in, and for that rea-



THE HIGHLANDER'S BAND, under direction of Captain Jack Grant, second from right, recently entertained at George A. Miller's prevue of 1940 Rock-Ola phonographs in Oakland, Calif. Shown with the band are, left to right, George A. Miller, Rock-Ola distributor; George Murdock, Rock-Ola district manager; the Leadership Girl and Jack Nelson, Rock-Ola vice-president.

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son we are proud to tell you about ourselves. When you have satisfied yourselves that we are honestly trying and have tried for a period of almost three years to bring about the elimination of evils within our industry, that we have worked with peace officials, ministers and parents to correct such abuses, then I feel we will be better able to work together in harmony, without hate or prejudice in our minds towards each other, to perpetuate a branch of the amusement industry that the public thru its tremendous increasing patronage has shown it wants.

The Associated Operators of Los Angeles County is just what its name implies. It is an association of some 130 operators in the county who have incorporated under the laws of California into a non-profit organization.

Worthwhile Objectives

And it is this fact we wish to bring home to you most vividly. No one individual owns this corporation. No one individual derives a personal profit from same. It was organized by the operators themselves for their benefit, to insure the proper operation of their equipment and to eliminate abuses which have heretofore brought undeserving censure upon those honestly striving to put the industry upon a high plane. I reiterate, the association does not contemplate any gain or profit or distribution of gains or profits or dividends to the members. It was formed to promote, advance and maintain good-will and harmonious action between the individual members; to establish higher standards of business operations; to create and maintain ethical business practices among the members and to co-operate with any and all organizations of whatsoever kind towards the betterment of not only the industry but mankind as well.

There is no dictator. All rules and regulations and officers are adopted by a majority vote and each operator, regardless of how many games he owns, has but one vote. A board of directors consisting of four members is elected by the members on a majority vote and it in turn elects a managing director, who selects the office personnel, any and all of which may be changed at any time by a majority vote of the members themselves.

The sole source of income of the association is derived from a monthly payment of \$1 by each member for each coin-operated game within the County of Los Angeles.

The members of the association have adopted and subscribed to one of the strictest trade codes ever adopted by a business group.

For the benefit of those who are entirely unfamiliar with its operation, a few of those by-laws, will be enumerated herewith.

Rules for Members

"Before any application may be accepted as a member of this association, said applicant shall satisfy the board of directors that the individual or members of the firm shall have resided in Los Angeles County at least one year

immediately preceding the date upon which application for membership is made; and further, must furnish at least two reputable citizens of the community who will testify as to his honesty, reputation and integrity."

This stringent rule was enacted for the purpose of keeping the itinerant hoodlum out of the association, for it is this type which brings discredit upon many. He is not interested in the welfare of the community but only in reaping the largest amount of gain within the shortest space of time thru illegal equipment, cheating and methods which bring only disrepute. Consequently, our members, and we are extremely proud of them as a whole, represent a cross section of life that we will proudly compare with any other group. I know only too well that there are a large number of people who cannot visualize a group of men in the amusement business as being other than of a low mental type. Within our organization we have former ministers, doctors, men of letters, engineers, lawyers and many other professionals, with college graduates predominating. Strange as it may seem to a few biased people, our members are accepted in the best of fraternal organizations, they are home owners and community builders and have respectable families. Their children go to the same schools as your children and they want them to live decent lives, to grow to be men and women of high ideals and character, the same as you want your children to. Get acquainted with them. Get acquainted with their wives. They are members of your Parent-Teacher Association also. They have the same ideals you have—to make this a decent and wholesome community.

A few more excerpts from the rules of the association adopted October 27, 1937, will give you an insight into the goal towards which we are constantly striving.

Operating Rules

"Automatic payout games (one-balls)



A CHICAGO SUNDAY TIMES article about the 1940 Coin Machine Show depicted by cartoon a "machine of the very near future"—a pants pressing machine. This cartoon is reprinted by special permission of Chicago Times, Inc.

are strictly prohibited, whether payout mechanism is disconnected or not. (And in this regard the AOLAC points out with pride that the strictest enforcement of this rule by the AOLAC and the unrelenting efforts of its members has made this association one of the most vital forces in the elimination of this equipment from the county.)

"No machine shall be operated with any coin of more than 5 cents in value."

"From the very beginning the association has worked hard to place the amusement machine business on the highest plane of business enterprise, where it will command the respect of the public, the location, as well as the city, county and State law enforcing authorities.

"No marble game can be operated by any members which has not first been approved by the board of directors.

"Any member of the association who shall operate any slot machine, irrespective of the type or construction, shall immediately upon proof of such conduct be expelled from membership in this association. (This association is definitely on record as opposed to slot-machines and gambling of all types and thru its investigators and its co-operation with the peace officials of the county of Los Angeles, has probably been the largest single influence and factor in the elimination of these devices.)

"Any member of the association who knowingly allows any location upon which any amusement device sanctioned by the association is operated to cater to the patronage of minors, shall be immediately expelled from further membership in the association. Merchants must be emphatically warned of this rule and machines must be removed from all locations where merchants refuse to comply therewith.

"Gambling in any manner must not be permitted on or with our machines. No violation of any city or county ordinance or any State law shall be permitted to occur upon or in connection with our machines, or upon the premises where said machines are located. Any member whose machines are used for the purpose of violating statute or law of the State or ordinance of any county or other political subdivision thereof, shall immediately remove such machines from the location and failing to do so shall be liable to expulsion from the association."

Hearsay Statements

Neither time nor space permits us to go on as much as we would like to in quoting the rules and regulations governing our association as enacted by the operators themselves, but before leaving the subject of associations I would like to leave one thought in your mind. Our association has existed for two and one-half years, with but one object in view—to put our industry upon a high amusement plane and to eliminate anything that savors of payoff or gambling. The general hue and cry I hear is that it can't be done. What strikes me as most peculiar is the fact that for some unknown reason (and it can only be ignorance) there exists upon the part of a few the sole desire to destroy rather than to make an intelligent study of the question. I say without fear of contradiction that the average person condemning our amusement industry does so without ever having played the games, accepting hearsay statements as the gospel truth and passing them on slightly elaborated. Time and time again I have heard us condemned from the standpoint of minors playing the games, and when I have assured them of our sincerity I

watch for



BRITE-SPOT

High Score


am met with evasive answers and finally a direct statement that they themselves do not know but someone told them it was being permitted.

Such intolerance, such attitude of condemnation if directly applied to the persons making such statements would instantly raise a hue and cry of persecution and a pleading for a fairness of hearing.

Intolerance Exists

Yet such intolerance is being applied to our industry. I say again without fear of contradiction that never once has our association or any member of same been sought out and given an opportunity to investigate and correct such abuses. We have always had to do our own seeking in response to unfair and uncalled for newspaper articles and when we beg for specific instances and show a sincere willingness to co-operate we are only met with a vagueness and evasiveness that is little short of maddening.

Now, I for one do not believe that the various parent-teacher associations and ministerial groups in this county purposely want to promulgate untruths

<p>FREE PLAYS</p> <p>Big Six \$45.00 C. O. D. 55.00 All Baba 30.00 Fantasy 46.50</p>	<p>Thriller \$36.00 Supercharger 48.00</p> <p style="text-align: center;">NOVELTIES *</p> <p>Spottem \$10.00 Variety 25.00 Vogue 33.00</p>	<p>WRITE</p> <p>For PRICES ON .. Exhibit Lancer Stoner's Baseball 1/3 with all orders, Balance C. O. D. Write for Complete Price List Quick!!</p> 
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POSITIVE FRAME COMPANY
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Genco's Blondie Fine Spring Game

CHICAGO, March 30.—"Blondie and spring go together," declare officials of Genco, Inc., Chicago. "Blondie, our latest game, somehow falls right into line with the general feeling of spring. Operators, jobbers and distributors believe that Blondie is the game that insures the biggest spring business in years. In fact, one leading operator told us, 'You gave us the perfect name and perfect game for spring.'

"It's remarks like that," Genco officials continue, "which have been jamming us with orders for large volume deliveries on Blondie. We have never before had a game so perfectly suited to spring business. It seems to us that Blondie is the game for a perfect introduction to what already looks like a perfect season.

"Blondie has that new kind of appeal that gets the players swaying with each ball they shoot. The five ways to win makes the game look like one of the easiest ever placed on the market—yet it's a fine profit-maker. Blondie has just about everything an operator can wish for in a machine. It has beauty. Perfect mechanical craftsmanship. Real appeal. Power to hold the players at the game as they invest nickel after nickel to get award scores."

Genco executives also report that production schedules have been stepped up to meet the demand and that machines are going out in large quantity every day.

Daval's Ex-Ray Gets Top Returns

CHICAGO, March 30.—Al S. Douglas, president of the Daval Co., Inc., reports that his token payout counter game, Ex-Ray, is being used by many ops throuthout the country for actual x-ray purposes.

"In short," he explains, "whenever an operator wants to learn just how much a certain spot can earn for him, he'll place one of our Ex-Ray counter games there to actually e-ray the spot. And, take it from me, within a week he'll know just how good a location he has.

"This has been happening right along," says Douglas, "in the best spots in the country. One location about which an operator in Ohio was very doubtful proved that his doubts were all wet after he opened the cash box of Ex-Ray token payout after the first week's play.

"Similar stories come to us from almost every State in the Union. An operator in Pennsylvania advised us that he was pulling a large number of machines to devote himself to operating more counter games. He found that wherever his counter games were placed he had the best spots he could get."

sole equipment, and the new features incorporated in the new model make the game better than ever Baker's Pacers is a consistent money-maker and fills the requirements of operators who want to make money with a minimum of service because Baker's Pacers are designed to stand long and continued use."

good we have accomplished, to the sincerity of our efforts, with the result that the complex situation of operating marble games in 44 incorporated cities throuthout the county, in addition to the unincorporated area, has been accomplished without fanfare and with a result that has been more than satisfactory to the citizens at large.

Sales of Baker's Pacers Hit High

CHICAGO, March 30.—Harry Hoppe, vice-president of the Baker Novelty Co., Inc., reports that sales on Baker's Pacers, race-horse console games, are hitting a new high. "The rush started when operators saw the 1940 model at the Coin Machine Show in January," said Hoppe. "Since then our plant has been humming to fill the demand.

"Baker's Pacers is the last word in con-

and half-truths. I feel convinced that if we make ourselves acquainted and you will take the time to investigate who and what we are, you will, if you are sincere in your desire to protect the youth of the county, accord us the courtesy of not only working with you to eliminate any evils that may exist but give us the opportunity of addressing your various groups throuthout the county to justify our existence. Then and only then, if we have shown ourselves unable to cope with our own problems, will be how to your better judgment. Our country was founded on the basis of fair play, freedom of thought and speech, and a fair and impartial hearing before condemnation or judgment is passed. I do not think this is too much to ask in view of the good we have already accomplished.

This article was prompted by just one thing. It is the result of an interview with a high-ranking official of the PTA which brought one factor so powerfully to the fore—the fact that we were not upon common ground—the fact we both knew so little about the other and many of our conclusions had been based upon false and erroneous conclusions.

For a period of two and a half years the AOLAC has operated in the county of Los Angeles in its own quiet way, with few people outside of the law enforcement agencies knowing we existed. We are not, nor have we ever been politically inclined. Our office files are replete with letters from every conceivable type of organization testifying to the



INDIANA MUSIC MERCHANT CARL KING (left), of Elwood, Ind., wasted no time in ordering a number of 1940 Wurlitzer phonographs. He is shown here with Paul Jock, Guarantee Distributing Co., Indianapolis Wurlitzer distributor, signing on the dotted line. "Will I modernize my operations in 1940? You bet I will," said King. "The step-by-step modernization plan works. I've tried it and I know."

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Chubble . . . 17.50	Flight . . . 10.00
Majors . . . 17.50	Coney Island . . . 10.00
Dbl. Treasure . . . 12.50	Recorder . . . 7.50
Trophy . . . 12.50	Fleet . . . 7.50
Stop & Go . . . 12.50	Bumper . . . 7.50
Bubbles . . . 12.50	Dbl. Action . . . 7.50
Batt. Champs . . . 12.50	Pedal Pusher . . . 5.00

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Model K Seeburg, 20 Records . . . 129.50
Seeburg Gems, 20 Records . . . 165.00
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Home Stretch . . . 64.50	Racing Club . . . 10.00
Blue Ribbon . . . 64.50	Railroad . . . 10.00
Fleetwood . . . 27.50	Prospector . . . 10.00
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Bally Teaser . . . \$27.50
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Champion . . . \$47.50	Follow-Up . . . \$37.50
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Headliner . . . 42.50	Zlp . . . 24.50
Topper . . . 42.50	Gems . . . 12.50
Black-Out . . . 42.50	Trlo . . . 12.50

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Bowling Alley . . . 55.00	Gun Club . . . 12.50
Lite-a-Gard . . . 55.00	Chubble . . . 17.50
Fantasy . . . 47.50	Flash . . . 19.50
All Baba . . . 27.50	Hold Tight . . . 17.50
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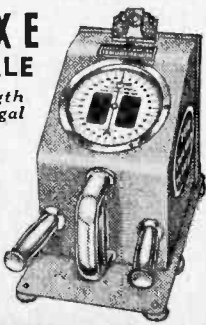
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Carton of Six, \$67.50
TRIMOUNT COIN MACHINE CO.
1330 Washington St., BOSTON, MASS.

OPERATORS!
Soon Ready! Our New List of
MACHINES OF ALL MAKES
At Special Low Prices!
Get Your Free Copy! Send Your Name Today!

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

Fort Worth

FORT WORTH, Tex., March 30.—Reports from operators hereabouts have it that business on salesboards is off one-third. Play on counter games has increased slightly and phonograph revenue remains about the same. All types of venders have slowed down a bit but are expected to pick up shortly with the coming warm weather, which will stimulate beer drinking, which will call for more salted merchandise. As a whole, the coin machine business in the Panther City is doing nicely.

Sid Johnson, local op, continues to add equipment to his heavy string, which already covers the city. Sid operates all types of machines.

Johnnie Wilson is adding almond venders to his route of amusement games. Johnnie says that penny vending machine earnings is mighty sweet to go along with other equipment.

D. E. Houghton, the live-wire merchandise op who covers more than 900 miles on his route of penny venders, is sporting a new Nash coupe.

Frankrich Distributors report business good. They operate a variety of machines

and have some of the largest wall-box installations in the Southwest.

Operator Starling, of Cisco, Tex., was in Fort Worth last week buying new machines and supplies. Starling is a newcomer to the operating field and likes the business fine. He plans to cover about 10 counties in his area.

Dinty Moore has the attractive penny arcade in the Bill Hames Shows, which played the big Southwest Fat Stock Show. Dinty is a showman and knows how to dress an arcade in order to get the money. Neon lighting brightens up the spot until it is the most beautiful on the midway. Several hundred machines are located in the arcade and they are of the newer type. Attendants see that customers are taken care of and made to feel at home. Dinty's penny arcade was one of the real busy spots on the midway and he proves that an arcade can get top money if handled with showmanship.

F. C. Ewing Co., distributor of vending machines and nut meats, is enlarging its place, taking over almost double the present floor space. Special booths will be constructed and furnished free to operators who wish to make the F. C. Ewing address their headquarters. The operators will have access to the repair department and storerooms and will be rendered every service possible in order to assist them with their operating business.

J. D. Haughton, merchandise vending machine operator, continues to expand his business and is adding new equipment to his large string every week. Haughton now covers more than 800 miles every two weeks, servicing his machines.

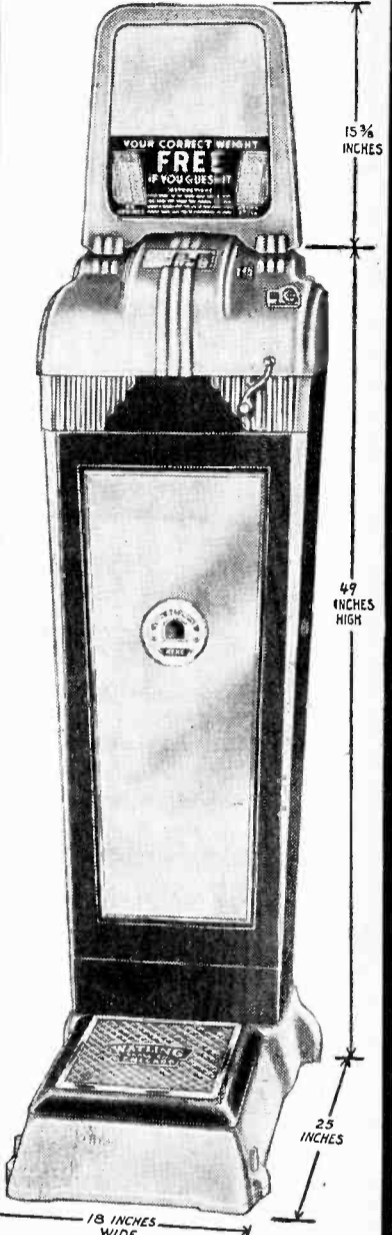
A. D. Starling, vending machine operator of West Texas, was in Fort Worth a few days ago buying machines and products. Starling covers several counties in West Texas.

Groetchen's Imp continues in top bracket sales for counter games in this area, with Daval's counter games running a close second. Western's Baseball is reported to be showing nice earnings, and the new Gottlieb Skee-Ball is expected to make top money-earning records everywhere. Other bowling games are getting good play.

Some novelty marble games are being placed outside the city limits and are showing interesting earnings.

Heard along the row. The new radio gun action are taking the day. . . . New phonographs are showing up on locations daily and the needle music continues to be unusually popular. . . . Manufacturers' traveling representatives are numerous along the row these days, all showing their newest wares in machines and products. . . . Johnnie Wilson, local op, is adding vending machines to his route of amusement games. Johnnie is buying the new Victor Esquire venders which have been proving so popular of late. . . . The Panther Novelty Co. entered its huge fleet of trucks in the big Southwest Fat Stock parade March 10. . . . Elbert Whitt, former service man for the Fort Worth Novelty Co., has resigned that post to accept a position with a large motor freight line.

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE
Operates Automatically
No Springs--Balance Weight
30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel.: COLumbus 2770
Cable Address "WATLINGITE," Chicago

FREE PLAY GAMES

1 Bally Supreme	\$21.50	1 Slide Kick	\$16.50
2 K. Free Races	14.50	3 Klick	14.50
2 Airport	42.50	2 Fair	23.50
1 Chief	21.50	3 Majors	28.50
3 Rink	16.50	1 Spottlem	25.50
1 K. Stablemate	14.50	4 Ragtime	13.50
3 Triple Play	13.50	1 Miami	26.50
1 Chevron	32.50	1 Davy Jones	32.50
1 Oh Boy	52.50	1 Mr. Chips	67.50
1 Stoner Clipper	35.00	1 Follies of '40	55.00
2 Fifth Inning	25.50	1 Topper	29.50
2 Big Show	65.00	2 Headliner	27.50
1 Lucky	52.50	1 Nippy	52.50
1 Keeney Thriller	50.00	1 Punch	52.50
2 Keeney Cowboy	37.50	1 Gott. Bowling Alley	54.50

NOVELTY GAMES

1 Odd Ball	\$ 7.75	3 Paramount	\$10.00
5 Palm Springs	7.75	1 Buttons	10.00
1 Dux	6.50	2 Snooks	14.50
1 Lot-o-Fun	18.50	1 Sky Rocket	13.50
2 Fifth Inning	17.50	2 Bang	17.50
2 Twinkle	17.50	2 Chubbie	15.00
1 Ocean Park	17.50	2 Airway	4.75

All Games Just Off Location and Reconditioned.
Terms: One-Third Cash With Order, Balance C.O.D.
HISER SALES CO., INC.
33 W. Fourth St., Ft. Wayne, Indiana

LATE USED FREE PLAY GAMES

Big Six	\$49.50	Sports	\$45.00
Cowboy	25.00	White Sails	45.00
Topper	25.00	Mr. Chips	49.50
Big League	74.50	Roxy	69.50
Lucky	49.50	Super Six	65.00
Punch	54.50	Bowling Alley	50.00
Big Show	69.50	Commodore	59.50
Roller Derby	59.50	Ocean Park	40.00
Variety	45.00	Gun Club	19.50
Nippy	49.50	Fantasy	49.50
Oh Boy	69.50	SuperCharger	50.00
Pick 'Em	54.50	Follies	59.50
Scoop	49.50	Follow Up	30.00
Rink	19.50	Triple Threat	25.00
Thriller	39.50	Avalon	25.00
Double Feature	19.50	Chief	19.50
Buckaroo	45.00	Contact	19.50

We Will Take in Trade on Free Games, Phonographs of All Kinds.
Send 1/2 Deposit With Order on Games.
LEHIGH SPECIALTY CO.
2nd and Green Sts. Philadelphia, Pa.



ST. LOUIS WURLITZER DISTRIBUTOR, the Wal-Bil Novelty Co., played host to hundreds of music merchants in conjunction with its showings of Wurlitzer's 1940 Model phonographs. According to Pete Brandt, general manager, both enthusiasm and orders ran high. "It was a toss-up," he declared, "whether glamour lighting, the moto-drive coin switch or Wurlitzer hi-speed set-up created the greatest excitement."

MUTOSCOPE CRANES

20 Small Mutoscope Cranes with special roll front and painted red top, suitable for resorts, carnivals, etc. Sacrifice at \$22.50 each. F. O. B. Dayton, Ohio. All in good condition. Wire or write

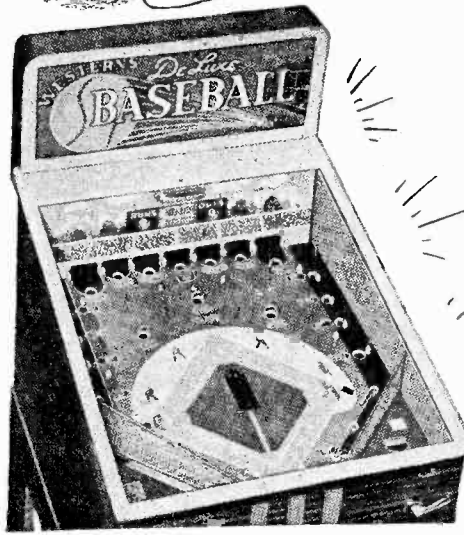
MILLS SALES CO., LTD.
1640 18th Street, OAKLAND, CALIFORNIA

DO YOU SELL YOUR LOCATIONS
and local citizens on the benefit they derive from the coin machine business? Do you know how to defend your business from the attacks of biased minority groups?

YOU WILL BE INTERESTED
in a special reprint of Billboard editorials discussing the problems you as an operator must face, and how you can overcome them. Send a postcard TODAY to The Coin Chute Editor, 25 Opera Place, Cincinnati, Ohio. By return mail you will receive a FREE copy. Positively no obligation!

Tell the Advertiser in The Billboard Where You Got His Address.

BEST BET in ANY LEAGUE



Western's Deluxe BASEBALL

Wherever you operate, Western's Deluxe Baseball is your "best bet" for dependable year-round money making. All America loves the national sport . . . all players love the life-like baseball thrills on Western's Deluxe Baseball! Three years of big league earnings prove it! Other games come and go—but Western's Deluxe Baseball keeps on year in and year out!

WESTERN PRODUCTS, INC.
925 W. NORTH AVE., CHICAGO

we're swamped with orders." . . . For the latest dope on the 1940 arcade season, ask Mike or Joe Munves. They predict 1940 will see the arcades really come into their own. And they say they've plenty of orders on which to base that prediction. . . . Beverage vender business is also scheduled for a boom, it is said. One firm, formed to set up and service routes of the machines, is reported setting up its carbonating plant in Long Island City.

VISITORS
Lots of excitement over at John A. Fitzgibbons' Bally Building this past week, with Ray Moloney, Bally's genial president, in town. Ray met many of the leading jobbers and operators and received plenty of praise for the games which Bally has brought to the trade. . . . Jack Moore, of Portland, Ore., and points West, came with Moloney. Jack hopped a plane westward after a day here. He was much interested in operating methods here and the way they differ from those employed by the West Coast boys. . . . Harry Le Vine, of Daval Co., Inc., was another visitor. He came to tell the boys about those new Daval counter games. After leaving here he journeys thru New England over the route Al S. Douglis was going to take when called to the factory to speed up production.

COIN SHOTS
Harry Rosen suddenly made up his mind that he needed some sunshine, so he's now down in Miami Beach with Irv Sommer at Modern's Florida offices. This leaves Nat Cohn, just back from a Florida vacation, to keep things humming at Modern all by himself. . . . Charley Fleischman, of the Baltimore Salesbook Co., reports his firm is clicking with the new record request book they're making. "Music ops all over the country are beginning to use them," he says. . . . Bill Alberg spent the week in Chicago, arranging for speedier shipments of Evans' new Ski-Ball. Charley Aronson, in charge at Brooklyn Amusement while Bill is away, reports that ops not only are going for the new Ski-Ball but also the new 1940 model Ten Strike.

BROOKLYN FLASHES
With Chicago Coin's Home Run clicking big, Al Simon, over at Savoy, reports his office is jammed with ops all day long. "We're seeing to it that deliveries get out on time," he reports. . . . Hymie Budin is doing a big job with used games. "More and more ops from all over the country are taking advantage of our bargains," Hymie states. "It keeps our staff mighty busy reconditioning and shipping the games." . . . Sam Sachs, of Acme Sales Co., the phono remodelers, reports he's preparing to springle something new for music ops. "It's an idea that will help operators increase profits from present equipment," he states.

JERSEY JOTTINGS.
Ops here already are getting their shoes shined and tux's pressed for the Amusement Board of Trade of New Jersey's big affair at the Top Hat, Union City, April 7. . . . Irv Morris, of the George Ponser Newark offices, is running around with his chest stuck out a mile, all because his firm's bowling team beat that of the Ford Vending Co. Winning team was composed of Irv Morris, Charley Chaplar, Bob Francisco, Pat Sanders, Phil Zuk and George Ponser. . . . Ernie Hubscher, of Trenton, one of Jersey's better-known ops, is responsible for the installation of the fluorescent lighting job in the Ponser offices. . . . Irv Orenstein, of Hercules, claims he bowled 299 the other evening, and says the following witnesses will verify this score: Dave Winer, Sid Bateman, Jack Bitman, Paul Granit, Otto Granit and Murray and Sam Arankranz. . . . Al S. Cohen, of Asco Vending Machine Exchange, says he's doing a whale of a job with Daval counter games, Northwestern bulk vendors and reconditioned equipment. . . . Jack Berger observed after a busy Wednesday. "All it takes is an ad in *The Billboard* to clean me out." . . . Barney Sugarman is doing a big job in Newark with music, according to reports. . . . Dave Stern knows how to get around fast. He's clicking big, it is reported. . . . Archie Kass' face lights up whenever he hears anyone mention "Rock-Ola Luxury Light-up." . . . Joe Mangone, of Melody Music, Vineland, is reputed to be one of the niftiest dressers among the music ops.

EASTERN FLASHES

NEW YORK, March 30.—That lunch-room and bakery on 10th avenue and 44th street has become the rendezvous for coinmen on coinrow. Teddy Seidel, the Fred Allen of the local ops, takes particular delight in introducing the spot to the uninitiated.

AROUND THE TOWN
Equipment and machinery of Stewart & McGuire went under the hammer Monday (25). Abe Marshall, formerly of the Stewart force, claims it almost broke his heart to see the low prices some of the equipment brought. . . . Harry Krain, of Sunflower Vending, was shopping 'round for new equipment this week. . . . Charley Rubenstein, local arcade owner, has been making the rounds, adding to his stock of games for the coming season. . . . Willie Blatt, Tony Gasparro and Charley Lichtman were observed recalling old times while playing some of the new games. . . . Julius A. Levy, Sodamat sales manager, is hard put these days trying to keep pace with orders placed for his firm's machine. "Deliveries will be made according to the order in which contracts are signed," he states. . . . Once more I. L. Mitchell & Co. has been forced to get more floor space. To get it Irving knocked down a series of bins built originally to hold used equipment. Equipment is now being stocked in the rear of the store, with new games displayed up front.

MEN AND MACHINES
Earle C. Backe, of National Novelty Co., Merrick, L. I., is enjoying a tennis-playing vacation at Hobe Sound, Fla. He also intends spending a few weeks in Havana before returning to the office. . . . Over at Seaboard Sales Bert Lane reports a terrific demand for Genco's game, Blondie. "Blondie is a beauty," says Bert, "from any angle. Its play action is chockful of the type of appeal that spells big profits. It has clicked so big

WORLD'S LEADING HEADQUARTERS PENNY ARCADES LEGAL MACHINES
WRITE NOW! TELL US WHAT YOU NEED!

ARCADE MACHINES

K. O. Fighters	\$40.00
Drop Picture Machines	15.00
Mutoscopes With Reels	17.50
Pacific Baseball	45.00
Western Baseball	45.00
Challengers (Used)	15.50
Challenger Stands	1.50
Bowlo Bump	27.50

FREE PLAY GAMES

Ali-Baba	\$27.50	Golden Gate	\$29.50
Airport	22.50	Headliner	29.50
Big Six	43.50	Supercharger	45.00
C. O. D.	52.50	Spottem	17.50
Cowboy	26.50	Thriller	45.00
Davy Jones	17.50	Up & Up	15.00
Fantasy	37.50	Vogue	37.50
		Variety	27.50

Write for Price on Stoner's Baseball and Exhibit's Lancer.

NOVELTY GAMES

Avalon	\$17.50	Variety	\$24.50
Champion	25.00	Vogue	32.50
Chevron	14.50		

1/3 With Order, Balance C. O. D.

SEE Exhibit's Arcade Machines at Exhibit's Eastern Showrooms: 520 West 43rd St., New York City—7th Floor.

MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
Cable "MUNMACHINE"

FREE PLAYS

Thriller	\$35.00	Big Six	\$42.50
Conquest	35.00	Zip	22.50
Flash	24.50	Supercharger	49.50
Twinkle	29.50	Golden Gate	29.50
Hi-Lite	19.50	NOVELTIES	
Follow Up	19.50	Champion	\$22.50
Airliner	31.50	Variety	20.00
Jumper	35.00	Bang-a-Deer	
Lot-o-Fun	26.50	Rifle, Fully	
Avalon	21.50	Grated	82.50

1/3 With Order, Balance C. O. D.
SAVE MONEY! WRITE FOR OUR PRICE LIST NOW!

George Ponser Co.
11-15 E. Runyon St., NEWARK, N. J.

BALTIMORE NOTES
Roy McGinnis says history is being made at his offices. "We're featuring the biggest bargains since we started in business here," he claims, "and ops from all parts of the country are taking advantage of them." . . . Eddie Ross, of Oriole Coin Machine, says his firm has some swell ideas for increasing the take on music machines. . . . It soon will be party time here. Art Nyberg, of the Calvert Novelty Co., says he'll be tossing the biggest grand opening party that Baltimore has ever seen. . . . Tho new in the distributing business, Irvin Blumenthal, of General Vending Service Co., reports he's doing a big business with Daval's Counter Games. "Buy Heads or Tails if you want real profits," is his current slogan.

PHILLY PHLASHES
Report from Active Amusement offices is that Joe Ash is not feeling as well as he should. Maybe it's overwork. At any rate, his associates report that Joe's prepared a collection of used equipment buys that can't be beat. . . . Sam Stern, of Keystone Vending Co., distrib for Rock-Ola Luxury Light-up phonos and Bally Beverage Venders, reports that his firm is showing a sales jump that's even greater than he expected.

OFF THE CUFF
Irv Orenstein, of Hercules, reports he just released two shipments to Holland. "What red tape," Irv says. "To get the orders on the high seas we had to get permission from Washington and then from the naval department and then a dozen other departments before the shipments were accepted. Some of our European clients are also asking us to buy them neckties, radios, electric razors and automobiles."

A Proven MONEY-MAKER
Legal Everywhere
NEW IMPROVED UNIVERSAL GRIP SCALE



Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW
1/3 With Order, Balance C. O. D. **\$7.95**
Write for Quantity Price.
HOLLY MANUFACTURING COMPANY
2761 Union Guardian Building, DETROIT, MICHIGAN

UNBELIEVABLE but TRUE
GERBER & GLASS AD NEXT WEEK!
ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



ATLAS REPEATS ITS SELECTION OF SPRING BARGAINS

...WE OFFER...

Rock-Ola Imperial, 20-Record Model. Only.....\$ 52.50
 Wurlitzer Counter Model 51, Marble Glo Finish.
 Dimensions, 28x18x20. Only..... 56.50
 Seeburg Chicken Sam Rayolites, Rebuilt. Only 139.50
 Evans' Ten Strike, Late Serials, 1939 Model. Only... 147.50

RECONDITIONED PHONOGRAPHS

Seeburg Royale (20 Records)\$117.50
 Seeburg Rex (20 Records) 109.50
 Seeburg Gem (20 Records) 144.50
 Seeburg Regal (20 Records) 164.50
 Seeburg Casino, 1939 (20 Records) 159.50
 Seeburg Plaza, 1939 (20 Records) 179.50
 Seeburg Mod. A (25 Cycle), 12 Rec. 29.50
 Seeburg Mod. B (25 Cycle), 12 Rec. 32.50
 Seeburg Model D (12 Records) .. 37.50
 Wurlitzer P12 (12 Records) 34.50
 Wurlitzer 412 (12 Records) 44.50
 Wurlitzer 616 (16 Records) 79.50
 Wurlitzer 616A (Lite-Up Grill) .. 82.50
 Wurlitzer 716 72.50
 Wurlitzer 24 (24 Records) 127.50
 Beautiful Illuminated Grills furnished. \$9.00
 Extra. Title Strips, 40c Per 2,000 Strips.

OTHER SPECIALS

Jennings Cigarola,
 Model XV.....\$ 94.50
 Mills Moderne
 Scales 29.50
 Grootchen's Metal
 Typewriter 159.50
COUNTER GAMES
 Whooperdoo
 (Token Payout) \$12.50
 Tally 7.50
 Deuces Wild 10.50
 Lucky Pack 10.50
COUNTER GAMES
 Whooperdoo
 (Token Payout) \$12.50
 Tally 7.50
 Deuces Wild 10.50
 Lucky Pack 10.50
 ABT Target (Lat-
 est Model) 18.50
 Buckley Bones
 (Auto. Payout) 12.50

RECONDITIONED FREE PLAY GAMES

Genco Follies — Headliner — Mr. Chips — Lucky — Mills 1-2-3
 Bowling Alley — Fifth Inning — Rebound — Variety — Chevron
HUNDREDS MORE—WRITE FOR PRICES

Terms: 1/3 Deposit, Balance C. O. D.
 CABLE ADDRESS: ATNOVCO

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
 1901 Fifth Ave., PITTSBURGH
 Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

Detroit

DETROIT, March 30.—Louis Berman, of the Brilliant Music Co., prolonged his business trip to New York for another week, leaving the operations here to Joseph Brilliant and his brother, Philip Berman.

Mrs. Ben Robinson, whose husband runs the Robinson Sales Co., about to move to enlarged quarters across the street, is back on the job, running the office and salesroom for her husband. She reports the Robinson heir—age a few weeks—"doing fine."

Albert A. Weidman, manager of the Weidman National Sales Co., is away on a month's vacation in Florida, leaving his father in charge of the business here.

Russell A. Anger, of the Anger Mfg. Co., recovered from the after-effects of a series of tooth extractions and is back on the job again.

Edward A. Gorney, head of the Holly Mfg. Co., was in Detroit for several days this week from Holly, Mich.

Eddie Clemons, of the Modern Music Co., optimistic about the future of business in the music field, is opening a new store at Woodward and Harper avenues.

O. H. Feinberg has been out on an extended road tour for the past two months.

Irving Folberg, of Evans Sales Co., Detroit pin-game operators, is making plans to expand into some branch of the vending machine field as well.

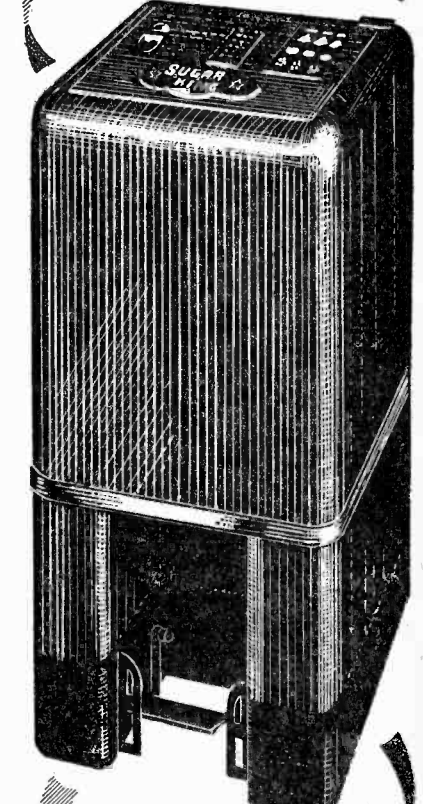
Robert Maskell, of the NorWest Coin Machine Co., is adding a number of Rock-Ola Ten Pins to his route, reporting them among the top-paying machines to come on the market in a long time.

Herman Dudek, who used to be a partner with Joseph Ciaglo in the Home Music and Novelty Co., is planning to return to the amusement machine field as an independent operator.

Russell Wagner, pin game and music machine operator, is forming the Wagner Music Co. for his machine business.

key-lights. Thus the first 1,000 may be chalked up in the red section. Then when the key-light changes the next few thousand are registered on the yellow section. The player, of course, then tries to avoid hitting bumpers which will change the key-lights and thus concentrate his 1,000's in the yellow section. Usually, however, the key-light will shift and start ringing up hits in the green section, after which the cycle starts again with red.

"In addition to free games scored in any or all of the three scoring sections, player may score by a feature which has the same 'quality' appeal found in 'spot-tem-type' games. In other words, player receives a free game for every 1,000 scored after all three sections have reached a certain score. Also two roll-overs each score one free game when lit. Thus the player can win on five different ways on Bally Beauty."



Sugar King is a Magnificent Console

Richly styled in genuine walnut, it is definitely a "De Luxe" game, reserved for your finest locations.

Over 200 operators own Sugar Kings already, praise it for "top earnings".

Dependable performance assured by famous Columbia bell mechanism. Flashing Lights stop in familiar 1-2-3 rhythm, show bell or cigarette combinations.

Plays Nickels, Dimes or Quarters, pays all awards and Jackpots automatically. Cash or Check payout.

Foot pedal operation intrigues players, overcomes usual restrictions.

Price? Much less than you would expect.

Grootchen Tool Co.
 130 N. Union Street, Chicago

Automobile Sales Point Way Toward Prosperity in '40

CHICAGO, March 30.—Trends of business reports lately have been higher, with most corporations reporting increased business, more employment and predictions for a good year during 1940—all of which are encouraging to the amusement field, including coin machines.

One of the latest indications of a prosperous 1940 was the report of the General Motors Corp., in which it was stated that 1940 would be the third best year in the corporation's history. The prediction was based on the fact that the 38 per cent sales increase in January and February over the same months last year has been continued thru the month of March.

Buick, a division of General Motors, set a new mark when deliveries totaled 9,866 units in the second 10 days of March. This was 90 per cent above the corresponding 10 days of February and 66 per cent ahead of the 1939 period.

Chevrolet, also a GM division, reported a gain of 23.4 per cent over the first 10 days, 56 per cent over the second 10 days of February and 38 per cent over

the second 10 days of March, 1939. GM division of Oldsmobile delivered 49 per cent more cars during the second 10 days of March than they did during the corresponding period of 1939. Sales from January 1 to March 20 increased over 37 per cent over the same period of 1939.

Ford Up Too

DEARBORN, Mich., March 30.—Sales of Ford cars and trucks and Mercury cars totaled 26,250 units for the second 10 days of March, a gain of 31 per cent from a year earlier, the Ford Motor Co. has announced. The total was 47 per cent above the second period of February.

Bally Has New Hi-Score Game

CHICAGO, March 30.—"This is one time when beauty is more than skin-deep," quipped Ray Moloney, president of Bally Mfg. Co., in announcing a new high-score novelty or free-play game, Bally Beauty. "Bally Beauty is a beautiful job from every angle—eye appeal, play appeal and mechanical perfection," he continued.

"Introduced for the first time in Bally Beauty is a new triple-scoring system whereby player can win on any or all of three scoring sections, and the particular section in which his hits are registered depends on constantly shifting



MORE THAN 350 OPERATORS AND MANUFACTURERS of cigarets, cigaret machines, matches and associated products, tax officials and guests attended the fourth annual banquet of the CMA of New York held at Hotel Pennsylvania March 9.

Western Writer Argues Strongly In Favor of Licensed Pinball

Gene Coughlin, writer of the "Sunshine Corner" column in a Los Angeles newspaper (name not known to writer), recently expressed his strong views on the furor and confusion over pinball games in Los Angeles County, Calif. Coughlin calls attention to the benefits of the games to the little merchant and also says that to ban the games is trying to repeal human nature. As this is being written the county authorities are carefully considering a measure to license pinball games at \$6 per year per machine, which is considered a reasonable plan.

Coughlin's discussion of the pinball question is as follows:

Friendly Co-Operation

"Just in the spirit of friendly co-operation the Sunshine Corner this week expresses a desire to round up a flock of our lawmakers, back them into a corner, and say: 'Boys, we appreciate everything you have done and are trying to do, but fun is fun and why the hell don't you go back to living off your relatives and leave us poor saps alone so that we can find our way out of the wilderness.'

"The lawmakers would resent such action because they are convinced they are public servants and besides they like to sit at desks and use telephones and get passes to circuses and football games and things.

"So, in case they would balk and refuse to go home to mother and dad, I am in favor of starting a fund to buy a lot of books on economic and logic and mathematics and give them to the lawmakers, or to such of the lawmakers that can read, so they can study and maybe find out some pertinent things.

"Right at present the lawmakers are all upset over the proposition of driving pinball games out of the county, taxing cigarets in the city and a few other pleasant little pastimes to divert attention from the fact that a great percentage of our people are undernourished, unemployed and desperate and that the balance of our people are being driven tax-mad.

Cut Off Revenue

"It never occurred to the lawmakers that by driving pinball games out of the city they cut off revenue that was important to a lot of little merchants, and taxes that could have been hiked considerably to help balance the budget.

"As an impartial observer, as a guy who played the damn things only twice and lost on each occasion,

I would like to know what is so evil and wanton and criminal about a pinball game that can be played for 5 cents a throw.

"Is it merely because the poor guy, or the little man of moderate means, might have inordinate pleasure out of playing same? Is it another example of our alarming social theory that many things are too good for the little guy?

Can't Afford Price

"He can't enjoy other gaming privileges because he can't afford the price of admission at Santa Anita and, if he could, he couldn't afford the minimum wager of \$2. Give him a dollar window and he might get a chance to blow himself now and then, but we don't have dollar windows because it slows up the play.

"Now and then the little guy sees the name of a horse that reminds him of his wife or his mother's name and he thinks, 'I would like to bet four bits on that horse and maybe win enough for a birthday present for the little woman.' But he can't bet four bits because the books are closed, thereby directing every loose dollar in the direction of the parimutuel windows at Santa Anita.

"He can't even indulge his plunging nature in a game of penny-ante without the fear that vice squad coppers will knock over the game and confiscate the 83 cents he was about to win on a full house.

Poor and Rich!

"But his luckier and wealthier neighbor can gamble 16 different ways a day and get the blessings of a pack of hypocritical lawmakers who grind out one for the poor and one for the rich.

"If the potbelly boys in the seats of local and State government want to rub the sleep out of their eyes and lighten an intolerable tax burden which has the little guy dragging his hip pockets in the sand they might do two things:

- "1. Legalize bookmakers and tax them.
- "2. Legalize pinball games and tax them.

"Or else pass a law that would change nature over night. That's about the only crackpot legislation we haven't had thrown at us, and they tried that in the prohibition era."



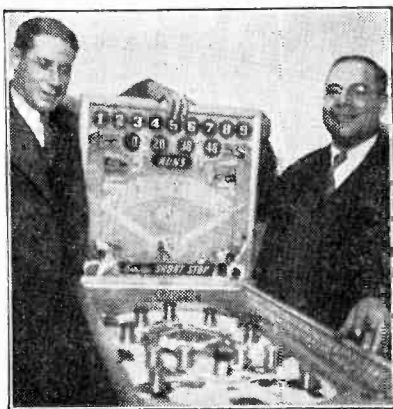
BAKER'S PACERS

Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.
2626 Washington Blvd., Chicago.



TWO IOWA OPERATORS, Harry Bertoncini and Frank Cervetti (right), both of Des Moines, are said to be big users of Exhibit Supply Co. games. Both are reported to have highly recommended Exhibit's Short Stop.

Jennings Golfa Rola

double action
trade stimulator

Golf Ball Vender

Here's the greatest stimulator of golf ball sales ever conceived! Actual location tests prove sales increases of from 200 to 1000% — it's a natural for every golf course in your territory.

Never a machine like it!

Golfa-Rola offers double action (1) Player may deposit 10c for amusement and possibly obtain from one to ten balls, or (2) he may deposit 35c and make an outright purchase. In either case player selects the brand of ball he prefers — six selections to choose from.

Largest display of merchandise

Golfa-Rola has the largest merchandise display of any golf ball machine. Player actually sees the balls he is to receive — an important sales building feature.

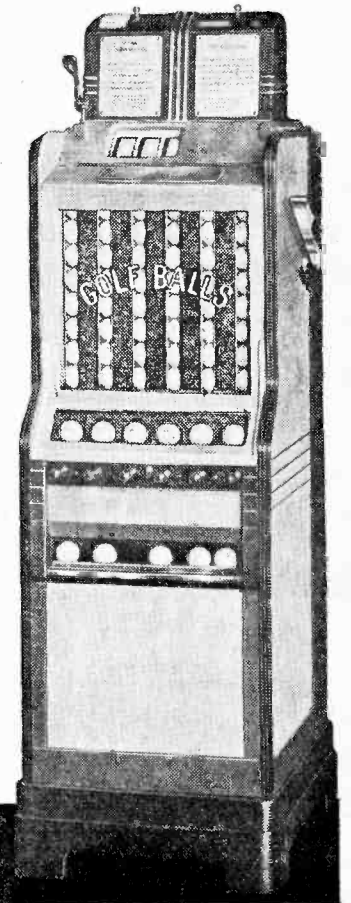
Golfa-Rola uses the same dependable mechanism as its worthy companion, Ciga-Rola. The latter has been proved mechanically perfect on over 5,000 locations. Equipped with National Slug Rejector — eliminates 99% of all slugs. Accurate register counts each ball vended.

This is your opportunity for additional profits. Try Golfa-Rola for ten days — if at the end of that time you are not completely satisfied your money will be cheerfully refunded.

Don't wait! Write today!

O. D. Jennings & Company

4309-39 WEST LAKE ST., CHICAGO, ILLINOIS



20 LATE MODEL FREE PLAY GAMES

Write for prices on new and used games. We will save you money.

- 1 Mills 1-2-3 F. P. Game in No. 1 Condition.....\$70.00
- 10 Mills Blue Fronts, S. J., 5c Play; Used 3 Weeks. Each..... 37.50
- 1 Watling Roll-a-Top, 25c Play, at 20.00
- 1 Mills War Eagle Bell, 25c Play, at 15.00
- 16 Ad-Lee 3-Column Nut Machines, 1c Plays.....\$100.00 Takes Lot

SEND 1/3 DEPOSIT WITH ORDER AND BALANCE C. O. D.

D. & S. NOVELTY CO.

1005 BROADWAY

ROCKFORD, ILL.

THE BIG 1940 SPRING SPECIAL

Issue of The Billboard

Starts to Press Wednesday, April 3

Copy requiring special position in certain departments must be in Cincinnati April 3.

THE BILLBOARD,
25 Opera Place, Cincinnati, O.



CASH FOR OLD MACHINES

Send a list of your old machines with the prices you want for them. By return mail we will tell you how to get cash for these machines.

IT COSTS SURPRISINGLY LITTLE. MAIL YOUR LIST TODAY.

The Proof is in the Cash Box!

Chicago Coin's

HOME RUN

MORE PROFITS—
'cause it gets the Biggest Play!

FREE GAME \$99.50 CONVERTIBLE

CHICAGO COIN MACHINE MFG. CO.
1725 DIVERSEY BLVD. CHICAGO

Jennings Has Golf Ball Machine

CHICAGO, March 30.—With the golf fever definitely in the air and golf courses thruout the country busily engaged in getting their greens, fairways and club-houses in shape for the season, the announcement of Golfa-Rola, Jennings new golf ball vender, will be of interest to operators everywhere.

According to Hymie Branson, of O. D. Jennings & Co., Golfa-Rola incorporates many new features that are certain to result in profitable operation.

"First, the machine is a double action trade stimulator. The player may deposit 10 cents for amusement and possibly obtain from one to 10 balls, or he may deposit 35 cents and make an outright purchase of a golf ball," explained Branson. "In either case, the player has the privilege of selecting the brand of ball he prefers, as the machine offers six selections to choose from.

"Also of importance is the large and attractive display of merchandise which attracts attention and invites patronage. The player actually sees the ball he is to receive.

"Golfa-Rola uses the same dependable mechanism as its worthy companion, Ciga-Rola, the machine that has proved such an outstanding trade stimulator.

"Golfa-Rola is smartly designed, sturdily constructed and is equipped with the National slug-rejector coin chute."

Atlas Officials See Banner Year

CHICAGO, March 30.—Executives and branch managers of the Atlas Novelty Co., whose main offices are in Chicago, met last week-end in one of their periodical conferences.

Morrie and Eddie Ginsburg presided at the meeting, which was attended by Phil Greenberg, of the Pittsburgh office; Mike Kratze and Barney Greenberg, of Detroit; Ben Kulick, of Buffalo, and Bob Van Weiss, traveling representative. "With sales mounting to an all-time high, all Atlas men have pledged themselves to make 1940 the biggest year in the history of the company," revealed Morrie Ginsburg.

Art O'Melia, sales manager for the Pittsburgh territory, was unable to attend due to pressure of business. He, however, made his pledge in a telegram that said his territory would share in the general increase.

Grand National Features Service

CHICAGO, March 20.—"Buying most generally is based on the reputation of a person or a product," concedes Mac Churvis, of Grand National Sales Co., Chi-

NATIONAL'S VALUES

FREE PLAY NOVELTY GAMES	
Mills 1-2-3	Air Ports \$37.00
Anfm. Char. \$75.00	Keen-a-Balls 34.00
Keeney Super-Chargers 65.00	Avalons 29.00
Big Sixes 59.50	Pyramids 25.00
Variety 52.00	Spottems 29.00
Thrillers 52.00	Circuses 29.50
Mr. Chips 49.50	Fairs 29.50
Lucky 49.50	Arrow Heads 29.50
Lot-o-Funs 45.00	Majors 28.50
Ocean Parks 45.00	5th Innings 28.50
Rebounds 39.00	Rinks 27.00
Golden Gates 39.00	Contacts 27.50
Follow Ups 39.00	Stop & Gos. 24.00
Jumpers 39.00	Clicks 22.00
Cowboys 39.00	Gun Clubs 18.00

COUNTER GAMES	
Sparks, 5c	Bingos \$8.50
Play \$18.50	Spin-a-Paks 8.50
Counter Kings	Counter Jacks 7.50
New 15.00	Blue Bonnets 7.50
Gingers, 1c	Bally Babys 7.50
Play 14.50	Penny Paks 8.00
Jennings Grand	Bell Slides 6.50
Stand, Base-ball Symbols 12.50	Daily Races
Fruit Kings 12.00	Jrs. 6.00
ABT Mod. F 11.50	Reel Races 4.50
Gottlieb	Reel "21's" 4.50
Tpl. Grips 8.50	Daval Races 4.50

SLOTS	
Melon Bells	\$44.50
Mills Blue Fronts, 5-10-25c, S.J.,	
Serials Over 400,000	38.00
Mills Brown Fronts, 5c Play,	
Serials over 400,000	38.00
Mills Blue Fronts, 5-10-25c, D.J.,	28.50
Jennings Chiefs, 50c	32.50
Jennings Chiefs, 25c	30.00

1-BALL AUTOMATICS	
Thistledowns	\$85.00

PHONOGRAPHS	
Seeburg Royals, 20 Rec.	\$104.50
Rock-Ola Imperial 20 with Grilles	69.00
Rock-Ola 1939 De Luxe, Floor Samples (Cash Deal)	219.00
Rock-Ola 1939 Standards, Like New (Cash Deal)	225.00
Rock-Ola 1939 Counter Models, Like New (Cash Deal)	139.00
Wurlitzer 616s	69.00

1/3 Deposit, Balance C. O. D.
F. O. B. Chicago

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD., CHICAGO, ILL.

ago distributor. "How does a concern go about getting a reputation? Does it just happen? No," Churvis continues, "complete sincerity with its customers, undivided attention to their requirements, not from a standpoint of profit alone, but from the standpoint of helpfulness as well, should be the ultimate aim of distributors in the coin machine industry. Our business, for example," continues Churvis, "has not grown by sheer selling of equipment alone. It's that co-operativeness towards our customers. Our desire to fulfill promises made to the fullest extent of the meaning of the word.

"Al Sebring, head of Grand National, is a stickler for thoroughness. Merely to do a thing in order to get it done is not enough. Operators being the life blood of our business are treated as such. We at Grand National are proud of the reputation we have built. We will endeavor to continue our method of doing business at all times."

WONDER 3 BAR JACKPOT F-5280

OVER 100 WINNERS
\$2500 PER WEEK

50¢

30¢

25¢

20¢

15¢

12¢

10¢

8¢

5¢

3¢

2¢

1¢

LAST SALE ON BOARD RECEIVES ONE PUNCH IN JACK POT

WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.80 1/2 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$2.28 1/2
1200 hole F-5275-Horses at 2.75
800 hole F-5270-Pocket Dice at 1.63 1/2
720 hole F-5255-Pocket Jack at 1.30 1/2
600 hole F-5305-Royal at 1.50

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

J. B. CRAGUN DISTRIBUTING CO., 2840 Quincy Ave., Ogden, Utah

ONE-SHOT AUTOMATICS	NOVELTY
2 Thistledowns \$89.50	1 Tiger Roar \$7.50
1 Man-O-War 69.50	1 Bally Reserve 15.00
4 Fairgrounds 25.00	1 Play Ball 7.50
1 1-2-3 47.50	1 King of Turf 10.00
1 New Deal 15.00	
1 Policy 15.00	
1 Paddock 10.00	
2 Turf Champs 15.00	
1 Pamico Palooka 15.00	

FREE PLAY	COUNTER GAMES
3 Major \$29.50	2 Gingers (like new) \$15.00
1 Up & Up 29.50	2 Penny Anti Draw 5.00
1 Spottem 27.50	
1 Bounty 22.50	
2 Rinks 22.50	
All Machines A-1 — 1/3 Down, Balance C. O. D.	

SPECIAL! FREE PLAY GAMES! SPECIAL!

Gold Cup \$110.00	C. O. D. \$59.50
Super Six 67.50	Conquest 34.50
Big Show 67.50	Rebound 34.50
Bowling 67.50	Variety 32.50
Mr. Chips 49.50	Majors 22.50
Nippy 47.50	Contact 17.50
	Speedy 17.50

1/3 With Order, Balance C. O. D. Write for Complete List!

OPERATORS
in Maryland and Washington. Write for Details and Prices on Bally Sports Special, Bally Triumph.

The Calvert Novelty Co., 708 N. Howard St., Baltimore, Md.



SALES MANAGER GEORGE JENKINS, of the Bally Mfg. Co. (left of ray gun target), and Sam Taran, of Mayflower Novelty Co., St. Paul (right of target), kibitz while guest at open house party tries his skill on Bally's ray gun, Bull's Eye.

Good Things Come in Pairs!

SCORE CARD

The game the entire trade has been begging us to build since we stopped production on Lite-O-Card and Lot-O-Fun!

6 WAYS TO WIN!

FREE PLAY
(Convertible)



SKEE-BALL-ETTE

An Avalanche of Orders Prove—

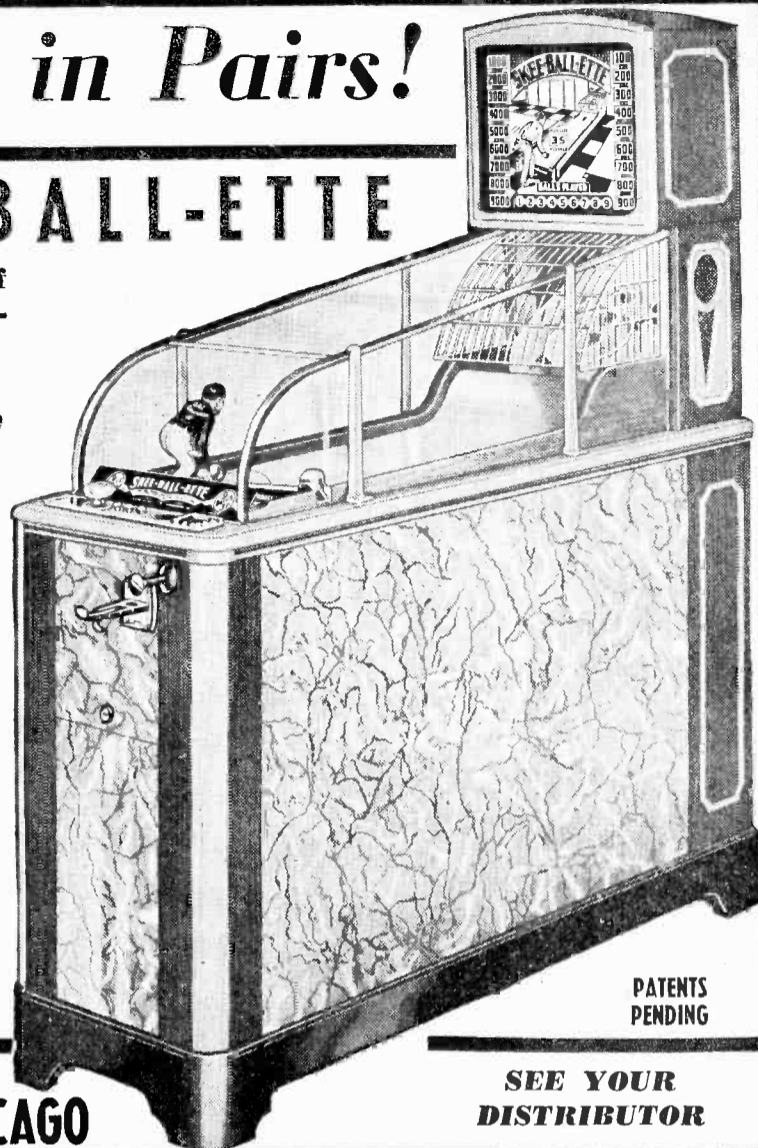
it's Terrific!

OUTSIDE RHEOSTAT CONTROL!

• **Alternating Scoring Lights!**

• **HIGH SCORE! —WEEKLY HIGH SCORE!**

• **NOVELTY or FREE PLAY**
(Convertible)



PATENTS PENDING

SEE YOUR DISTRIBUTOR

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

Make a Manifesto!

An inspirational editorial by James T. Mangan, Advertising Manager, Mills Novelty Co., Chicago.

ALIVE inside that brain of yours for some time there has been brewing a plan. You have a plan for doing something unusual, for fixing something badly in need of repair. You have a cause you are just about ready to embrace, an objective you have just about decided to reach. Inside that brain of yours you now hold the biggest thing that has come into your life in years. The stage is set, the ground is prepared, you know exactly what you want to do about it—What's the Next Step?

In the old days, when a man was on the verge of something big, he made a manifesto. He came right out and publicly declared what his intentions were, why he was acting, and gave the whole world his personal promise that he would not withdraw from his course of action until he achieved his objective.

A noble thing—a manifesto! Kings and sovereigns, soldiers, crusaders and apostles—great men all, invariably favored the manifesto.

So why not you? Why don't you make a manifesto today? Why don't you come out in public and lay your heart bare? Announce to the world that the great things now boiling inside you are about to be released!

The bigger your program—the more people should hear it. You may wish to

benefit humanity, to protest against a great moral wrong, to help your country thru a special danger. Announce your plan—sign your declaration? Or, if your motives are not quite so noble, you may only be intending to do something strictly selfish as get a job before Saturday, be the next mayor of this city or make a million dollars.

Make a manifesto! Whatever it is that's bothering you—if you can't forget, can't relinquish it, then embrace it—and make a manifesto!

What does a manifesto do? It puts you on the spot! As you stand now, you are undergoing an internal earthquake. You and your plan are struggling privately, and tho the struggle may be ever so important, ever so deadly—no one knows about it except yourself. You can make great promises to yourself and a little later on forget them conveniently. The matter that is so vital now can easily be shelved at any time without embarrassing you, for you are the only one to account to.

But when you make a manifesto, you automatically tell the whole world your private business—and now you can't back out without disgracing yourself. Think! If you now make a public resolution concerning your pet cause, wouldn't the scorn, criticism and laughter of the world force you into fighting all the harder for the things you want to see done? Wouldn't your manifesto be the main motor of your plan, wouldn't it get you off to a flying start, wouldn't it goad you on with unflinching courage and perseverance? Wouldn't the manifesto furnish the whole energy necessary to put the thing across?

Make a manifesto. Your plans, your hopes, your aims are all theoretical, visionary and impractical until you get on solid ground with a manifesto. The plan that stays inside too long is poison! Bring it out! Tell the world! Brave the ridicule of lesser men for the greater and better things in life. Make a manifesto, and if you're worth your salt, you will make good on your manifesto!

DO YOU SELL YOUR LOCATIONS

and local citizens on the benefit they derive from the coin machine business? Do you know how to defend your business from the attacks of biased minority groups?

YOU WILL BE INTERESTED

in a special reprint of Billboard editorials discussing the problems you as an operator must face, and how you can overcome them. Send a postcard TODAY to The Coin Chute Editor, 25 Opera Place, Cincinnati, Ohio. By return mail you will receive a FREE copy. Positively no obligation!

BOWL 'EM OVER

with

STRIKES and SPARES

New snappy-action Symbol Ticket Bowling Board. 145 Winners — 136 Consolation Awards. Colorful! Flashy! Gets attention-anywhere.

No. 1625 (Semi-thick) 1600 Holes
Takes in - - \$80.00 | GROSS \$40.13
Average Payout 39.87 | PROFIT

PRICE EACH | Write for Catalog of other Profit-Makers



HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.

"The House of Proven Winners"

PIN GAMES		PAYOUT GAMES	
Rebound, F.P.	\$29.50	Fifth Inning	\$16.50
Chevron	16.50	Bally Supreme	12.50
Jumper, F.P.	29.50	Variety	32.50
Eureka, F.P.	44.50	Fire Alarm	17.50
Victory, F.P.	69.50	Pickem	39.50
Spottem	16.50	Bally Skyway	9.50
Zeta	9.50	Flash, F.P.	27.50
Follow Up, F.P.	34.50	Bally Entry	\$20.00
		Fleetwood	\$20.00
		Fair Ground	20.00
		Klondike	24.50
		Rays Track	35.00
		Lincoln Fields	35.00
		4 Horsemen	35.00
		Grand Stand	80.00
		Paces Races	90.00
		Home Stretch	34.50

One-Third Deposit Must Accompany All Orders — Balance C. O. D.

J. AND J. NOVELTY COMPANY
4840 MT. ELLIOTT AVE. Plaza 1433 DETROIT, MICHIGAN.

300 ASSORTED REGULAR 5 BALL NOVELTY GAMES—\$5 to \$25.
200 ASSORTED BOWLING MACHINES, ALSO ROCK-OLA WORLD SERIES.
250 ASSORTED COUNTER GAMES.

50 5c MERCHANDISE VENDORS—PARTS FOR ALL TYPES OF GAMES.
Every game in PERFECT shape all ready to put on location. We have practically every type of Novelty and Bowling Machine of every manufacturer ON HAND. Send for list or send in your requirements. We have it.
We will take Vest Pockets, Mills Slots or anything in Coin Equipment you have in trade.

WINNER SALES CO. WRITE—WIRE. ALL PHONES: SPAULDING 1188. 3307-09 ARMITAGE AVENUE, CHICAGO, ILL.

A NEW PLAN

-- Cash In With Us On GOLF!

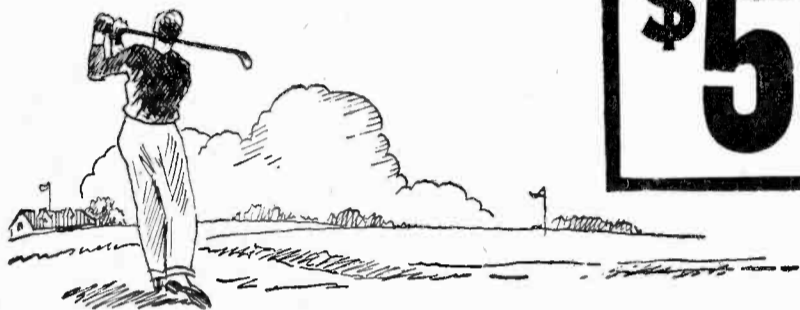
DO you want to get RICH? . . .

DO you want to be a BIG-SHOT? . . .

DO you want others to work for you? . . .

DO you want profits in THOUSANDS? . . .

IF YOU DO --- WRITE, WIRE or PHONE TODAY --- We Will Show You HOW!



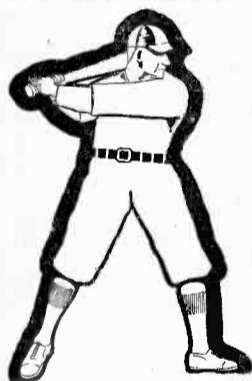
\$59⁵⁰



A. M. WALZER CO.

MIDLAND BANK BUILDING

MINNEAPOLIS, MINN.



A COMPLETE LINE OF BASEBALL BOOKS and SERIES

Ready For Immediate Delivery
OPERATORS—Let us show you how to create a steady income with your own SERIES.

NEW 1940 PRICE LIST JUST RELEASED. Send for your copy and receive a 1940 Baseball Schedule.

LOOK—We are closing out 1000 Jar Games of Baseball. All tickets printed in Baseball language. A beautiful ticket.

2100 Tickets Takes in . . . \$105.00 WHILE \$1.00
 Pays Out in 125 Winners . . . 80.00 THEY Per Set

PROFIT PER SET . . . \$ 25.00
WRITE—WIRE—PHONE

WERTS NOVELTY CO., INC.

920 S. PERSHING DR., MUNCIE, INDIANA

Keeney Busiest in History, Says Ryan

CHICAGO, March 30.—Bill Ryan, sales manager of J. H. Keeney & Co., has revealed several interesting facts about the latest Keeney Releases. "To begin with," said Ryan, "the Keeney plants have seen some of the busiest days in their history during the past few months. The main reason for this activity is that we have offered coinmen some of the greatest machines available."

"For operators everywhere there's our Anti-Aircraft Machine Gun, which has received more praise and enthusiastic comment than any machine it has been my experience to know about. It has so much player appeal that operators stand and play it themselves for hours on end."

"In addition to Anti-Aircraft Machine Gun, there's our Remote Selector Wall Box, which is proving a powerful money-maker for music operators from Coast to Coast."

"For free-game operators there's our new Red Hot, introduced last week. It has been welcomed by operators with open arms. Red Hot is instantly convertible to straight novelty play and introduces many new and exciting features that build play and profits."

Tells Features of Western's Baseball

CHICAGO, March 30.—"There isn't much to be said about our Deluxe Baseball that we haven't already said," states Don Anderson, sales manager for Western Products, Inc. "We've said plenty about it, but everything we have said still isn't enough."

"Every time I think about this machine I marvel at its record. If a machine can be called big league, then Western's Deluxe Baseball certainly deserves the title. Here's a machine that has one of the most enviable records of any coin game ever built. Not weeks, not months, but years of steady production have made it one of the steadiest producing games ever offered to operators."

"Its earning record has gone far beyond that of most machines, and it will



BERT LANE Says:

Sorry..
ORDERS FOR GENCO'S BLONDIE
SO TERRIFIC

that some deliveries are a bit slow. But **WE'RE CATCHING UP FAST**—so please have patience!

SEABOARD SALES, INC.

619 Tenth Ave., New York
 Phone, Wisconsin 7-5688

Here Are America's Finest "Better Machine Buys"! FREE PLAY NOVELTY TABLES

Gold Cups \$100.00	Topper \$27.50	Box Score \$14.50	
Chicken Sams 99.50	Twinkle 27.50	Batting Champ 14.50	
Lucky Strike 67.50	Airport 25.00	Kilick 11.50	
Super Six 65.00	Hold Tight 22.50	Paramount 11.50	
Mills 1-2-3 55.00	Taps 22.50	NOVELTY TABLES	
Topnotcher 55.00	Stop & Go 20.00	Bally Royal \$9.50	
Supercrusher 52.50	Triple Threat 20.00	Peppy 8.00	
Lucky 45.00	5th Inning 20.00	Silver Flash 8.00	
Big Six 45.00	Fair 19.50	Chico Baseball 8.00	
Sport 45.00	Alps 17.50	Rink 8.00	
Black Out 37.50	Snooks 17.50	Odd Ball 8.00	
Variety 30.00	Contacts 17.50	Splash 8.00	
Arrowhead 29.50	Gun Club 17.50	Robin Hood 8.00	
Lot-o-Fun 29.50	Double Feature 17.50	Chico Derby 8.00	

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.

IF IT'S COIN OPERATED, WE HAVE IT—NEW OR USED

SLOTS		COUNTER GAMES	
5 1c Pace Blue Front Comets \$22.50	10 Late Model Keeney Spinner Winners . . . \$17.50	10 Reel Spots 6.00	
10 5c Mills Melon Bells, like new 45.00	10 Bally Babies 8.00	10 Genco Punch-a-Balls 2.50	
1 5c Green Front Mills Q. T. 25.00	Keeney's ANTI-AIRCRAFT MACHINE GUN . . . \$185.00 Each		
1 50c Jennings Chief 42.50	now available on time payment plan. Write for details.		
3 10c Jennings Chiefs 25.00			
1 25c Mills Blue Front, Late 35.00			
1 Columbia Cigarette Reels 35.00			

6 only Evans TEN STRIKES, 1939 Model, free play and with strike features, \$185.00 Each. Write for details.

Write for our Complete Stock List. What have you to trade?
 We are now making immediate delivery on Evans new SKI-BALL. Write for details.
CLEVELAND COIN MACHINE EXCHANGE, 2021 PROSPECT AVE., CLEVELAND, OHIO

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

be a long time before any one game equals it. These statements are not mere boasts by a proud manufacturer. They are a reflection of the views expressed by coinmen themselves. Coinmen agree that, tho there have been many games built with the title of Baseball, none have been able to come close to Western's Deluxe Baseball appeal or earnings."

Evans' 1940

TEN STRIKE

BEATS 'EM ALL.. BEYOND COMPARE!

Refined!—Improved!—Speeded up with unbelievable fast action and high scoring—absolutely straight-shooting shock-proof manikin. More skill, strikes and spares galore! In every way, Evans' new 1940 TEN STRIKE positively outclasses every game that ever tried to rival it! Patented features proven by 9 months' actual location use . . . Evans'

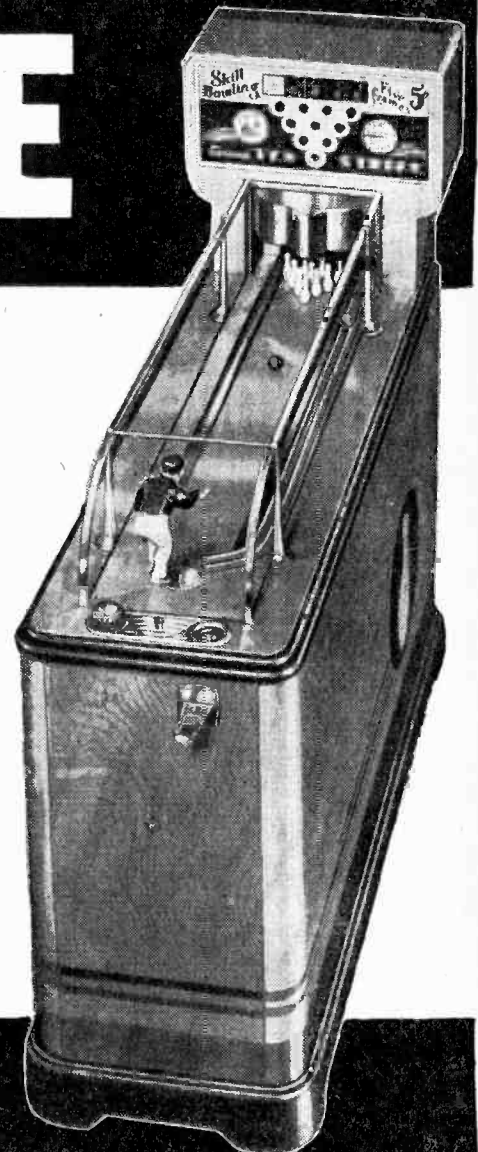
TEN STRIKE is a profit producer that no game can equal!

Make Still More Money!

Resort locations go for Evans' TEN STRIKE like ducks take to water! 100% skill, 100% legal . . . It's a "natural!" This year put TEN STRIKE in your resort spots — and collect big money without headaches!

Realistic patented Manikin Play . . . every bowling play possible . . . Realistic pin action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."

Fully covered by U. S. Pat. 2,181,984 and D-116,550 and other patents pending.



H. C. EVANS & COMPANY
1520-1530 W ADAMS ST CHICAGO

New Features On Skee-Ball-Ette

CHICAGO, March 30.—D. Gottlieb & Co. report enthusiastic response from the trade on the two new features just added to Skee-Ball-Ette. "It makes the game an even greater hit with operators," said Dave Gottlieb, company president. "From all quarters come comments and compliments on the new alternating scoring lights and outside rheostat control, which operators tell us actually increase the already high earnings of Skee-Ball-Ette.

"Many hail these improvements as a further advance to this great game, and pronounce Skee-Ball-Ette the outstanding machine of the time. The way they are flooding us with orders proves that they mean every word of it.

"Score Card, too, comes in for its share of compliments from the trade. Scores of operators have voiced their appreciation of the fact that we have decided to build this game, combining the best features of Lot-o-Fun, Lite-Card and Big Show, and so give them a further opportunity to cash in on the immense popularity of the new card trend."



ROADMAN DAVE ZISKIN, of Silent Sales Co., Minneapolis, shows Ed Kubes, of New Prague, Minn. (right), the newest in machines.

You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games !!

- Buckaroo \$37.50
- Champion 31.50
- Chevron 18.50
- Contact 18.50
- Cowboy 29.50
- Flash 21.50
- Headliner 29.50
- Jumper 39.50
- Mills 1-2-3, F.P., 56.50
- Animal Reels 56.50

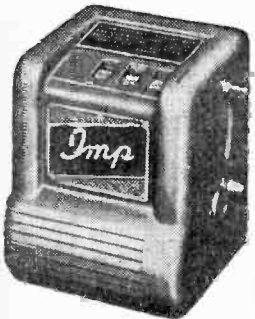
SPECIAL!
STONER'S FANTASY
Brand new in orig. cases
\$42.50

SPECIAL!
Keeney's THRILLER
\$32.50

- Snooks \$17.50
- Spottem 17.50
- Stop & Go 17.50
- Triple Threat 19.50
- Up & Up 19.50
- Arrowhead 25.00
- Bubbles 16.50
- Box Score 16.50
- Circus 16.50
- Eureka 34.50

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

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—\$ for \$67.50.

Birmingham Vending Co.
2117 Third Ave., N., BIRMINGHAM, ALA.

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.

COIN MACHINE INDUSTRY'S MOST SENSATIONAL OFFER
See Next Week's Ad!
GERBER & GLASS

COIN OPERATED MACHINES AND SUPPLIES
L. L. MITCHELL & CO.
THE BEST BUYS! Thriller (F.P.) \$35.00 Twinkle (F.P.) \$25.00
FOR YOUR MONEY! Spottem, \$12.50
Absolutely Perfect. Scientific Ski Jump . . . Write For Price
WRITE FOR COMPLETE LIST. PHONE: GLENMORE 2-5450.
1070 Broadway, BROOKLYN, N. Y.

Can Not Keep Imp in Stock

CHICAGO, March 30.—"It seems that every time one of our Southern jobbers orders a shipment of Imps it's not long until it's GWTW (Gone With the Wind)," declares Ed Hanson, of the Groetchen Tool Co. sales staff.

"Repeat orders from jobbers in Georgia, Alabama, Louisiana and other States come in so frequently that our teletype operator is kept busy all day receiving telegrams. Apparently Imp is licking the depression for many Southern operators and putting some real money into their pockets. They find it profitable because the initial purchase price of Imp is usually earned soon after it is placed on location.

"Our operating plan of adding a case of Imps a week is helping many operators to systematize their buying program for new equipment. We point out to them the very favorable ratio of earnings and purchase price of Imp with the gum vender.

"Metered earnings enable operators to service their Imps at longer intervals."

PLAY BALL

With THE NEWEST AND MOST MODERN TICKET MANUFACTURERS

- FEATURING . . .
- DAILY BOOKS
 - BASEBALL SERIES
 - TIPS and JACKPOTS
 - JAR GAMES
 - CARDED DEALS

ALL MACHINES MADE TO PERFECTION
PLAY BALL with the FASTEST growing company of its kind. QUALITY Merchandise plus fast service — SWING INTO ACTION by writing at once to

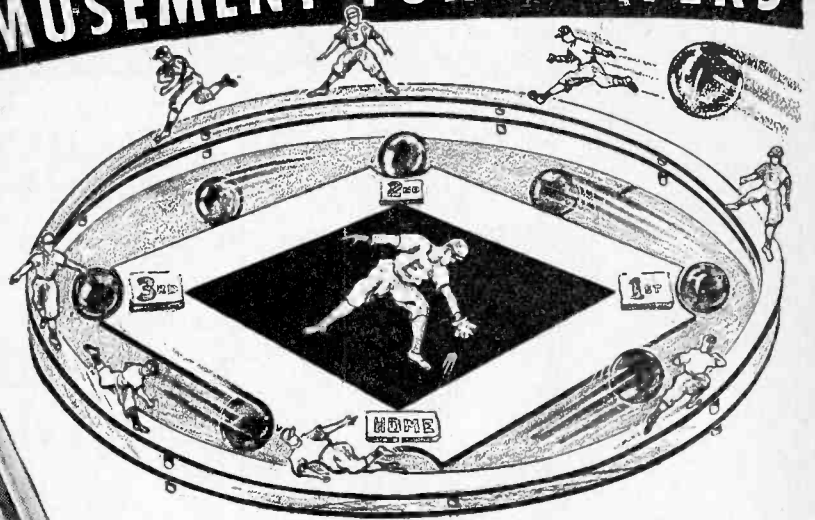
Home Tally Card Co.
P. O. Box 237, Yorktown, Indiana

Tell the Advertiser in The Billboard Where You Got His Address.

**ALIVE ACTION
FUN TO PLAY
HIGH SCORE
GAME**



**ENTIRELY DIFFERENT FROM ANY
OTHER GAME • BRAND NEW
AMUSEMENT FOR PLAYERS**



**NEW REVOLUTIONARY BASE RUNNING
FEATURE. Unit Players actually run bases
when singles -- doubles -- triples and Home
Run Bumpers are hit. Also MYSTERY BUMPERS!**

**Special High Score
Home Run Bumper
can be switched to
score Free Plays by
simple plug adjust-
ment.**



**ORDER AT ONCE
FOR QUICK DELIVERY,
See Your Distributor NOW!**



EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO

'CONGO' 1 to 5 BALL MULTIPLE COIN FREE PLAY NOW WITH NEW LIBERAL DISCS • FREE PLAY BOWLING GAME WITH HIGH SCORE FOR WEEK FEATURE

**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 sym-
bol . . . give Confucius saying . . . 1600 Re
holes . . . take in \$80.00 . . . pay out \$47.20
. . . profit \$32.80, plus additional \$2.50
from Re . . . Superior Products again steals
march on rest of industry . . . converts fad
of hour into board of year!



**SUPERIOR PRODUCTS • 14 NORTH PEORIA STREET
—CHICAGO, ILLINOIS—**

IMP \$12.50
Carton of Six, \$67.50.
The Banner Specialty Co.
1530 Parrish St., PHILADELPHIA, PA.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS**

**New Mills Free
Play Machine**

CHICAGO, March 30.—"Jumbo Novelty is a free-play Mills bell in new form," states Art Coley, Eastern division manager of Mills Novelty Co. "As clean-cut, as real, as thrilling a bell as was ever made. Just push the handle down once and you'll know you're playing a bell. It has no payout of any kind; works completely as a free-play machine. Totally unlike a bell in appearance, it is identical with the bell in its appeal.

"Jumbo Parade Payout is an altogether different machine. The two machines are not interchangeable in mechanism. Both cabinets are in rich blue decorated with rich hammerloid bronze, with accents of light green and natural birch. Both have illumination of score-board and play field which continues several minutes after last play."

**Wolf Has Exhibit
Arcade Devices**

ATLANTIC CITY, March 30.—Meyer Wolf, operator of sport centers in Atlantic City, has returned here after spending a successful winter in Miami Beach, Fla., operating a route of Exhibit Vitalizer Foot-Ease machines.

Wolf has again arranged to handle Exhibit's line of penny arcade amusement machines the coming season. He is currently readying his sport centers in Atlantic City for opening. Here he will display the latest Exhibit amusement machines, arcade supplies and postcard machines.

He reports that carnival arcade and sportland managers in his territory can expect their usual advance visits.

Guaranteed Used Games

FREE PLAY GAMES	
Rebound . . . \$37.50	Zip . . . \$34.50
Twinkle . . . 34.50	Keeney Thriller 47.50
Vogue . . . 42.50	1-2-3 Free Play, latest model . 79.50
White Sails . . 42.50	Gold Cup, 1 Ball . . .
Top Notcher . . 49.50	F. P. Console . . .
5th Inning . . . 29.50	Model . . . 119.50
Spottem . . . 29.50	
PAY TABLES	
Grand Stand . . \$89.50	Grand . . . \$129.50
Hawthorne . . . 79.50	National . . . \$129.50
Fairground . . . 27.50	Gold Medal . . .
Bally Entry . . . 29.50	like new . . . 129.50
Sea Biscuit . . . 89.50	Turf Champs . 12.50
PHONOGRAPHS	
Seeburg Rex . . \$99.50	Seeburg Gem. \$139.50
Seeburg K-20 . . 99.50	Seeburg Regal 162.50
LEGAL EQUIPMENT	
Seeburg Chicken Sam, complete with base . . . \$120.00	
Evans' Ten Strike, 1939 Model, like new . . . 135.00	
Exhibit Vitalizer . . . 49.50	
NEW GAMES AND PHONOGRAPHS	
Complete line Seeburg Phonographs and Remote Control Equipment on display at all times. Cash, terms or trade.	
Bally Triumph . . .	Genco Blonde . . .
Bally Sport King . . .	Gottlieb Score Card . . .
Bally Bulls Eye . . .	Bally Sports Special . . .
SPECIAL	
4 EXHIBIT ROTARY MERCHANDISERS, \$42.50	
Terms—One-third Deposit With Order, Balance C. O. D.	

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

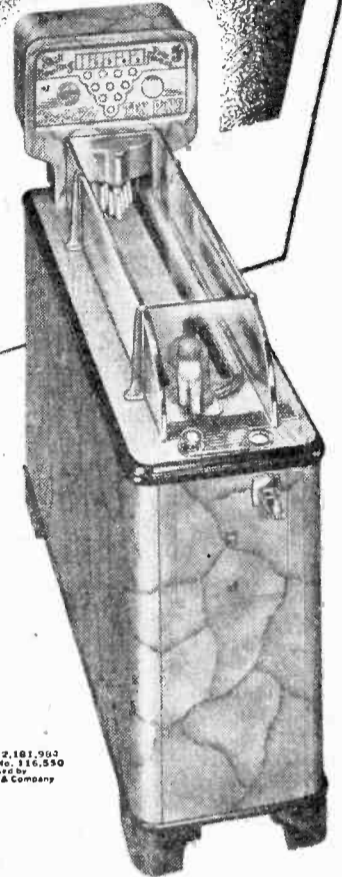
**NEW MACHINE ANNOUNCEMENTS
READ THE BILLBOARD EVERY WEEK**

Earn \$30 to \$50 per week
with ROCK-OLA'S 1940
ten pins

NEW HIGH SCORE—NEW ROCK-O-LITE FINISH
NEW ALL OVER

Yes, you'll take in full cash boxes every week with Rock-Ola's new Ten Pins. It's the 100% legal game that's breaking all earning records. Furthermore, Ten Pins is a consistent profit maker with a successful past and a greater future. With the best game season of the year just a few weeks away, now is the time to place your order for Rock-Ola's Ten Pins—the big money game that'll chase your winter blues away.

Patent No. 2,181,593
U. S. Pat. No. 2,116,550
Invented by
R. C. Evans & Company



ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS

**HEADS
OR
TAILS**



The only counter game ever built where the coin is an integral part of the game itself. A TERRIFIC SENSATION! Actually **DOUBLES and TRIPLES PROFITS** on ordinary locations! RUSH 1/3 Deposit **QUICK!** We Ship Balance **1975**
C. O. D., F. O. B. Minneapolis, Minn.

SILENT SALES COMPANY
SILENT SALES BLDG.
MINNEAPOLIS, MINN.

ONE BALL PAYOUTS

- | | |
|-----------------------------|---|
| Track Record . . . \$100.00 | Horseshoe (single coin) . . . \$35.00 |
| Gold Medal . . . 95.00 | Derby Time . . . 35.00 |
| Hawthorne . . . 80.00 | Ak-Sar-Ben . . . 30.00 |
| Winning Ticket . . . 69.00 | Fleetwood . . . 25.00 |
| Sport Page . . . 50.00 | Preakness . . . 15.00 |
| Derby King . . . 50.00 | Multiple Races 20.00 |
| Pot Shot . . . 45.00 | Gottlieb (single coin with clock) . . . 15.00 |
| Heyday . . . 40.00 | Grand Prize . . . 10.00 |

Deposit of 1/3 Required With Order.
Send for Our Complete List.

Automatic Coin Machine Corporation

338 Chestnut St., SPRINGFIELD, MASS.

20,000 Hotel Men Meet in Chicago

CHICAGO, March 30.—More than 20,000 hotel men from the United States and Canada were in Chicago the week of March 24-30 for the 1940 Midwest Hotel Show at the Hotel Sherman.

More than 160 exhibitors displayed the latest improvements in hotel equipment and heard discourses on hotel management and other subjects by prominent speakers and lecturers.

The coin machine industry, too, had its exhibit in the fact that the Hotel Sherman has on its lobby floor a game room filled with the latest coin machine devices. It was reported that many

hotel men who as yet have no such establishments in their hotels evinced a desire to have a game room in their hotels.

Chicago Sound Systems Co. Moves

CHICAGO, March 30.—Chicago Sound Systems Co. is moving to larger quarters at 251-351 East Grand avenue, Chicago, due to ever-growing business. The firm carries a full line of speakers and public-address systems and manufactures a line of microphones.

The firm will now be equipped to give better service on parts and equipment to operators and other users of sound equipment, say officials of the firm.



ANTI-AIRCRAFT MACHINE GUN prowess is claimed by Roy Kuehnmichel, Brainerd, Minn. operator. "Here's how it's done," he exclaims to bystanders at the offices of Bill (Sphinx) Cohen. It's a Keeney game.

BARGAIN LIST

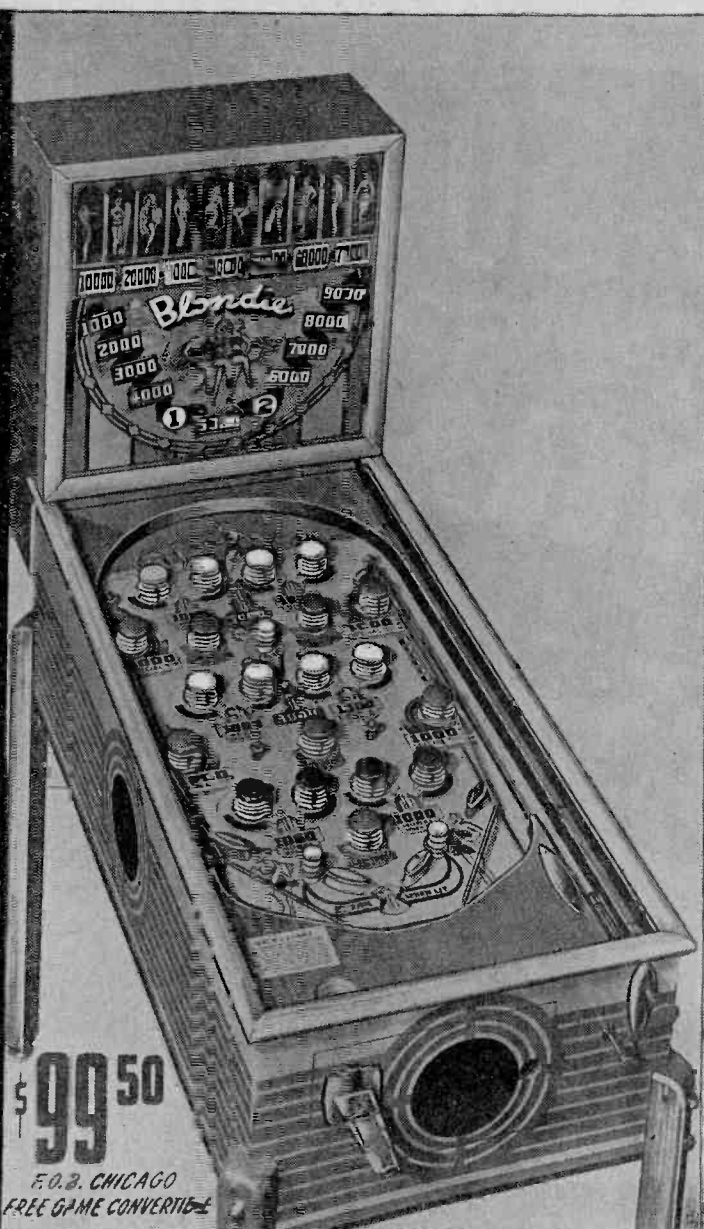
The machines listed below are slightly used and offered subject to prior sale. Prices are effective April 6, 1940.

- 5-BALL FREE PLAY**
- 1 Rebound . . . \$39.50
 - 1 Sports . . . 39.50
 - 2 Bally Chevrons . . . 19.50
 - 2 Bally Vogue . . . 42.50
 - 1 Flash . . . 40.00
 - 1 Black Out . . . 32.50
 - 1 Follow Up . . . 35.00
 - 2 Mills 1-2-3, Fruit Reel . . . 79.50
 - 3 Nippy . . . 42.50
 - 3 Headliner . . . 35.00
 - 1 Topper . . . 32.50
 - 1 Commodore . . . 57.50
- 1-BALL TABLES & CONSOLES**
- 4 Gold Cup Console . . . \$117.50
 - 1 Gold Cup Table Model . . . 99.50
 - 5 Bally Grand National . . . 117.50
 - 1 Bally Thistle-down . . . 75.00
 - 1 Air Race . . . 10.00
 - 1 Carom . . . 10.00
 - 2 Paces Races, 20-1 cash, 5881-6001 . . . 90.00
 - 3 Paces Races, 30-1 cash, 5265-4572 . . . 80.00
 - 5279 . . . 80.00
 - 1 Bally Victory . . . 72.50
 - 1 Lucky Lucre . . . 125.00
 - 1 Track Time . . . 87.50
 - 2 Bally Skill Field . . . 30.00
 - 1 Pace Pay Day, S.U. . . . 130.00
 - 1 Rays Track . . . 22.50
 - 1 Mills 25c Dice Mach. . . . 62.50
 - 1 Lucky Star . . . 77.50
 - 1 Pace Pay Day, F.S. . . . 150.00
 - 2 '38 Keeney Kentucky Derby . . . 50.00
 - 3 Skilltimes, 1938 . . . 79.50
- COUNTER GAMES**
- 2 Model F Targets . . . \$12.50
 - 1 Deuces Wild . . . 8.50
 - 1 Wampus Token Payout . . . 17.50
 - 4 Mills Vest Pockets . . . 25.00
- PHONOGRAPHS**
- 4 Wurlitzer 412 . . . \$37.50
 - 3 Wurlitzer P12 . . . 37.50
 - 3 Rockola Imperial 20 . . . 84.50
 - 1 Mills Throne of Music, 1939, Like New . . . 237.50
- SPECIAL BRAND NEW CLOSEOUTS**
- 72 Buckley Wall Boxes, Slug Proof . . . \$15.00
 - 5 Buckley 412 Adapter . . . 25.00
 - 5 Buckley P12 Adapter . . . 25.00
 - 1 Buckley 24 Adapter . . . 20.00
 - 6 Steel Cabinets for P12 or 412 . . . 17.50
- THESE ARE ALL BRAND NEW.**
All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. 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 5-5328.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

FREE PLAY—3 Bubbles, \$17.50; 4 Stop N Go, \$17.50; 1 Fifth Inning, \$19.50; 6 Contacts, \$19.50; 1 Fair, \$12.50. CONSOLES—2 Pace Reel, floor sample, \$85.00; 5 Galloping Dominos, \$32.50; 1 Long Champ, 2 5c slots, \$27.50; 1 Liberty Bell, \$17.50. ONE BALL—5 Golden Wheel, \$10.00; 10 Turf Champs, \$12.50; 1 Mazuma, \$10.00. NOVELTY—1 Batting Champ, \$12.50; 1 Bang, \$15.00; 1 Major, \$12.50. One-Third Dep. A. P. NOVELTY EXCHANGE, 128 7th St. (Phone 2-4888) Augusta, Ga.

GENCO-INC. 2621 N. ASHLAND AVE. CHICAGO



\$99.50
F.O.B. CHICAGO
FREE GAME CONVERTIBLE

5
ways to win on

BLONDIE

Here's why BLONDIE is tops by far in features . . . thrills . . . profits. Player has 5 ways to win: 1—Free game for each model lit from 7 to 10. 2—Going through 1,000 skill lanes twice when lit, lights up Green Bumpers for free games. 3—Free game for ball going through Special Skill Lane when lit. 4—When Green Bumpers are lit, if any Red Bumper is hit when lit, free games are awarded for each illuminated model (on back rack). 5—High Score. All this plus a special new progressive scoring bumper that's tops in "come on". The game of the year! **RUSH YOUR ORDER TODAY!**

IT'S NEW! IT'S SENSATIONAL!
HEADS OR TAILS
THE FIRST REALLY DIFFERENT COUNTER GAME IN 50 YEARS!

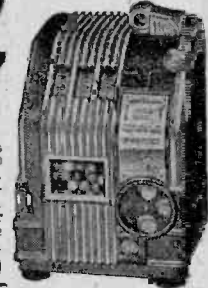


Player actually matches HEADS or TAILS of his own coin! Counter and shows Odds! Coin appears in front window just as player inserts it! **PROVEN A TREMENDOUS MONEY-MAKER ON LOCATION! RUSH YOUR ORDER QUICK!**

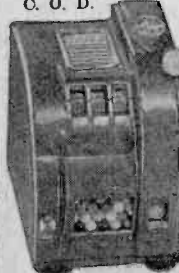
1975 1/2 Deposit, Balance C. O. D.

EX-RAY

TOKEN PAYOUT Ball Gum Dispenser, interchangeable to non-payout if desired. Perfect for any territory. 1c or 5c. Cigarette or Beer Strips. Extra large ball gum display. A WINNER.



34.50 1/2 Dep., Balance C. O. D.



Jiffy

Penny cigarette game as only Sicking recommends! Modern design. Small in size. New mechanism. Extra large gum display. Instantly convertible to 1, 5, 10 or 25¢ play.

1975 1/2 Deposit, Balance C. O. D.

SICKING, INC.
1401 CENTRAL PARKWAY, CINCINNATI, O.

Tell the Advertiser in The Billboard Where You Got His Address.

THOROUGHLY RECONDITIONED MACHINES

FREE PLAY	FREE PLAY	FREE PLAY	REGULAR
Avalons . . . \$32.50	Lite-o-Cards . . . \$62.50	Thrillers . . . \$52.50	Airway . . . \$12.50
Big Six . . . 57.50	Ocean Parks . . . 44.50	Trophys . . . 27.50	Bubbles . . . 12.50
Chevrons . . . 27.50	Rebounds . . . 47.50	Variety . . . 52.50	Chiefs . . . 14.50
Chubbies . . . 26.50	Requests . . . 22.50	Vogue . . . 52.50	Chubbies . . . 17.50
Fifth Inning . . . 27.50	Rinks . . . 19.50	White Sails . . . 52.50	Keylites . . . 12.50
Conquests . . . 49.50	Spottems . . . 27.50	Taps . . . 27.50	Lucky . . . 34.50
Contacts . . . 26.50			Majors . . . 22.50
Top Notchers . . . 62.50			Midway . . . 12.50
Eurekas . . . 52.50			Requests . . . 10.00
Fair . . . 14.50			Side Kick . . . 10.00
Gold Cups . . . 129.50			Stop & Go . . . 12.50
Golden Gate . . . 44.50			Tournament . . . 12.50

25 BRAND NEW GAMES
In Original Crates
AT REDUCED PRICES

PHONOGRAPH SPECIALS
50 ROSKOLA IMPERIALS (WITH GRILLS) . . . \$ 54.50 EACH
WURLITZER 616-A . . . 79.50
WURLITZER 600—24 RECORDS WITH KEYBOARD SELECTORS . . . 199.50

PAY TABLES	CONSOLES	LEGAL EQUIPMENT
Grand National . . . \$134.50	Derby Day . . . \$17.50	Evans Ten Strike (1939) . . . \$125.00
Grand Stand . . . 94.50	Gal. Dominos . . . 39.50	Rock-Ola World Series . . . 49.50
Hawthornes . . . 79.50	Rays Track . . . 34.50	Western Baseball (Nov.) . . . 67.50
1-2-3's Bally Unit . . . 44.50	Tanforan . . . 22.50	Tom Mix Riffles . . . 49.50
Sport Pages . . . 64.50	Track Time . . . 47.50	Bally Eagle Eye . . . 79.50
Thistleowns . . . 84.50	Mills Sq. Bell . . . 79.50	Gottlieb Gripes . . . 8.50
		Bumper Bowling . . . 39.50
		Keeney Bowlettes . . . 37.50
		Ex. Vitalizers . . . 59.50
		Ex. Rotary Vendors . . . 65.00

ONE HUNDRED COUNTER GAMES at \$3.00 and Up
And many others. Write for complete price list. Your used equipment accepted in trade. All games listed subject to prior sale. For quick delivery send 1/3 certified deposit with order.

GRAND NATIONAL SALES CO.

Oakley at Armitage
Chicago, Ill.

EASTERN PENNSYLVANIA, CENTRAL and SOUTHERN NEW JERSEY, DELMARVA OPERATORS WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

FREE PLAY GAMES	Western BASEBALL, 1939	Seeburg CHICKEN SAM . . . \$125.00
C. O. D. . . . \$57.50	Light-Up Backboard, Like New . . . \$89.50	Evans' 1939 TEN STRIKE . . . 145.00
Thriller . . . 35.00	Original PHOTOMATON , with Extra Parts . . . 200.00	Bally Alley—Write for Price.
Roller Derby . . . 57.50	GROETCHEN METAL TYPER, Fl. Sample 145.00	NOVELTY PLAY
Commodore . . . 62.50	Scientiff's Bowling Alley . . . 100.00	Variety . . . \$30.00
Up & Up . . . 17.50	Pick-a-Pack . . . 9.50	Vogue . . . 37.50
Box Score . . . 20.00	A.B.T. Challengers . . . 18.50	Pick 'Em . . . 40.00
Double Feature . . . 22.50	A.B.T. Model "F" . . . 19.50	Champion . . . 29.50
Majors . . . 22.50	Stands for A.B.T. . . . 2.00	
Supercharger . . . 49.50		
Super Six . . . 67.50		
Twinkle . . . 22.50		

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

NOVELTY GAMES	FREE PLAY BUYS!	5% OFF FOR FULL CASH WITH ORDER	WRITE TODAY For Latest Issue of National's Newsette, Packed Chock Full of Great Buys. Get on Our Mailing List Now. It Will Pay You!!
Ocean Park . . . \$18.75	Bowl. Alley \$62.75		
Spottem . . . 18.00	Rebound . . . 41.50		
Topper . . . 19.75	Thriller . . . 45.50		
Variety . . . 36.00	And Many Others!		

AND MANY OTHERS!! **National Novelty Co., Merrick, L. I.**

Tell of All-Around Appeal of Home Run

CHICAGO, March 30.—"It's a Home Run for profit, mechanical dependability, construction, beauty and play appeal." That's the way Sam Gensburg, Chicago Coin Machine Mfg. Co. executive, describes his firm's newest release. "No matter how you look at it, it's a hit, and a Home Run at that. We're close to a new record in sales on this machine. Home Run has found a home in locations throught the United States. "This proves our contention that a game like Home Run can be built to have general appeal—one that will become a favorite no matter where it is placed. It has been necessary to step up production three times in order to meet the heavy demand. "Reports from operators everywhere tell us that Home Run is proving to be one of the biggest money-makers they've ever operated."

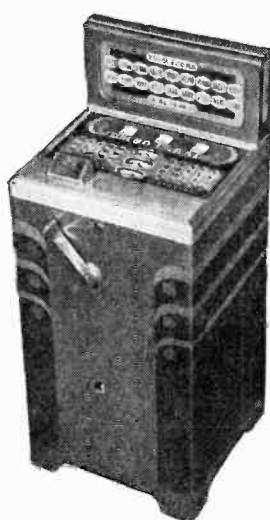
Mop Up

WITH MILLS MONEY-MAKERS!



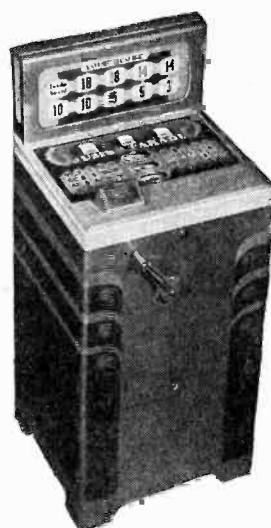
4 BELLS

4 can play at once on this Multiple Bell with double award feature, and 18.00 top jackpot.



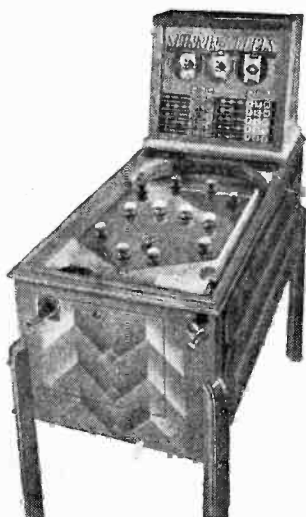
FREE PLAY

Jumbo Novelty is a bona fide Bell in the form of a Free Play game. Ideal for Novelty territory.



PAYOUT

Jumbo Payout is a slugproof cabinet Bell. Low-priced and with new "easy-stroke" handle.



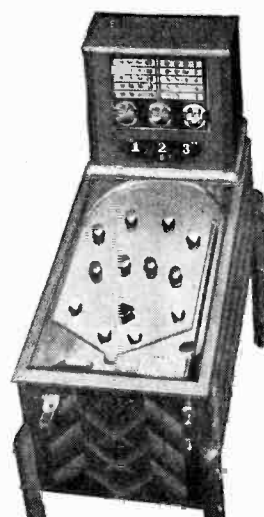
MULTIPLE

Spinning Reels is a One-Shot Payout with Bell action. Three multiple play gets top money.



NOVELTY

Five-in-One Novelty has the One-Two-Three's action with 5 complete-game shots. Free Play.



ONE · TWO · THREE

New 1940 edition of the most famous table of all time. Now 20% faster. One shot, Free Play.

OUR DISTRIBUTORS HAVE THEM

Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

WIRE! WRITE! PHONE!



OPERATORS, MAKE A DATE WITH
Bally **BEAUTY**

HIGH-SCORE HIT
WITH NEW TRIPLE-SCORING FEATURE

At last! A really new high-score idea! **KEY-LIGHT BUMPERS**—flashing on and off—decide section of backboard in which each hit registers! Player shoots to build up score in **RED, YELLOW OR GREEN SECTION . . .** or in all three! Key-lights flash in tantalizing rotation, but can be controlled by skill! Location tests prove **BALLY BEAUTY Triple-Register** to be biggest play-getter in years!

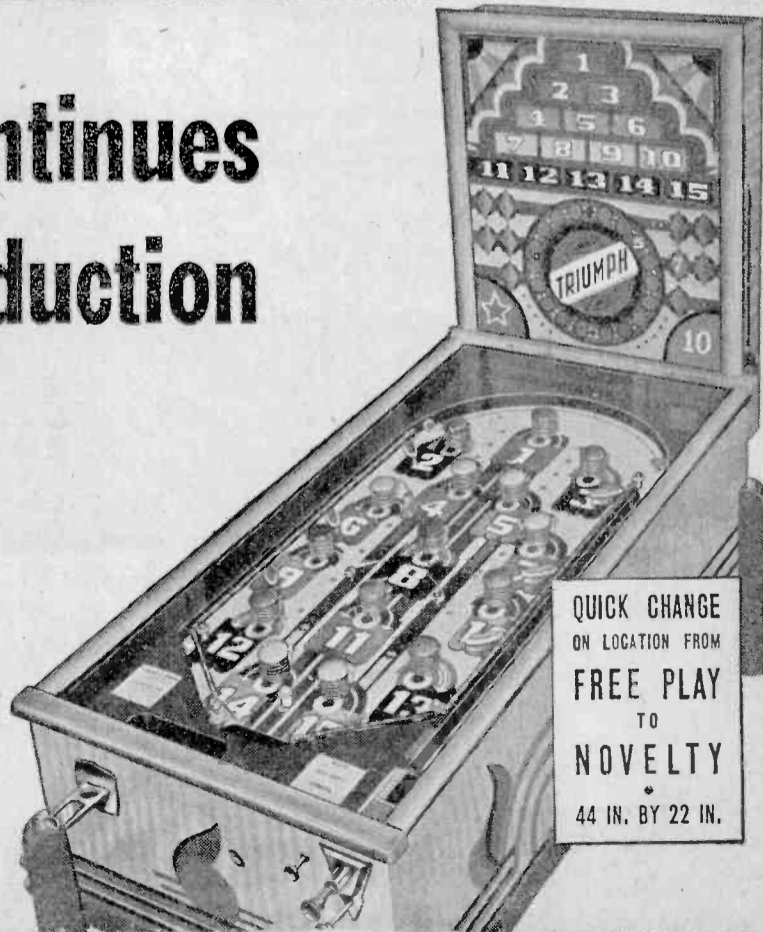
6 WAYS TO WIN!

No wonder high-score fans flock to **BALLY BEAUTY!** Actually 6 different ways to win . . . and player can win on one or all! **GORGEOUS FLASH . . . POWERFUL PLAY-APPEAL . . . MECHANICAL PERFECTION . . .** all combined in one sensational game! That's **BALLY BEAUTY**, the greatest high-score game ever built! Order yours today!

FREE PLAY OR NOVELTY
QUICK CHANGE ON LOCATION

TRIUMPH continues
in huge volume production

Don't worry, you operators who are still clamoring for **TRIUMPH** delivery! **TRIUMPH** continues in extra-shift production . . . because **TRIUMPH** continues to smash all previous novelty records! Daily collections in many locations actually equal former weekly earnings . . . a week's profit every day in the week! All thanks to the tantalizing **FUTURITY SCORE** system and revolutionary new **BUY-BACK** feature! Get your share . . . rush your **TRIUMPH** order to your favorite jobber today!



SPORT KING • SPORT SPECIAL • BALLY ALLEY • BULL'S EYE

BALLY MFG. COMPANY
2640 BELMONT AVENUE CHICAGO, ILLINOIS

SEE THE
1940

ROCK-OLA *Luxury Lightup* PHONOGRAPHS

AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

AKRON, Ohio

Ed. George Novelty Company
37-39 Ira Avenue

ALBANY, New York

Square Amusements of Albany
707-709 Broadway
(Tel. 5-4791)

ATLANTA, Georgia

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
(Tel. Dearborn 7911)

BALTIMORE, Maryland

The Hub Enterprises
406-408 West Franklin Street
(Tel. Vernon 8111)

BILOXI, Mississippi

United Novelty Company
504 West Howard Avenue
(Tel. 101-1C2)

BIRMINGHAM, Alabama

Birmingham Vending Company
1117 Third Avenue, North
(Tel. 3-5183)

BLYTEVILLE, Arkansas

O. M. Morgan
423 Madison Street

BOSTON, Massachusetts

Supreme Amusement Co. of New
England, Inc.
1022 Commonwealth Avenue
(Tel. Longwood 3264)

BUFFALO, New York

Rex Amusement Company
1443 Main Street
(Tel. Garfield 7780)

BUTTE, Montana

H. B. Brinck
825 East Front Street
(Tel. 6726)

CHARLESTON, West Virginia

R. M. Bender Distributing Co.
426 West Washington Street
(Tel. 36-813)

CHARLOTTE, North Carolina

Moseley Vending Machine
Exchange, Inc.
425-427 S. Tryon Street
(Tel. 3-8463)

CHICAGO, Illinois

National Coin Machine Exchange
1411 Diversey Parkway
(Tel. Buck. 5466)

CINCINNATI, Ohio

Ohio Specialty Co.
12 W. Court Street
(Tel. Parkway 2900)

CLEVELAND, Ohio

Art Nagel
2923 Prospect Avenue
(Prospect 4551-2)

DALLAS, Texas

Fisher Brown
2206 S. Harwood Street
(Tel. 4-6131)

DAYTON, Ohio

Mutual Service Company
1211-13 East Third Street
(Tel. Adams 3369)

DENVER, Colorado

Denver Distributing Company
1856 Arapahoe Street
(Tel. Cherry 4800)

DES MOINES, Iowa

A. A. Becker
669 34th Street
(Tel. 7-4270)

DETROIT, Michigan

Sauve Music Company
3002 Grand River Avenue
(Temple 2-5788)

ELGIN, Illinois

Elgin Music & Novelty
112 S. Grove Avenue
(Tel. Elgin 884)

FARGO, North Dakota

Frank D. Gruenzner
721 7th Street, North
(Tel. 8818)

FLINT, Michigan

George J. Miller
329 Delia Street
(Tel. 2-3477)

GALION, Ohio

Galion Music Co.
401 Cherry Street
(Tel. 1776)

GARY, Indiana

J. P. Kramer
416 Grant Street
(Tel. Gary 25036)

HOUSTON, Texas

Stelle and Horton
1513 Louisiana Street
(Tel. Fairfax 4096)

INDIANAPOLIS, Indiana

Frank Wixel
456 Massachusetts Avenue
(Tel. Lincoln 0932)

JACKSON, Ohio

Summers Sales Company
275 East Main Street
(Tel. 22)

JOPLIN, Missouri

Bruton's Automatic Supply
1519 Main Street
(Tel. Joplin 617)

KALAMAZOO, Michigan

King Pin Games Company
826 Mills Street
(Tel. 4014)

KANKAKEE, Illinois

Gousset Sales Company
444 South Schuyler Avenue
(Tel. Main 360)

KANSAS CITY, Missouri

United Amusement Company
3-10 Main Street
(Tel. Valentine 5825)

KENTON, Ohio

Trenton Bridge
415 North Cherry Street
(Tel. 9260)

KNOXVILLE, Tennessee

Carl E. Palmer
Park Hotel, Walnut St. and Union Ave.
(Tel. 2-5116)

LITTLE ROCK, Arkansas

Standard Automatic Music Co.
1200 W. 7th Street
(Tel. 40584-7924-22469)

LOS ANGELES, California

The Riddel! Company
2920 W. Pico Boulevard
(Tel. Parkway 1179)

LOUISVILLE, Kentucky

Carl A. Hooper
547-549-551 S. 2nd
(Tel. Wabash 4063—Belmont 2409)

MEMPHIS, Tennessee

Earl Montgomery
1074 Union Avenue
(Tel. 2-1700)

MILWAUKEE, Wisconsin

Badger Novelty Company
2546 North 30th Street
(Tel. Kilbourn 3030)

MOLINE, Illinois

N. A. Montie
1109 Fifth Avenue
(Tel. Moline 3916)

MONTREAL, Quebec, Canada

Mortimer Sales Company
1269 Amherst Street
(Tel. Amherst 1400)

NASHVILLE, Tennessee

H. G. Payne Company
314 Broadway
(Tel. 6-4545)

NEW ORLEANS, Louisiana

Louisiana Amusement Company
822 Carondelet Street
(Raymond 1770)

NEW YORK, New York

Interstate Coin Mach. Sales Corp.
128 E. 55th Street
(Tel. Circle 7-6420-1)

OAKLAND, California

Northern Distributing Co.
128 E. 14th Street
(Tel. Twin Oaks 3634—3579)

OKLAHOMA CITY, Oklahoma

Boyle Amusement Company
522 Northwest Third Street
(Tel. 7-5631)

OMAHA, Nebraska

Calamia Distributing Company
714 S. 13th Street
(Tel. JA 2310)

ORLANDO, Florida

Warren Fitch
543 West Central Avenue

PHILADELPHIA, Pennsylvania

Keystone Vending Company
1423-25 Spring Garden Street
(Tel. Stevenson 1450—Race 2279)

PHOENIX, Arizona

Bennett's Music Company
516 West Washington Street
(Tel. 3-2456)

PITTSBURGH, Pennsylvania

B. D. Lazar Company
1635 Fifth Avenue
(Tel. Grant 7818)

PORTLAND, Oregon

Coast Amusement Company
1932 West Burnside
(Tel. Broadway 1517)

RENO, Nevada

Nevada Novelty Co.
205 East 2nd Street

RICHMOND, Virginia

Moseley Vending Machine
Exchange, Inc.
00 Broad Street
(Tel. 3-4511)

ROCKLAND, Maine

Maine Automatic Service
111 Talbot Avenue
(Tel. 655)

SAGINAW, Michigan

Edward Heinz
909 Janes Avenue
(Tel. 2-7532—3-1159)

ST. LOUIS, Missouri

Ideal Novelty Company
1518 Market Street
(Tel. Garfield 0072)

ST. PAUL, Minnesota

La Beau Novelty Sales Co.
1946 University Avenue
(Tel. Nestor 2826)

SALT LAKE CITY, Utah

J. H. Rutter
73 S. 4th Street East
(Tel. Wasatch 2382)

SAN ANTONIO, Texas

United Amusement Company
310 South Alamo Street
(Cathedral 1431)

SAN DIEGO, California

A. J. Fox Company
235 West F Street
(Tel. Franklin 6497)

SAN FRANCISCO, California

Rex Vending Company
759 Ellis Street

SEATTLE, Washington

Northwest Sales, Inc.
3144 Elliott Avenue
(Tel. Garfield 0460)

SIOUX CITY, Iowa

Pontralo Distributing Company
204 Commerce Building
(Tel. 8-4455)

SIOUX FALLS, South Dakota

Gordon Stout
1131 West 10th Street
(Tel. 7839W)

SPOKANE, Washington

Standard Sales Company
171-173 South Post Street
(Tel. Maine 4904)

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Rex Amusement Company
710 South Salina Street
(Tel. 2-3692)

TORONTO, Ontario, Canada

Baldwin International, Ltd.
620 King Street, West
(Tel. Adelaide 3295-6)

WICHITA, Kansas

Marion Company
562 West Douglas
(Tel. 3-9458)

ZANESVILLE, Ohio

P & J Novelty Co.
807 Main Street
(Tel. Main 4716)

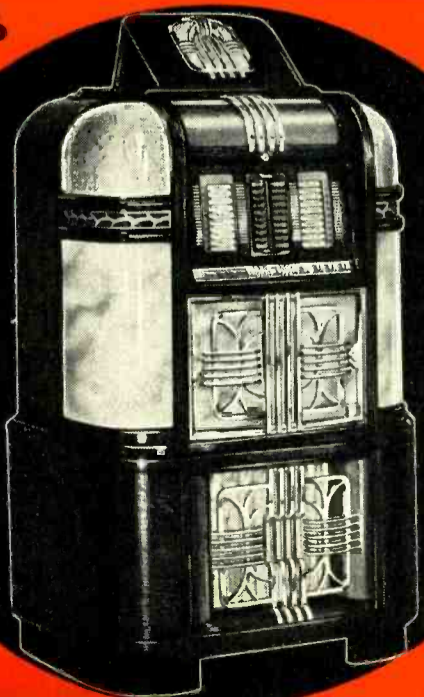
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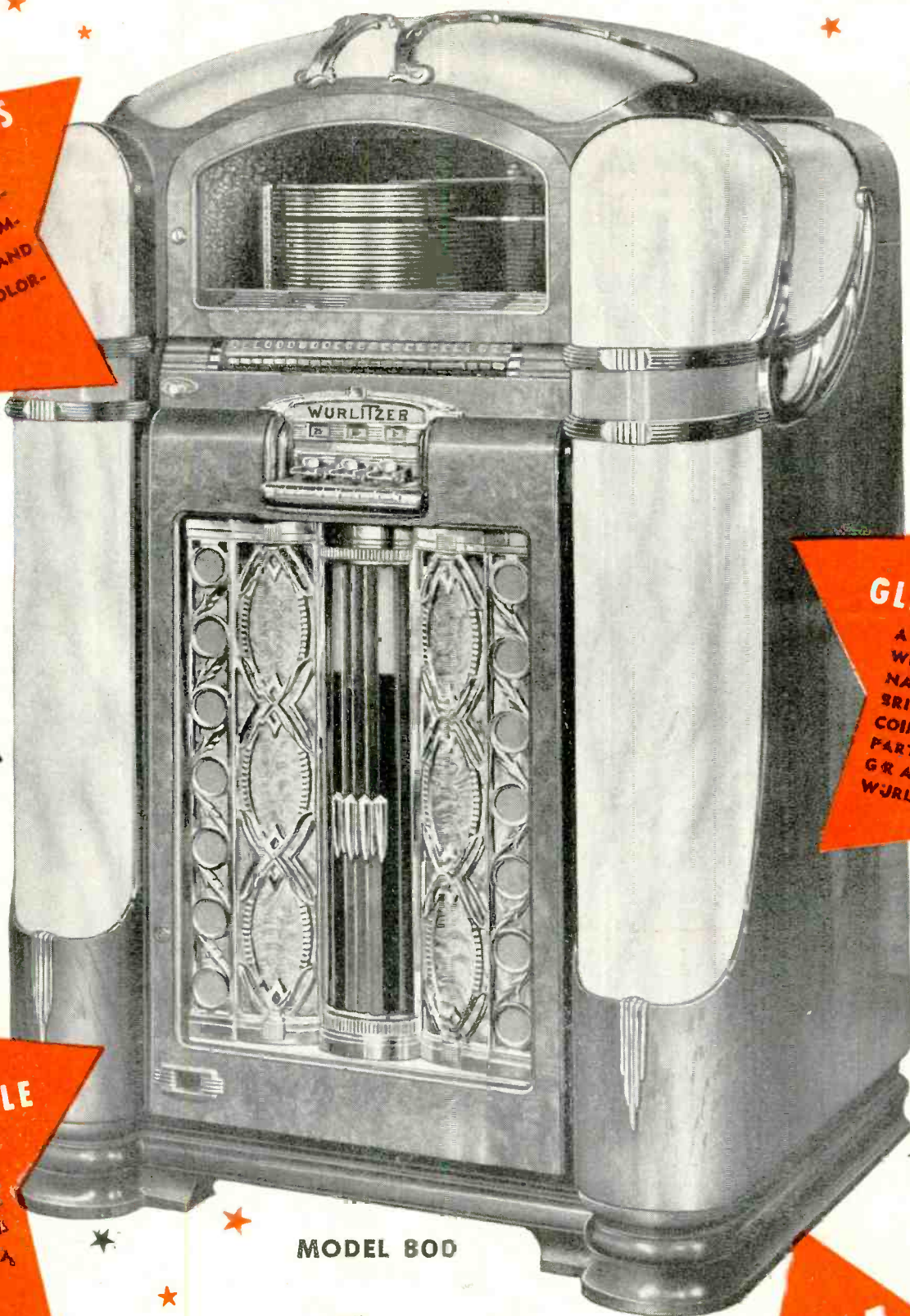
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