

The Billboard

MAY 1 1940

The World's Foremost Amusement Weekly

MAY 4, 1940

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Vol. 52. No. 18

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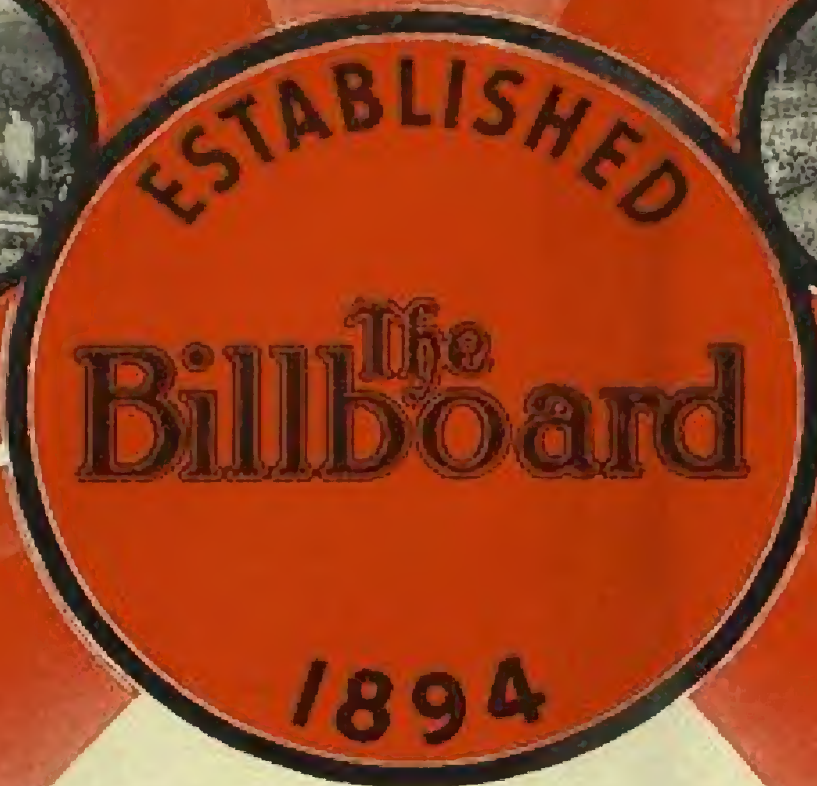
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MILLER NEW CAMPUS KING

Curfew Rings in Philly, But "Private" Clubs Don't Hear It

PHILADELPHIA, April 27.—One of the strange quirks of Quaker City night life is that, while there isn't supposed to be any from midnight Saturday to the following Monday, the city is wide open during the curfew hours.

Membership clubs, which had their roots during the speakeasy days, have again sprung up. They operate only Saturdays and Sundays, when it's against the law to sell liquor. They operate as private clubs, and there are hundreds running full blast. Those in the know get free membership cards and pay for their drinking before they sit down by purchasing checks which in turn pay for their drinking.

Spots operating in the center of the city, adjacent to the local night life, get the overflow of the imbibers who haven't had enough Sunday morning. The neighborhood clubs get the major play Sunday nights. Prices are cheap and talent budgets are still cheaper.

For instance, one club known as The Blood Pit, located in toughest section, bases its appeal to customers on the fighting that you can see and join in.

Beer retails for a nickel, whisky 10

cents and "high class drinks" run for 15 cents. Very little attention is paid to the entertainment. One night when caught the acts were two couch dancers and an emcee, which the owner confessed cost \$12 (for the entire show).

This, of course, is not indicative of Philly's general night life situation; it's just what goes on during the illegal hours of liquor selling. But it's within the law for the most part, many operating out of private homes, remodeled garages with an empty second floor, American Legion Halls and political clubs.

MCA's \$79,000 for 4 Weeks at Ft. Worth Manana; Kyser Opener

PORT WORTH, Tex., April 27.—Casa Manana, open-air cafe-theater, will open its fifth consecutive season June 28, with Kay Kyser's Orchestra pencilled in as headliner for opening week. Musto Corp. of America, which produced the revue

Trombone Succeeds Clarinet as Swing Emblem of College Youth

108 schools polled in third annual survey conducted by The Billboard—Kyser, Dorsey, Goodman hold same positions as last year

By DANIEL RICHMAN

NEW YORK, April 27.—For the third consecutive year, The Billboard applies a stethoscope to the musical heart of collegiate America and finds out what makes it tick—what puts Joe and Jane College in a fever of excitement, what makes them delicious with joy, and what gives them a pain in the neck, musically speaking—in a survey that takes in 108 colleges and universities in 40 States from Maine to California. Acting as spokesman for the schools polled were the editors of campus newspapers, magazines and humor publications, delegated to speak for their respective student bodies because they are in the best position to judge the likes and dislikes, the fads and fancies of the social, and in particular the dancing, world on their own campuses.

The Billboard's primary reason for cutting this yearly cross section of the musical preferences of young America is to give hands and their managerial mentors an accurate, complete picture of how and where they stand with one of the largest parts of the band buying market—the nation's college kids. In this, and in subsequent issues of The Billboard, Mr. Wide Pants and his prom date will give their unbiased views on established bands, up-and-coming bands, and old favorites; on vocalists and the important part they play in the box-office lure of the orks with whom they appear; on swing and on sweet music; on the importance of phonograph records, not only in building the popularity of a band but also to what extent.

(See CAMPUS TAKE VOTE on page 11)

here in 1938, was chosen by the directors of the Casa Manana Association, sponsor of the local revue, as this year's producing company. Likewise, the directors had an understanding that Lew Wasserman, who produced the MCA show here two years ago, again would be in charge.

William Morris Agency, which produced the 1939 revue, also submitted a proposal for this year's show; but the directors favored MCA, even tho it called for a larger guarantee.

The contract, to be signed this week, calls for the local association to guarantee \$16,000, as well as to put the Casa Manana plant in better physical shape, which will cost between \$10,000 and \$15,000.

In return, MCA will spend \$19,750 per week on each show (\$79,000 for four weeks). With Kyser's Orchestra set open—(See MCA's \$79,000 on page 5)

Billy Rose Okeh With AGVA On N. Y., San Fran Projects

Contract calls for \$60-minimum for principals, \$40 for chorus and \$30 for extras—Equity, "Railroads" deal is set—GGIE amusements 100 per cent union

NEW YORK, April 27.—After considerable scrutiny, Billy Rose late yesterday afternoon signed a contract with the American Guild of Variety Artists covering salaries and working conditions on his Aquacade projects at the New York and San Francisco fairs and his Barbary Coast Restaurant at the New York Fair. Differences between Rose and Hoyt S. Haddock, executive secretary of AGVA, were smoothed out at a meeting of a committee of the Associated Actors and Artists of America. Rose, who originally wanted to deal with Actors' Equity Association only, called Haddock a "Red." Haddock denied he is a Communist and asserted that Rose was injecting a "red herring" to divert attention from the main issue.

Contract calls for a \$60-a-week minimum for principals in all three enterprises, working between 23 and 28 performances; \$40 minimum for the chorus (including swimmers, showgirls and dancers) for 23 performances, and \$3 extra for each additional performance up to 28, then about \$3.20 (or 1/14 of \$45) for each show thereafter; extras (including walk-ons), \$30 a week for 28 performances.

Rehearsal pay, according to the contract, is to begin on the sixth day of the rehearsal period for principals and on fourth day for chorus, the initial few days being a "try-out" period and hence no money is to be paid for them. Thereafter principals are to receive \$20 weekly for rehearsals and the chorus \$15.

Barbary Coast principals are to receive \$15 for rehearsals away from and \$20 when spotted on the fairgrounds. If more than four weeks of rehearsing are necessary on any show, each member is to receive \$22.50 for the fifth and sixth weeks and full pay thereafter.

Rose is required to deposit in the AGVA office enough money to cover all salaries for two weeks prior to the opening date, agreed to have the Aquacade pools inspected at least twice a month by competent authorities, to provide for safe

Upped Farm Income Tilts Outdoor Aspect To Badger Fair Men

WAUSAU, Wis., April 27.—Optimism concerning fairs in 1940 was sounded by Ralph E. Ammon, Madison, director of the State department of agriculture and markets and manager of Wisconsin State Fair, Milwaukee, and A. W. Kalbus, Milwaukee, president of Wisconsin Association of Fairs, at a regional meeting of the organization on April 25 in the Hotel Wausau here.

Director Ammon based favorable predictions on advanced price of butterfat in Wisconsin during the past six months, which may provide farmers with an additional \$25,000,000 income this year and have a favorable effect on grand-stand and concession receipts. President Kalbus reported that circuses and carnivals are anticipating good business and that as a consequence fairs should prosper.

William T. Marriott, Baraboo, expressed fear that if State aid is reduced to 60 or 65 per cent of the premium budget smaller fairs will be forced to discontinue. He contended that large fairs, with one exception, are interested in the welfare of smaller fairs.

Fred R. Zimmerman, Madison, secretary of state, reported that State aid to fairs in 1925 totaled \$285,000 as compared to \$160,000 in 1939. He said the number of fairs had been reduced from 80 to 77 in 15 years. Delegates and visitors were entertained at a stag dinner by Collin Lenz, Town of Stettin, fair concessioner, at his home.

Pitt Garden Rodeo Up 40%

PITTSBURGH, April 27.—Featuring Gene Autry, sixth annual Championship Rodeo, sponsored in the Gardens here by Harris Amusement Co., opened with an advance sale three times better than last year's, and a first night gate about 40 per cent over the 1939 figure. Last year rodeo grossed \$21,000 in 12 performances. With one more performance this year, Harris officials expect a take of over \$30,000. Cash prizes total \$5,000. Tickets are \$1.10, \$1.25 and \$1.50, with the 3,000 capacity in the Garden slightly greater than last year's since interior remodeling added more seats to the balcony.

Most polished of rodeos to appear here, this year's is a combination Wild West, circus, athletic, radio and movies. Autry appears as event number 14 in a list of 21, second after the intermission. He opens his act by riding his horse, Champion, in a Spanish march and cake walk, to music provided by Chief Onelda's All-American Indian Band. Then Champion cavorts at Autry's vocal urging and does an unmounted jump thru an upright hoop and a camel (See PITT GARDEN RODEO on page 5)

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USING MORE NAME ACTS

30 Night Clubs Booking Names, Some Spending Up to 5G a Show; Another 25 Take Well-Paid Acts

NEW YORK, April 27.—More and more clubs throught the country are booking names and standard acts, many spending from \$2,500 to \$5,000 for floor-show talent a week. Budgets, naturally change during the various parts of the year, but the trend to booking solid talent continues. There is a greater demand for top night club performers than ever before. The complaint, if any, has been that too many potential night club names overlook the night club field and that most clubs with budgets large enough to buy high caliber talent have been forced to bid for the limited few topnotchers. And, for the same reason, too many big clubs have to repeat the familiar favorites time and again.

A survey of the field reveals that more than 30 clubs employ name acts and some 25 additional clubs are open to well-paid standard turns in 15 cities throught the United States. The clubs include winter and summer rooms and all-year spots, and do not take into consideration the many hotel rooms playing up name bands primarily or niteries spending comparatively less money for talent.

These clubs have skyrocketed into the big money field. Names of the Sophie Tucker, Harry Richman and Tony Martin caliber are paid between \$2,000 and \$3,500 a week and can find enough work to keep them busy some 30 weeks each year. Race track area clubs and summer resort rooms have been known to pay even higher salaries, but that practice, as a rule, is in effect only when gambling casinos are permitted to stay open. This is particularly true of the Florida and Saratoga Springs spots, which primarily depend on the gambling situation.

New York Leads

New York patronizes eight name niteries and 10 clubs using small names or

playing up well-rounded bills. The Versailles has been changing names every two weeks, using such talent as Sophie Tucker, Tony Martin and Harry Richman and paying up to \$3,000 weekly. The El Morocco recently switched to the top act practice, bringing in the DeMarecos, who attracted a noticeable trade increase. The Famous Door in 32d street's home (See More Clubs Use Names on page 16)

Hub AGVA Signs Clubs, Agents

BOSTON, April 27.—With growing membership approaching 700, the AGVA local here is intensifying its drive to sign local spots and license bookers. Membership has increased about 100 a week for the last three weeks.

Tom Senna, local executive secretary, and Ken Howard, national organizer, are lining up contracts. Spots already signed include the Mayfair, Latin Quarter and Southland, Boston; the Hofbrau and Brass Hall, Lawrence, Mass.; Murphy's, Twentieth Century and Blue Moon, Lynn, Mass.; the Shirley, Everett, Mass., and the Penguin and Mahoney's, Nahant, Mass.

The local has set a \$30 minimum. Many acts here have been working for less, altho the fault is not entirely that of the club owners. Cases have been cited where bookers have received \$40 or \$50 for an act and paid off about \$20. Acts have also been offered as low as \$12 or \$15 a week. The AGVA drive has eliminated much of this, altho there are agents in town who offer only \$1.25 for a club date.

Agents granted AGVA licenses include Buddy Shepard, Ben Ford, J. J. Sullivan, Peggy Tarbox, Jack Werby, Lynelle Amusements, Harry Drake, Lou Leonard, Mrs. Leonard, Lew Orth, Lou Golden, United Artists, Ed Doherty and Joe Rubin.

Lotte Goslar Recital

NEW YORK, April 27.—Lotte Goslar, Viennese dance mime and parodist, offered an amusing recital of original numbers at the Little Theater Sunday (21), sponsored by the Theater Arts Committee. She was ably assisted by six ballet girls who are also capable pantomimists and by Ralph Ray, formerly of the Trudy Schoop Ballet, who netted good laughs with his impression of an idea-struggling poet.

Miss Goslar is comical with exaggerated facial and physical mannerisms. Her obvious training as a dancer lends itself handily in a number of skits. The program was not long enough to permit too many dull moments.

Miss Goslar's attractive company included Ida Hildner, Nell Hyrt, Betty Lind, Doris Ostroff, Ruth Rosen and Ethel Selwyn. *Honigberg.*

Blaming High Music, Stagehand Cost, Denver House Drops Vaude

DENVER, April 27.—Citing his music and stagehand budget as an example, B. D. Cockerill, president of Denham Theaters, Inc., claims it is the cost of a stage crew that prevents future flesh bookings in his theaters.

According to Cockerill, music and stagehand cost for the two weeks of A. B. Marcus shows ran to \$3,500. Thus, despite the fact that the Marcus units did good business, there was a net loss to the theater.

Cockerill, a pioneer in show business who used stage presentations as early as 1925 in Newcastle, Ind., says that regardless of what contract he sets with the stagehands' union, there are always a lot of extras turned in.

"Icecapades" Sets N. O. Break-In Date

NEW YORK, April 27.—Instead of going cold into the Atlantic City auditorium, Icecapades of 1940, ice show being produced by the Arena Managers' Association, will break in at a two-week date at the City Auditorium, New Orleans, where the association claims patrons have never had an ice rink or seen an ice show. Booking is set for June 10-20. Deal was arranged thru Prieur Leary, N. O. promoter who will manage the engagement.

Cast will be headed by Edwina Blades, South African skater. In addition, principals will include Fritz Diel, stills skater; McGowan and Mack, comedians; Dench and Stewart, English pair; Housa and Cliff Threll, pair skaters; Robin Lee, national singles champ for five years who, tho pro for a year, has not appeared in a show yet, having confined his activities to coaching; Pierre Benoit, Canadian twirler, and the Three Bruises and Buster Grace, comedy acrobats, who have been released for the summer to the AMA by Arthur Wirtz. An 18-girl line will go along also.

Icecapades will go into rehearsal in Philadelphia the latter part of May. Upon completion of N. O. date unit will return to New York for grooming for the AC opener on July 19.

Donn Arden for Hotel Show

NEW YORK, April 27.—Donn Arden, producer at Jimmy Brink's Lookout House, Covington, Ky., has been drafted to produce the ice show for the Hotel New Yorker's Terrace Room. Dolores Ziegfeld will assist, having charge of the line of girls, which will include Grace May and Daphne Worsley-Poole, General Amusement Corp., booking the show, indicated it will be of production type.

Rehearsals for the opener start Monday (29), with Ross MacLean in the emcee post. Line-up brings talent budget in neighborhood of \$1,400 weekly, an increase over the cost of winter shows.

Chicago Runs Cut

CHICAGO, April 27.—Business of Streets of Paris, at the Grand Opera House, has been disappointing and the show will close tonight. It had been previously announced that it would close May 4 because of necessity of starting rehearsals for its New York World's Fair opening, but when attendance continued slim the earlier closing was decided upon.

The Philadelphia Story also will cut its engagement, closing May 18 to allow its star, Katharine Hepburn, to depart for Hollywood for filming of the play by MOM.

"Vagabond's" 30G in Hub

BOSTON, April 27.—George M. Cohan's sequel to *The Tavern*, *The Return of the Vagabond*, grossed approximately \$30,000 during its two-week tryout at the Colonial Theater. House seats 1,843. First week's gross was about \$13,000, with business slightly better during second frame.

Thru Sugar's Domino

THE informative story in the Music Department of last week's issue under the heading, "Say It With Music Boxes," served the purpose of giving a clear picture of the steps being taken by band leaders to exploit their waxing among music machine operators as well as to tie in their personal appearances with their recording products. More interesting than any of the facets of this activity is the two-way channel in which the exploiting process operates—on the one hand to increase box-office grosses on various types of dates and on the other to stimulate both the sales of records and the nickel turnover in music machines by good-will activities among operators and by various exploitation devices both before and during the flesh dates.

What was detailed in the story was interesting and informative because of the volume of activity entailed. As pointed out in the story, the tie-up between flesh dates and stunting in behalf of attracting nickels to music machines is not as a general proposition an entirely new process in amusement. Certain band leaders have been doing this for such a long time that they can't remember when they were not so engaged. The new angle is the extent and intensity of the tie-up factor. It has reached the point where it is safe to state that a band leader of good standing doesn't breathe who is not as much concerned—or even more—about his platter rating in the music boxes as he is about his arrangements and band personnel.

As if the importance of the music machines as direct channels for better salaries and more playing time is not enough, along comes Harry Katchheim, booker of the most important theater date for bands in the country, who told us last week that he will not book a band into the Paramount Theater, New York, unless the band is doing a clicko in recording and that he harbors a particular yen for bands that are prolific nickel-grabbers in music boxes.

While not blind nor unappreciative of the value of air time and the extent to which air time has contributed towards the success of bands, Katchheim has concluded from his studious application of the band build-up problem that waxing success is far more valuable than air time. He contends that it is possible for a band to be well established on the air according to surveys and the various other intangibles that go towards determining talent value in radio and still turn out to be a flop on theater dates. He explains that air entertainment is not selective from the standpoint of the pocketbook. And without considering the pocketbook one cannot discuss showmanship or talent value intelligently.

The radio audience, so far as its talent choices are concerned, doesn't back up its selections by digging in its jeans for nickels, dimes and quarters. An inordinate number of radio programs and personalities obtain audiences thru sheer indifference on the part of listeners-in or perhaps indolence to the extent of refraining from twisting a dial one way or the other. The factor of free and voluntary choice exists in radio only theoretically, but it actually operates at the consumer's end in the waxing field.

The patron of a music machine pays for what he hears and he gets what he wants—not what the air waves inflict on him when he is indifferent towards the willingness of the radio dial to serve him. This applies to the purchaser of records for home use and who, it has often been proved, is influenced greatly in his choice of platters by his contact with the outpourings of music boxes.

Katchheim's predilection for bands with favorable standing in the waxing field is interesting as well as important. Interesting because he has no ax to grind for or against the parallel fields of radio and waxing; important because of his tremendous power in the process of establishing bands. Katchheim has been a successful and respected booker for many years but is honest enough to admit that the record and music machine business is new to him. But he is learning it fast. (See SUGAR'S DOMINO on page 25)

GINO SALICI And Salici's Puppets This Week's Cover Subject

FOR five generations, or since 1790, the name of Salici has been something to conjure with in the category of marionettes. For a century and a half Salici's Puppets have been known the world over. After exhibiting in various parts of the globe—Algeria, Egypt, France, Spain, Germany and Turkey—the present troupe left Italy in 1919 and sailed for South America. Thereafter for 15 consecutive years they traveled from one republic to another, playing request engagements everywhere.

In 1934 they came to the United States, where they were received with acclaim by enthusiastic audiences. Their recent bookings in New York City followed a solid year in Australia and marked their seventh repeat date at Loew's State, New York, an unusual record at that house for such an offering. On May 25 they will open at the Golden Gate International Exhibition, San Francisco. The troupe will close there September 30 and embark for another tour of Australia.

The present director of the organization is Gino Salici, who is efficiently assisted by members of his immediate family, which include Edgardo, Adolpho, Vittorio and Benilde. They have all carried out with up-to-date finesse the traditions and routine of the entertainment as set by the original founder, Ettore Salici, who started the first company of Salici's Puppets in Milan, Italy.

Besides their recognized ability as puppeteers, they are talented and accomplished musicians, singers and artists trained to present a show lasting two and a half hours. This show covers operetta, drama, comedy and variety, with a vast repertoire to draw from for additional entertainment values. They design, carve and costume all their creations and props. These consist of hundreds of images manipulated with lifelike skill, all assembled in a miniature production which can compare favorably with any legitimate Broadway attraction.

AGVA Rescinds Franchise Fees

Recognizes complaints of agencies not allied with ARA—Coast local elects

NEW YORK, April 27.—The national executive committee of the American Guild of Variety Artists has rescinded the \$50 franchise fee formerly demanded of each agency and the \$26 fee required of every associate office member. The action is a result of complaints received from agencies not allied with the Artists' Representatives' Association, organization of bookers and agents here whose members received AGVA licenses free of charge. The action, reportedly, was taken after the AGVA chiefs realized that ARA does not control the agencies nationally.

The fee was originally levied to speed up ARA membership, at a cost of \$50 per office, which AGVA had hoped would eventually represent a 100 per cent picture of the bookers and agents throughout the country. Opposition against the ARA, however, has arisen recently in Chicago, where the Entertainment Managers' Association of Chicago decided to operate on its own, and in New York, where the Associated Agents of America and the Associated Entertainment Directors of New York refused to come into the ARA ranks or pay AGVA its \$50 license fee. The Entertainment Managers' Association of New York also decided not to join any other agent group and this week negotiated with AGVA executives direct for agreements on club salaries and working conditions.

I. Robert Broder, counsel for the ARA, who at this writing had not been told officially of AGVA's general free license service, said that his group now numbers 141 members, including all important agencies in New York. He also revealed that ARA has applied in Albany for a charter under the laws of New York State. Because of ARA's strength, Broder says, in a meeting with Hoyt S. Haddock, exec secretary of AGVA, next week he will

demand more co-operation as regards protection from offices not franchised by AGVA.

In the meantime, Barney Gillman, head of the AAA and strongly in opposition to ARA, is making efforts to form a central committee, composed of members from the AAA, AED and EMA here, to meet national problems. Tom Kelly, chief of the AED, stated that he will bring up this matter at a meeting on Tuesday (30), while Frederic Watson, exec secretary of the EMA, stated that his group does not want to associate with any other agent organizations and that it is perfectly happy dealing with AGVA directly.

AGVA's New York local polished up its machinery this week to organize New York hotels and to look into the "Borscht Circuit." Members who worked the "circuit" last summer are on the investigating committee. Phil Irving, New York's new executive secretary, announced names of an executive committee, including Charles Arno, Billy Glason, Sam Kramer, Thelma Flowers and Michael Lewis.

SAN FRANCISCO, April 27.—Lou Ashe has been elected president of the AGVA local recently organized here. Other officers are Catherine Toomay, Max Taras, Nadja Laurence and Frank Rollett, vice-presidents; Will Aubrey, treasurer, and Betty Bowen, recording secretary.

ROSE OKEH WITH AGVA

(Continued from page 3)

clothing for his swimmers during rainy weather and suitable sanitary and dressing room facilities.

Contract provides for replacement of performers if ill for 10 or more consecutive days and gives Rose the privilege to fine an employee \$2 for each penalty. Said money, according to an AGVA spokesman, is to be turned over to an AGVA fund which at the end of the season will in all probability go back to the performers.

Performers will not be required to open a show in rain, but should it start raining during the performance they are to continue to work. Girl swimmers, too, will not be required to swim four days each month, but can be used as walk-ons.

One of the contract clauses stipulates that should AGVA or Actors' Equity, which signed the Mike Todd productions and American Jubilee, respectively, give competitive attractions more favorable conditions, such conditions will apply to the Rose enterprises.

Rehearsal payment for chorus is subject to following terms and conditions: All moneys due chorus up to \$60 each will be placed in escrow in the name of the chorus members in a bank to be selected by employer and AGVA and shall be paid over to chorus member upon full performance of his individual contract of employment. Rose is required to advance each of chorus \$10 every week of rehearsal, this to be taken out on basis of \$5 weekly when full salaries begin.

Both Rose and AGVA agree to abide by the same contract should the fair be extended to 1941.

NEW YORK, April 27.—A deal between Equity and Redheads on Parade sped at the World's Fair was practically set today, with scales and conditions similar to the exposition's American Jubilee, which signed up last week. Minimums agreed on are \$60 for 28 shows for principals, \$40 for chorus people and \$30 for extras. Actual signing is awaiting minor modifications in other sections of the contract.

SAN FRANCISCO, April 27.—Eleven entertainment unions, representing every class of performers to be employed at the Golden Gate International Exposition, have reached agreements with employers, Vic Connors, actors' rep, reported yesterday.

"The exposition, so far as the amusement end is concerned, will be 100 per cent union," said Connors.

Under terms of the AGVA's contract with the expo, wages and working hours were set for *Capecode of a Nation*. Pay was boosted for all classes of performers, principals to get \$31.50 and supers \$21.50 weekly. Sound round is to receive \$50. Six-day week schedules were set for all performers, with three performances week days and four on Sundays and holidays.

Performers are to get an additional \$2 a head when doubling in parades on grounds. Part-time pay will be paid for rehearsals. Principals are to receive \$1.50 and supers \$1 for extra shows.

Plan for turning Don Nicholson's inherited Scottish Village into a Bowery girl show has fallen down.

Minor Boom in Minstrelsy; Vaude Units Being Readied

NEW YORK, April 27.—Blackface follies are scheduled for a minor revival. Vaude producers are forming units and numerous troupes are being founded for private entertainment.

Confident that blackface is being revived to some extent, the Edward B. Marks Publishing Co. recently compiled a folio of minstrel tunes, and a compilation by the Georgia Music Corp. has gone over well enough to have this firm follow thru with another folio. The Joe Davis Music Co. has also come forward with a folio for amateurs.

The greatest amount of interest is shown by organizations producing shows for the entertainment of their own members or for benefits. In the New York area, a co-operative venture by several patriotic societies will be offered for three days in Bronxville April 25-27 for the benefit of the Flinn. Another is being produced by Bob Richmond for the benefit of a local home for the disabled.

Several professional producers have accumulated sufficient courage to brave the new generation of theatergoers with the old form. Frank Belmont is preparing a 15-people troupe for a New England tour. Harry Anger is staging a minstrel idea featuring Lou Lubin, which

will be shown at the Earle, Washington, week of April 26. Olsen and Johnson, of *Hellsopoppin*, are toying with a minstrel idea, as is Meyer Horowitz, of the *Village Barn*.

Minstrels can be cheaply produced, since so lavish costuming or production numbers are necessary and many of the best-known minstrel numbers are in public domain. Eddie Leonard is in a picture being filmed by MGM and is signed for the new Diamond Horseshoe show.

Producers staging minstrel shows say there is a scarcity of old-time bone clappers. To capitalize on this dearth, Belmont is planning contests in which the best exponent will be awarded a prize and possibly a spot in his show. Suitable banjo players, while not as scarce as the bone manipulators, are nevertheless none too plentiful. Modern technique of the banjo is not suitable for minstrelsy.

MCA'S \$79,000

(Continued from page 3)

ing week, MCA is offering the following orchestras for the other three weeks of the show: Wayne King, who was a hit here in 1938; Skinnay Ennis; Bob Crosby, Orrin Tucker and Bonnie Baker; Benny Goodman, Eddy Duchin or Tommy Dorsey.

Show will have a line of 60 girls, with routines and costume changed weekly. Five acts will round out each show. MCA is to stand the cost of production, including utilities and an audit, and is to give Casa Manana board three-fourths of all net proceeds over \$79,000. Any additional one-night headliners will be an extra charge to the local board.

The \$16,000 guarantee and the repair money is being obtained by subscription locally. About half of it was subscribed at the directors' luncheon held at the Texas Hotel April 17. The Casa Manana Association this year has 25 directors, including 14 new ones elected from among the subscribers. Association officers are William Monnig, re-elected president; C. A. Lupton, re-elected vice-president; Mayor T. J. Harrell, elected to succeed Ben E. Keith, vice-president, and W. A. Grimes, re-elected secretary-treasurer. Henry Love was reappointed to supervise repairs to the cafe-theater structure.

CLEMENTON, N. J., April 27.—Rex and Betty Powers, figure skaters who have appeared in the Sonja Henie flickers, will make their Eastern night club debut this week at Weber's Silver Lake Inn near here. For the nitery stand, the Powers will switch to roller skates.

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350 BEAUTIFUL ROOMS WITH BATH
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CBS AND MBS

During 5 months' engagement at Earl Moon Club, Steubenville, Ohio. 9 or 10 men, commercially styled, using ushers, violins, etc. Phone 8247. Wire or write LESLIE ZIKES, Steubenville, Ohio

PITT GARDEN RODEO

(Continued from page 3)

stretch. Fronting five musicians playing bellied two microphones dropped from the ceiling. Autry then takes the spotlight in an otherwise darkened arena to sing *Back in the Saddle Again*, *El Rancho Grande* and *South of the Border*. He winds up astride Champion in a leap thru a hoop of fire.

Altho opening performance was ragged, because of production difficulties, idea of a flicker player starring among a melange of bronk and steer riders seemed to please. Best received acts on the regular rodeo routine were the mounted quadrille, Ted Allen's horseshoe pitching, Chip Morris and horse, Black Fox, and Roscoe Armstrong's bucking Ford. Also well received were Curly McCall's auto-jumping horses, a couple of clowns burlesquing a bull fight, mounted basketball game between teams from Texas and Oklahoma and exhibition riding by Mildred Horner and Mary Parks. Contest events are steer wrestling, bronk riding, calf roping and steer riding. Extensive radio and newspaper exploitation, plus a downtown parade engineered by George Tyson and Ken Hoel, of Harris Co., was credited with bringing increased advance sales.

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MOTHER'S DAY IS SUNDAY, MAY 12. SEND HER A GREETING BY TELEGRAPH. ONLY 20c LOCALLY OR 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES. OR SEND HER A WESTERN UNION GIFT ORDER FOR AS LITTLE AS 50c FOR \$10 OR LESS.

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RADIO CITY • NEW YORK

<p>STOCK TICKETS</p> <p>ONE ROLL . . . \$.50</p> <p>FIVE ROLLS . . . 2.00</p> <p>TEN ROLLS . . . 3.50</p> <p>FIFTY ROLLS . . . 15.00</p> <p>100 ROLLS . . . 29.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price.</p> <p>No C. O. D. Orders</p> <p>Star Single This... 182"</p>	<p>All Amusement</p> <p>as well as TICKETS</p> <p>Manufactured with your own special printing and Stock Tickets in assorted colors and designs. Ask for our prices.</p> <p>THE TOLEDO TICKET COMPANY, Toledo, O.</p>	<p>SPECIAL PRINTED</p> <p>Roll or Machine</p> <p>10,000 \$ 6.95</p> <p>20,000 9.85</p> <p>50,000 12.75</p> <p>100,000 20.00</p> <p>1,000,000 150.50</p> <p>Double Coupons, Double Price.</p>
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THE RADIO EDITORS SAY . . .

Art Service of Radio Publicity Sources Criticized; More Local Copy, Less General Stuff Urged

NEW YORK, April 27.—Quotes from the radio editors participating in the Third Annual Radio Publicity and Exploitation Survey conducted by *The Billboard* follow. Quotes do not deal with any specific phase of the survey, but another group of comments made by the editors will be found elsewhere in the Radio Department of this issue dealing with the NBC printed sheet release exclusively.

"Many of the services duplicate their copy to this paper. *The Dayton Journal-Herald* (O.) is one organization and has only one radio editor. All radio copy clears thru me."—Donald Fleisher, *Dayton* (O.) *Herald*. Ben Gross, of *The New York Daily News*, noted, "Press agents still need to acquaint themselves with the individual needs of radio editors. Many stories which have no chance of landing in columns to which they're sent continue. . . . The importance of brief, terse copy increases daily. Some press agents still send copy that so and so sleeps in such and such a pair of pyjamas. . . . Remember, there's a war going on!"

"During recent months," wrote Charles Timothy Jewett, of *The Anderson* (Ind.) *Herald*, "the Associated Press has been giving good news attention to special broadcasts. The service carries a fine, concise feature, *On the Air*. . . . Station WJIBU is prompt. . . . Roy Ryerson, of *The Seattle* (Wash.) *Star*, commented, "I think you've got a good poll, but how many radio editors are going to remember the names of all those sending copy? . . . A good 80 per cent of the material received is valueless from a news standpoint. . . . more personal items. . . ."

More Inside Needed

Bruce Nicol, of *The Star*, Lincoln, Neb., wrote, "We are wondering why. . . a liberal use of pictures and mats is not exploited more. . . . In many cases, outside of New York, the press gets its quasi-news features from the news services, top-flight magazines, et al. Many of these stories are about broadcasting in general, but a network can do this, using its own experiences for the specific example. Trends, back-of-the-scenes stories, seldom see light on network releases. . . . Likewise, network mat and pix services have declined during the past year. . . . Our readers voice demands for more pictures. I am beginning to believe this situation must be unique in the cornbelt area." Mr. Nicol concluded.

"The publicity mills. . . grind out too much stuff. All might better concentrate on quality rather than quantity. There's entirely too much tripe. . . . gossip. . . . inane odds and ends. . . . and too little good feature material, behind-the-scenes-stuff that would really interest the average fan," noted William Irwin (Don Foster) of *The Chicago* (Ill.) *Times*.

Caroline MacDonald, of *The Youngstown* (O.) *Indicator*, said, "I'd like to take this opportunity to thank NBC and the agencies for courtesy in answering written questions with dispatch. I wish I could say the same for CBS. Their press department is, to say the least, inconsiderate. Are they benignly permitting us to print their releases?" A criticism of art was voiced by Ernest Rogers, of *The Atlantic* (Ga.) *Journal*, saying, "Pix lean too much toward head stiffs without action. Good gag shots, occasional leg art and more personality and background material would be a great help in augmenting spot radio news."

Improvement Noted

"In general, radio has improved its methods in handling publicity," declared Tom O'Hern, of *The Davenport* (Ia.) *Daily Times*. "Particular praise goes to the networks because they no longer try to sell every program by means of

adjectives except when the unusual really does come along. . . . Usually such build-ups have backfired. . . . sometimes the under-exploited show proves best."

"More talent information and news" was suggested by Beatrice Biggs, of *The Clintonian*, Clinton, Ind. "More news of human interest. . . . more news of domestic activities" was also suggested by this editor, who added, "CBS news service is more concise and timely than that of NBC. CBS is sending more interesting sidelights. . . . NBC sends more interesting features, but the copy reaches me too late. . . ."

Criticism voiced by George Huber, of *The Washington* (D. C.) *Evening Star*, were of correction systems and duplication by networks and ad agencies. "There isn't enough space to tell how I hate the NBC current service," Huber added. "The mimeos filled all requirements. I get sick every day when I go thru the printed sheet. It starts the day wrong; I feel like kicking the dog, divorcing my wife and spanking the baby when I get home. It's terrible."

Chuck Gay, of *The Dayton* (O.) *Daily News*, said, "Those of us, 'in the sticks' are interested in the surveys printed in *The Billboard* showing the breaks given stations there. . . . If a national survey could be taken the three networks would be surprised. NBC should hit a new low this year for changing its system. . . . NBC's percentage of breaks in this area has been reduced more than 40 per cent. . . ."

"Items on daytime serials," wrote Don Tranter, of *The Buffalo* (N. Y.) *Courier-Express*, "should name not only the person in point but what character he or she plays on the show." From the same city, Joe Betzer, of *The Buffalo Evening News*, asked for more features on well-known radio performers. Donald Messenger, of *The Christian Science Monitor*, however, said he could dispense with all daytime serial material.

Owen Channon, of *The Montreal Herald*, favors an increase in local interest stories, an attitude many other editors shared. Reg Warren, of *The Star-News and Post*, Pasadena, Calif., commented, "If publicity were patterned along CBS lines it would be perfect. . . . Stations out here sadly neglect program publicity. KMPC is trying to get started, but it's only fragmentary. . . . Another editor to note improvement since the last survey published by *The Billboard* was Herb Swartz, of *The Goshen News Democrat*, who also added, "Program information from all sources seems to have taken a turn for the

better, with condensed copy and more material. . . . for smaller dailies. . . ."

More Art Pans

An Eastern radio editor who asked not to be named declared, "NBC used to send useable mats but now the service is stuffy. . . . you wouldn't think they had any good-looking girls working for them. . . . WABC hides its talent behind a labeled microphone, so we don't use. . . . The publicity on the whole lacks inspiration, news value. . . . Frederick L. Rushton, of *The Worcester* (Mass.) *Telegram, Evening Gazette and Sunday Telegram*: "We are chiefly interested in news announcements, pictures and good features on programs carried by WTAG. . . ."

Harry G. Link, of *The London* (Ont.) *Echo*, pointed out that he needs his copy two weeks in advance to reach him on Thursday. Another Canadian editor, A. H. Walls, of *The Star-Phoenix*, Saskatoon, commented, "With the war occupying all space usually set aside for such features I am not running my usual column of comment, but when I did I was surprised that more services did not put me on their mailing lists. I'd like to put in a plug for the Earle Ferris service. . . . way ahead of anything I've received in both general information and briefs. . . . Walls a great many press releases cannot be used, they keep a radio editor informed and help him answer the many questions readers ask. There are many changes I could recommend, but since they would be simply for my personal interest and since every r. e. has different ideas and interests, they would become much too complicated. . . ."

Praise and a roast for NBC came from Howell Jones, *Atlanta*, (Ga.) *Constitution*, with, "NBC press department very efficient and type of material they send is very satisfactory insofar as news content is concerned. Never ask NBC for anything that I have not received in short order. Have no objection. . . . exclusive of their new type release sheets. When possible I avoid use of this material because of its unhandy form. In my opinion, if NBC went back to the old form of release, NBC and CBS would be a stand-off."

Did You Say Art?

"Good art—candid or girl—that can be blown into attractive Sunday layouts is needed. . . . We get pix by the scores, but only about 5 per cent fill our needs. . . . Most of them are too flat or posy. . . . Network art in particular shows little originality. . . . B. B. D. & O. furnishes the best ad agency art. . . . J. Walter Thompson concentrates too much on flat pix of name guest stars, all of which can be found in a newspaper's picture morgue and much better shots at that," wrote George Lilley, of *The Philadelphia Record*.

Continuing, Lilley said, "Art comes very slowly from agencies and the networks, particularly from a human interest angle. Bonnie Baker art was at least three weeks behind her vogue. . . . Glenn Miller art also came in after commercial started. . . . Both networks might work on sustainers now and then. . . . Vocal-

Baseball, Serials and Platters Shrink Talent Time in Philly

PHILADELPHIA, April 27.—Usual summer slack which formerly meant employment possibilities for live talent when hot weather opened sustaining time is all but gone with the wind now. According to present schedules, local radio listeners this spring and summer will have to be content with a steady diet of baseball, recordings and serials.

At both WCAU and WIP big league ball games will hog the time, stations carrying night games as well. On off days locally WCAU will air by wire reconstructed games from other cities, making it a day-in-and-day-out baseball schedule. WIP is seeking permission also to reconstruct the out-of-town games but probably will fill in with the house band when the home ball teams aren't in action.

At WPEN, WDAS, WIBC, WHAT, WTEN and WCAM the major fare for both afternoons and evenings will continue to be recordings and more recordings, taking

time out only for spot announcements or foreign language shows that hang on during summer.

KYW listeners will get their warm weather listening saturated with serials, station having listed 25 on the board from midmorning to late afternoon. WFIL is the only outlet that may be able to balance the diet, serials hogging the time from 2:30 to 4 in the afternoon, but the summertime selling season is just starting.

Tightness of schedules also cuts down dance remotes. While night spots and hotel clamor for time, spring finds only one spot added to local remote schedules. WDAS putting in a wire at McGee's Club 15 for Jerry Deimar's music. Makes a sum total of three remotes on local airwaves now, WIP with Earl Moyer from Cathay Tea Gardens and WCAU feeding Leighton Noble's Ork to CBS from Ben Franklin Hotel.

lets at remote band programs might make good shots, too, and I don't recall getting any. . . . Captions on the whole terrible. . . . If better, many pix now buried in files might be used. . . . They're always too long, seldom show smart or catchy twist. . . ."

Paul Kennedy, of *The Cincinnati Post*, declared, "Am still burnt about networks' disregard of previous information in summarily switching shows around. . . . One Sunday four important switches were made in big shows without information coming thru. . . . All these things leave radio editors holding the bag when it would have been easy to explain. . . . I've always felt the greatest asset a radio editor has is 'authority.' His readers must believe him. . . . when he loses that authority he's no longer a radio editor. . . ."

A plug for *The Billboard* came from Ralph Roberts, of *The Salisbury* (N. C.) *Post*, who explained, "The *Billboard* is a great help in my radio column and news. . . . thanks. . . . It's done more. . . . than anything could have in raising radio standards."

A need for more television information was seen by Will Baltin, of *The New Brunswick* (N. J.) *Daily Home News and Sunday Times*: "There isn't enough publicity coming out on television transmissions. New Brunswick is in the NBC tele area. . . . we'd appreciate more copy and mats."

Thomas P. Bresnahan, of *The Norwood* (Mass.) *Daily Messenger*: "Norwood is just 12 miles from Boston, and *The Messenger* is the only daily between. . . . yet we have never received a press release from a Boston station, despite the fact that good news stories of local programs and people would be welcome. To my mind, many local stations lose out because they fail to take advantage of such circumstances. . . . Suburbs have the best listening audiences. . . . Local radio columns should be the first place these people look, but stations don't co-operate. . . . Network service is of no real value to local papers. . . . Personally I would always give preference to local stuff, yet all I get is the Yankee network program schedule."

Also from Massachusetts, comes this anonymous comment. It was not made by the radio editor of the paper named. *The Boston Transcript* now publishes a weekly radio magazine and a page of radio daily. Circulation figures, I'm sure, show this helps. Radio should be treated as are films and theater. . . . radio is here to stay. . . . Newspapers should have regular critics like *The Billboard* does. . . . Get rid of the hypocrisy on the whole subject of newspaper-radio situation and you'll see fine co-operation. *The Transcript* experiment should be studied by every publisher. . . . It is the coming thing. . . . make no mistake about it."

Urges Short-Wave Boost

Eric A. Seymour, of *The Evening Telegram*, St. John's, Newfoundland, explained, "Being outside of the United States, but not so far away from it, makes our position a little different and I know it is impossible for your stations to cater to us as they would their own. However, thousands of Newfoundlanders listen to your top-ranking stars and have their favorites. The sale of U. S. goods is increasing yearly, and there is no reason why your short waves should not be used more extensively. . . . Too much attention given to South America by some of your short waves, but we're hoping you will have more all-English short-wave outlets soon."

William L. Doudna, of *The Wisconsin State Journal*, Madison, noted, "Last year I complained in your poll that we received little local angle stuff which should be a swell source of space. . . . Since then I've received some, but could use more."

Taking in the Toledo, O., territory, Richard Phelan, of *Toledo Blade*, commented, "No station listed in *The Blade* maintains a satisfactory press department. . . . Latter are a very minor item, deplorably minor. . . . A strong protest brings a flurry which subsides after a few days. . . . All stations pay too little attention to accuracy, information and tips of every nature. . . . CBS has the best press department, Mutual second and NBC third. NBC is horribly (See RADIO EDITORS SAY on page 10)

Columbia To Push BMI Tunes; Mixed Comment on Cole Deal

NEW YORK, April 27. — Following shortly after Broadcast Music, Inc.'s acquisition of the Cole catalog, developments in the BMI-ASCAP situation were (1) some mechanical music men spoke disparagingly of the 12 BMI pop releases, and (2) Columbia Broadcasting System ordered its staff orchestras to plug the BMI music.

CBS, one of whose spokesmen recently stated that after December 31 the net would use no ASCAP material unless the new contract was revamped, has been more outwardly militant than the other nets. Order to staff musicians in a follow-through.

Issue of the second batch of BMI pops was accompanied by some unfavorable comment. The releases also had their humorous side, it being ascertained that BMI dropped one of the tunes, titled *Let's Draw Straws*, when it was revealed that the author was an ASCAP member—the nonparticipating.

Meanwhile diverse comment greeted BMI's acquisition of the Cole catalog. In answer to a query which pointed out that the Cole music had already been available to broadcasters under the regular SESAC license, Sidney Kaye, CBS attorney, stated that Cole was a "useful stock," that other bidders had been angling for it, and it was doubtful how much longer the catalog would have been available if BMI had not obtained it. Kaye and BMI denied that the broadcasters were angling for the MOM catalog, as rumored.

Society of European Stage Authors and Composers (SESAC), which will now control Cole only until the end of the year, adopted a philosophic attitude toward the matter, pointing out that SESAC has 591 licenses in radio, of which only 49 expire at the end of this year. Contracts with nets provide for dropping of Cole and other SESAC music. SESAC also stated that of the 200 BMI subscribers, all but 29 have licenses with SESAC. According to this reasoning, the performing rights society could see no logic in the BMI deal, regarding it as

a move which is costing radio more money for music already available.

ASCAP officials, commenting on the BMI-Cole matter, pointed out BMI was formed to break up the American Society but instead was attacking SESAC. "What they are doing," said one ASCAP official, "is organizing another licensing agency which will prove an additional burden to radio." He added that if radio can pay "that kind of money for Cole, we (ASCAP) may decide to ask some real money from radio."

Other copyright experts, however, stated that acquisition of Cole was definitely a good move toward building a shelf of music, despite fact that Cole had been available thru a non-ASCAP source.

BMI meanwhile is continuing to "explore" catalogs and claims to be obtaining the co-operation of coin machine operators relative to plugging BMI music. Along the same line, the National Council of State Liquor Dealers' Associations at a convention in Chicago voted to cooperate with BMI and appointed a committee to work toward that end.

Radio Hillbillies Pack Salem House

SALEM, Mass., April 27. — Packed houses for the WEEB Cowboy Jamboree at the Empire Theater disprove claims that hillbillies are on the way out. Ten nets from the station have withdrawn major pie attractions at the other house and, on one night, the Empire topped the crowds at two rival theaters.

Over 1,000 were turned away the first Sunday night the show was put on, and on the following Sunday 500 were refused admittance. House seats 975, and both shows played to standees.

Station is now planning to change type of show by offering the winners of their amateur show.

A Union?

NEW YORK, April 27.—By an odd coincidence both Leonard Carlton, radio editor of *The New York Post*, and Norman Siegel, radio editor of *The Cleveland Press*, made the same comment in connection with the Radio Publicity Survey. In fact, even the wordage was similar. Billed down, the lads said:

"In general, radio publicity seems much worse this past year. There's too much stuffed-shirt attitude around. . . ."

NBC Changes Spring, Summer Tele Sked

NEW YORK, April 27.—National Broadcasting Co. is revamping its television program schedule for the spring and summer, cutting out Saturday evening and Sunday programs, effective May 13. In addition week-day shows will be given 30 minutes later as a result of Daylight

AFRA Asks Union Shop on WGN Series

CHICAGO, April 27.—American Federation of Radio Artists has asked WGN to abide by the terms of a contract entered into a year ago by not employing artists who are not AFRA members. WGN has been featuring stage and screen celebrities on *Fifth Row Center*, many of whom are not AFRA artists.

Ray Jones, executive secretary of local AFRA office, said that in the future no performers will be permitted to broadcast unless they become members of the union.

Saving Time. Programs Monday thru Friday, therefore, will go on at 9 p.m. as usual. Afternoon telecasts will be given Tuesdays thru Fridays at 3 p.m., instead of Wednesdays thru Sundays at 3:30 p.m. Outside pick-ups will be given Saturday afternoons.

According to Alfred H. Morton, NBC exec, hyped production and transmissions over a tele network are probable developments in the next 12 months.

NBC Clip Sheet Comment

(Continued from page 7)

Evening News, asked, "Who has time to sit down and clip paper dolls? Smaller items must be pasted on larger sheets if they are to be filed." "Mimeos are obviously easier to handle," commented Don Tranter, of *The Buffalo (N. Y.) Courier-Express*. Mary Little, of *The Des Moines (Ia.) Register and Tribune*, wrote she did not like the clip sheet because the type was too small. Veteran radio editor E. D. (Kl) Kellman, of *The Topeka (Kan.) Daily Capital*, believes "mimeographed releases carry more information and were much easier to correct at a later date."

Alton Cook, of *The New York World-Telegram*, said, "The printed sheet is useless. Impossible to file a lot of tiny clippings even if I did go to the trouble of clipping them." Also a mimeo supporter was Dave Frederick, of *The Star-Times*, St. Louis, who declared them to be much easier to handle than the clip sheet. Comment made by George M. Hamaker, of *The Oklahoman and Oklahoma City Times*, was, "The printed sheet looks nicer—so what? Mimeos seemed more complete and up to date." Henry P. Lewis, of *The Springfield (Mass.) Union*, was succinct, saying, "NBC's present publicity sheet is lousy, not for its content but for its form." Frank Walker, of *The Windsor (Ontario) Star*, declared, "The printed sheet is much more attractive, but mimeos are easier to work with. I don't see much difference, tho." George Huber, of *The Washington (D. C.) Evening Star*, declared, "The printed service is a big pain and I start the day wrong by having to 'rattle' with it. It stinks. It's hard to read, takes time clipping; the clippings are easily lost and hard to file. I often miss items I might otherwise use and it takes three times as long to read." Disagreeing with Huber was Ralph Sanders, of *The Chattanooga (Tenn.) Free Press*, who believes, "The sheet is easier to organize . . . printers also prefer." Another mimeo vote, however, was cast by Anise E. Cassab, of *The Charleston (W. Va.) Daily Mail*, with, "The double-spaced copy is naturally easier to read and to handle."

Pros and Cons

"The printed sheet is more comprehensive and easier to handle. The news is all under one cover, so to speak," said Beatrice Biggs, of *The Daily Clintonian*, Clinton, Ind. However, Ernest Rogers, of *The Atlanta (Ga.) Journal*, finds, "The printed sheet pieces too hard to handle in files." Agreeing was Donald Fleisher, of *The Dayton (O.) Herald*, who favors one item to each mimeographed sheet. "The mimeographed sheet is easier to handle," declared Justin Henley, of *The Springfield (O.) Sun*, adding, "The printed sheet is too much trouble to clip and file and more difficult to read." Caroline MacDonald, of *The Youngstown (O.) Vindicator and Telegram*, spoke for mimeos, saying, "Sheets necessitate pasting and then they are in advance to such a degree that they are inaccurate at times." But to Virgil Evans, of *The Pensacola (Fla.) News-Journal*, "The printed sheet is more complete, easier to plan a newspaper page with."

"Mimeos can be handled more satisfactorily and easier to file without clipping being necessary," voted Clifford Grass, of *The Canton (O.) Repository*. "The printed sheet was a poor move,"

Grass added, "but to top it off it now comes to my desk bearing a one and a half cent stamp instead of a three-cent stamp as copy did in the past. Result is that it takes longer to reach my desk, also true of many network corrections, most of which arrive after the paper has been put to bed and the program has been on the air." Jo Hanson, of *The Brooklyn (N. Y.) Daily Eagle*, declared he believes mimeos are much easier to handle, as did Nathan Cohen, of *The Duluth (Minn.) Herald-News Tribune*. Norman Siegel, of *The Cleveland (O.) Press*, also stated he was in favor of the mimeographed style for press releases and "The new sheet makes it difficult to find what you want."

Filing

Leonard Carlton, of *The New York (N. Y.) Post*, believes, "The printed sheet is only good for stuff you intend using immediately. It's unhandy in making up high spot listings and even makes good stories look dull." William Irvin (Don Foster), of *The Chicago (Ill.) Times*, was on the mimeograph band wagon because "They're much easier to file; makes possible immediate discarding of unwanted or unusable material." Easier filing also meant a mimeo vote from Bruce Nicoll, of *The Star*, Lincoln, Neb. "If an item isn't wanted, toss it in the basket; on the printed sheet it means finding out what you need and then filing it. Mimeos much easier to handle," Nicoll wrote.

Filing facility of mimeos also had the support of Victor J. Mackie, of *The Times-Herald*, Moose Jaw, Saskatchewan, Can., who added that with little time to work on his radio column, the sheet delayed him. "Result is NBC shows do not get as much publicity as other network shows," Mackie added. Donald D. Wiseman, radio editor of *The Zanesville (O.) News*, wrote *The Billboard* after the Publicity Survey had been published and said, "I noted the general reaction against the NBC printed releases, which coincided with mine until the date grouping and perforation practice was adopted. This occurred just after I mailed your questionnaire. Only trouble now is that daytime programs should be grouped with those of the previous evening, as far as we are concerned. However, this is not a fair complaint, since morning papers must be serviced with the same material. From that standpoint, CBS is best, but on the whole the present form of NBC service is very good. Also, since I answered your questionnaire, NBC has improved its mat service, but the selection of mats is a bit screwy. Very attractive leg art and glamour gal pix are shown in the sheets, but instead of sending mats for these they generally send mats of such scenes as program supervisors grouped around a conference table. The public wants glamour."

Voting for the printed sheet was Harry LaPorte, of *The Tulsa (Okla.) Daily World*, who found it easier to read and edit. Completing the comment was Peter B. Whittall, of *The Winnipeg (Can.) Free Press*, whose vote went to the mimeos because they were easier to handle.

As published in the April 30 issue of *The Billboard*, the vote on the NBC clip sheet was: Prefer clip sheet—32. Prefer mimeos—78. No difference—2. Total answers—112.

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Radio Talent

New York

By JERRY LESSER

FRIENDS of RALPH ANDERSON SAYERS (formerly KYW commercial manager) will be glad to learn that his son, GILBERT HUNT, successfully eluded the mascot scalpel at University Hospital, Charlottesville, Va., recently.

PETER DONALD left for the south on a three-week vacation. . . . GEORGE LOWTHER is writing and producing the transcribed series starring GERTRUDE LAWRENCE with RICHARD HAYDN, which will be sent for consumption to the boys in the trenches. It's called 30 Minutes Love. . . . The American Federation of Women's Clubs has given TOM TERRISS' Letters From Abroad an orchid as one of the 10 best in radio artistic and cultural entertainment. . . . JOE CURTIN narrowly escaped death recently when his car was forced off the road on his way to attend his brother's wedding in Boston. The car was completely wrecked, Joe receiving only injuries to his temper. . . . ROWLAND WINTERS became so jealous of KARL FRANK'S garden that he has planted several fruit trees on his estate on 12th street. . . . MARY TURNER, who collaborates on the Grand Central scripts with CHARLES CARRUTHERS, was a recent visitor to the studios here. She writes for the London, Ont., Free Press.

Because his character, Cecil Simp-

son, made such a hit on the Tommy Riggs show, they say Charles Kemper is changing his name to Cecil Simpson. . . . The acting plum of the year went to Lawson Zerbe, who won the character part on "Against the Storm." . . . Carl Hoff will again handle the cork assignment on the new Al Pearce program. . . . Ethel Owen's "Abby Troubridge" role proved so popular on the Joan Blaine program that she'll be given the featured role of Aunt Ethel on "Life Begins," starting May 10. . . . Arch Oboler is reported set to film Ethel Vance's novel, "Escape." . . . "Uncle Walter's Daphnasia" has been renewed for 52 weeks. . . . Frank Norak and his Musicreators will furnish the music at the reception following the marriage of Babe Ruth's daughter, Julia, to R. W. Flanders, on May 1. . . . According to Frank Parker, radio actors sometimes stumble over their lines for the same reason a golfer may dub a shot. "They don't keep their eyes on the script." . . . Rikel Kent adds another innovation when he starts the actors producing their own sound effects simultaneously with their speeches. . . . "Voice of Experience" is tentatively scheduled to return to MBS about May 1.

Chicago

By NORMAN MODELL

BUDDING gagsters, now in the eye of BOB HOPE, are EMANUEL OPPER and IRVING LEVIN, who penned a recent comedy script for Fifth Row Center. . . . There was a sizable turnout of radio talent at NBC's all-night engineers' ball last Friday (19). . . . PIZDALE'S latest epic of imagination is getting a Grandmothers' Club to select MARVEL MAXWELL, who has no grandmother, as America's Ideal Granddaughter. . . . Pretty soft for LUISE BARCLAY, who flies away for Mexico, Central and South America the moment Woman in White is washed up. . . . Our sympathy to MARIE NELSON, Ellen on CBS' Bachelor's Children, whose invalid husband died Tuesday (23). . . . BOB STRONG has published a new and an old tune, somewhere, the theme song he has been using for almost two years, and a new nifty entitled That's for Me.

The Artists' Workshop is throwing

a May Jamboree at the Alden Hotel May 11. . . . Ruth Doring Reynolds, of the Doring Sisters, vocal trio, left the cot to await the arrival of progeny. Her place is being taken by Betty Bennett. . . . George Neise, Big Craig in "Scattergood Saines," goes stock for the summer in Wisconsin. Dale Evans, canary at the Blackstone, joined Columbia's "News and Rhythm" show April 28. . . . The Hugh Studebakers push off for California May 17 for two weeks before taking up residence on their newly acquired potato farm. . . . Virginia Payne is going in for lectures and personal appearances. . . . Rosemary Lambright spends her spare moments at the icebox to gain the 10 pounds Hollywood found missing. . . . We understand there's a hot deal on for an Arch Oboler commercial. We hope it comes thru.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK: MAURIE HOLLAND, of J. Walter Thompson, is in Hollywood finishing up the Bergen-McCarthy recording for the Standard Brands puppet show at the World's Fair. He is also readying to take over production of the Chase & Sanborn show. . . . Norman Siegel, editor of The Cleveland Press, is town seeing the shows and picking up news. . . . Don Trantor, editor of The Buffalo Courier-Express, arrives Monday (29) for one week's stay. . . . Illness of Ted Collins has postponed plans for a celebration of Kate Smith's ninth anniversary, May 10 is the new date. On May 7 World's Fair execs will give Kate Smith a dinner. . . . Joe Stauffer, head of

Young & Rubicam's Coast office, and Jack Van Nostrand in town for Walter O'Keefe's suit against Y. & R. . . . Charles Pekor, of NBC press, now owns 10 hounds. His giant Schnauzer gave birth to nine pups. The NBC gang is putting the bee on Charlie for cuffo dogs, but Charlie is holding out for \$100 apiece, the mutts being very fancy stock.

Abbott and Costello have been signed to replace Fred Allen for the summer. They will get \$500 more than they received on the Kate Smith program. . . . "Fun in Print," replacement for "Silver Theater," with Sigmund Spaeth, debuts May 12 and will be aired for 20 weeks. Jack Benny, who will be in town thru May 13, celebrates his eighth anniversary in radio May 5. . . . Linton Wells has been sold for the Ford Summer show by Columbia Artists, Inc., starting May 19. . . . Jack Martin left WJLN for WOPI, Bristol, Tenn., where he will do baseball broadcasts. . . . Tom Wright, of Y. & R.'s Hollywood office, transferred to the New York press department for the summer. . . . WEPY's new transmitter, at First Washington, L. I., will be operating in September. . . . Number of strong musical scores has recorders and transcription companies slightly nuts. Claim there's so much good stuff they don't know what to put on wax. Among the scores are Irving Berlin's from "Louisiana Purchase"; Bing

New N. Y. Daily Giving Air Acts Break; Wide Radio Coverage Due

NEW YORK, April 27. — P. M., new afternoon tabloid which is to start publishing shortly after first of June, will give broadcasting in all its phases the most extensive coverage attempted by a non-trade publication, altho, of course, trade news will not be used. Planning three and four pages daily to be devoted to radio, P. M. will pay much attention to radio talent, regardless of the importance of names of the performers. Stories on players almost unknown to the listening public, such as leading dramatic and daytime serial actors, will be used. No daily has ever gone into this type of coverage on the scale that Jack McManus, P. M. radio editor, plans.

While radio actors will get this break, the new publication, which will not accept advertising, is being eagerly awaited by the broadcasting field because of the effect it is expected to have on general newspaper policies toward radio. Some

effect has already been noted. The New York Post recently increased its radio space, and The New York Herald Tribune is reported doing likewise. Of great significance, also, is the fact that a well-known Eastern radio columnist now has a deal pending with a major syndicate to undertake a sales campaign for syndication of his column.

McManus also plans an extensive listing of New York City station programs, with the present outline calling for more program listings and cross listings than other dailies offer. A digest of the past day's programs will also be published.

Talent coverage will not only give attention to performers but also to writers, directors, producers, sound-effects men and so on. Names of sponsors will be used in connection with commercial programs, this policy also differing from those now in effect for newspapers throughout the country.

Crosby's pic, "If I Had My Way"; World's Fair "Jubilee" show, and Jimmy Durant legit, "Keep Off the Grass."

CHICAGO:

Wade Advertising Agency reports that Morris B. Sachs has renewed for 52 weeks starting April 21. . . . Readjustments at McManus' bring Leroy A. Kling in as vice-president and Sam Bartlett as radio director. Kling was formerly president of Kling, Gibson & Co., and more recently with Cecil & Presbey; Bartlett has been a freelance producer and was once

on the Hal Roach staff. . . . WLS acquired a new writer and producer from WMMN, Fairmont, W. Va. His name is Joe Rockhold. . . . WBBM made a tie-in with Telemesa, Chicago's newswheel theater, to flash news bulletins from the station's newsroom on an hourly schedule in the lobby. . . . Al Hollander is back at his desk at WIND-WJJD, after a tussle with pneumonia. . . . First Nighter goes off the air May 24 and will return September 6. . . . A completely equipped photographic studio with dressing room, darkroom and printing room has been set up in Columbia's studios.

From All Around

PHILADELPHIA NOTES: Lee Vines, WIP announcer, will handle commercials on the station's baseball broadcasts. . . . Edward A. Davis, WIP vice-prexy in charge of sales, back at his desk after an extended vacation in the South. . . . Mort Lawrence adds another show to his local aircasting, handling the early morning The Ranch of the Air on KYW. . . . Fred Wood back at his announcing chores at WIP following an appendix ailing. . . . Three new musical shows bow this week at KYW, the two-piano team of Carlton and Wayne with Ere Knight handling the vocals for weekly Saturday stanzas, and on Sundays organ recitals by Irene Harding and Tunes That Are Tops featuring the voice of Frances Carroll and Clarence Fuhrman's house ork. . . . Information Desk, another quizzer with John Paul Weber the question major, returns to WIP. At the same station, house maestro Joe Prassetto introduces an Imitation Please stanza on Fridays, a take-off on the styles used by the name bands.

ployed, joins production staff of WWL. . . . Arthur J. Kemp, Pacific Coast sales manager for CBS, in Chicago. . . . Dean Maddux, radio veteran of the West Coast, has been signed for a series of seven Westerns by Supreme Pictures. . . . Maurice Gunsky now singing on KROW, Oakland. . . . Don Logan, former San Francisco newspaper man, has joined the continuity staff of KROW, Oakland. . . . Doing sport broadcasts at KROW is George Tolin, formerly staff announcer at KSN. . . . Tor Torland added to the KOA, Denver, announcing staff. . . . F. W. (Bill) Meyer, general manager of KLZ, Denver, enjoying a three-week cruise thru the Caribbean and the Gulf of Mexico.

WOR's Staff Juggling

NEW YORK, April 27.—Mitchell Benson, assistant program director of WOR, has been promoted to post of commercial program manager, effective May 1. John S. Hayes, production manager, has succeeded Benson, and Hayes in turn has been succeeded by Charles Godwin, formerly assistant production manager. Benson succeeds Jerry Dautig, who becomes publicity head, replacing G. W. (Johnny) Johnston, who went with the Democratic National Committee as radio head. Johnston handled publicity and special events for WOR for five years. Dave Driscoll has taken over the special events chore.

A Note of Thanks:

TO the radio editors who voted us the press agent organization providing the best publicity service for the third successive year in The Billboard poll, we express our deepest gratitude.

A Note of Explanation:

WE make it a business practice not to make public any phases of promotion we have executed in behalf of our advertising agency clients and therefore do not properly compete in any such balloting for promotion or exploitation awards.

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Fred Allen, B-M Schism Looks Set; Comic Wants Hour Series

NEW YORK, April 27.—With Abbott and Costello already signed as the summer replacement for Fred Allen, it looks definite that Allen will not return to radio in the fall under the Bristol-Myers Co. banner. When his contract ends this June, Allen will have been sponsored for seven years by Sal Hepatica and Ipana, two of the B-M products. Allen is insistent that he keep his organization intact and do an hour program. He has already had a number of offers in that direction. Bristol-Myers wants to reduce its radio time to an hour—it now has an hour and a half for Sal Hepatica, Ipana and Vitalls—with the hour to be split between Ipana and Sal Hepatica. All concerned say the parting is amicable.

It is said there are still discussions going on between Walter Batchelor, Allen's manager, and Bristol-Myers, but not much hope is held that either side will alter position. Allen feels that after many years doing an hour program with ratings always good, a change to a half hour is unwise. The comedian says that he has his own successful program formula and that it seems foolish to change it, especially since a change might force him to do a program styled after another comic. Allen also declares that it would be unfair to his writers, director and actors, whom he employs on a steady basis, to drop them so that he could do a half-hour series.

This season was the first one, it is declared, that saw clashes between Allen, his sponsor and the sponsor's agency, Young & Rubicam. It started when the series resumed after the summer, when Allen was given little warning that the

format of the show would be changed. This feeling has persisted and has not been aided by the many rumors and reports about what the advertiser was going to do with the show. It is also declared that Y. & R. and Pedlar & Ryan, which also has some of the Bristol-Myers account, have had difficulties getting along. Several times this past season Allen has had sketches on his program savagely satirizing ad agency practices.

Allen will probably leave for the Coast some time around the middle of May in connection with a picture he and Jack Benny will make for Paramount. Allen series will wind up out on the Coast, and the bulk of the film probably will be shot during the summer.

Sponsor's position favoring a half-hour show was solidified after Charley McCarthy clicked in his new format. Networks support the half-hour show theory, since it enables sale of time at lower discounts.

RADIO EDITORS SAY

(Continued from page 6)
bad at the moment. That adorable little newspaper is a complete nuisance and has resulted in loss of space for NBC. . . . As to press agents, why should I distinguish between Ferris and Fizzle. . . . both are at the top of the heap. . . .

Needs Pix

Explaining that he needs art, using two pix daily, Jack Shafer, of The Newark Star Ledger, Long Island Press and Staten Island Advance, said, "The index, including WAAT, WHOM, et al., never have anything of importance to say, but keep right on saying it. . . . They should try harder to supply unique and diverting copy. . . . Networks should give more advance news. Now I must rely for this sort of stuff on press agents, when I use it. If I waited for the networks I'd be hopelessly late. . . . Little to chose between Ferris and Fizzle. . . . Mel Adams has the best style on articles, etc. . . . Harold Koch and Carroll Nye feature long-range news. . . ."

William R. Traum, of The Rockford (Ill.) Register Republic and Rockford Morning Star, complained that much of the copy is silly. "That's what I keep telling 'em down at the office," Traum said, "and they say, 'We know, we know' . . . Warwick & Legler's releases are sent out on a sheet that has the number of words on it. . . . that's handy."

The Billboard next week will publish a list of radio editors in the United States and Canada, together with art requirements for 136 of them.

Sorry

It had been originally planned to publish the list of radio editors of the United States and Canada, with art requirements of 136 of them, in this issue. List will be published next week.

WHO Newscaster in Gubernatorial Fight

DES MOINES, Ia., April 27.—Much interest has been aroused in the radio industry over the candidacy of former WHO newscaster H. R. Gross for the Republican nomination for governor of Iowa. Gross resigned as news editor and commentator for the station to run for office, creating a sensation. He opposes Governor George Wilson, who is completing his first term.

Former newscaster is campaigning strictly via radio, with no personal tour planned, something new in the way of campaigns out this way. Observers consider his chances good.

His appeal for nomination papers brought in a flood of letters and telegrams and so many telephone calls that the telephone board had to be plugged. More than 80,000 signatures were turned in by his followers, the largest total ever secured by a political office-seeker in the State.

Former assistant news editor Jack Shelly has been named news editor at WHO to fill Gross' spot. Bob Burlingame is handling the night programs, with Shelly doing the morning and noon newscasts. Len Howe and Mark Kinsey are the other members of the news bureau.

Praise

NEW YORK, April 27.—In participating in the Radio Publicity Survey, Alton Cook, radio editor of The New York World-Telegram, noted, "CBS innovated a system that strikes me as important. Along with the network publicity, WABC is given separate treatment as a local station, this work done by Luther Reid. His missionary work has put radio items in many papers that ordinarily ignore radio altogether, and he has strengthened the standing of a lot of existing columns."

"NBC's assignment of John McTigue for studio patrol at night produces quite a few items of column value. . . . CBS formerly did this, but it's been discontinued. . . ."

CBC's Native Pash Gets Cooling System

EDMONTON, Alta., April 27.—Policy of the Canadian Broadcasting Corp. for the encouragement of Canadian playwrights is being altered so that Canadian writers must compete from now on with other writers in the acceptance of radio dramas, said Rupert Lucas, supervisor of drama for the CBC, in an interview here.

In the past, he said, Canadian writers have been given preference in the selection of plays for presentation over Canadian networks, and productions by Canadian writers have shown steady improvement. During the past year CBC has broadcast 450 half-hour sustaining programs of drama, apart from commercial presentations. Of these 70 per cent was written by Canadians.

The "protectionist" policy is being abandoned now in order to challenge Canadians and spur them on to still better work.

Comment

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

WAYNE CODY, as Uncle Wip, on WIP, Philadelphia, continues to hold up the high mark set for his daily kiddie stunts. Formula for the quarter-hour stanza stands pat, with the entertainment dish easy to take by listeners of all ages. Between the novelty songs, piping to his own pianology, Cody manages to ring in a birthday list, new membership names and a cheer-up reading for the ailing moppets. Also holds a drawing, picking from letters sent in to award 10

Means Sought To Counteract Evils Of Type Casting

CHICAGO, April 27.—Dire necessity to counteract effects of type casting in radio plays is being met currently by three movements. Newest of the trio is the venture of G. L. Mense, former NBC production chief and at present an executive in the Gardner Advertising Agency, who is starting a seminar in production and advanced acting for professionals.

Mense's school, which starts May 1 for four weeks, consists of lectures and group coaching before a mike. Class will be limited to five producers and 15 or 20 artists, the actors dividing into five groups each headed by a production director. Radio scripts and play adaptations will be used which will offer out-of-the-ordinary problems in acting and production. Idea is to give talent and production men experience they cannot obtain in their daytime serial stints so that they will not have to experiment on sponsored time.

Second trend to supplement radio experience, one which has been on the increase in the last year, is the semi-legit stage plays given by radio artists. Latest of the lot is *A Word to the Wise*, produced by radio director Arthur Kohl and starring air performers Henry Hunter and Betty Ruth Smith. Artists believe that this type of experience offers the chance to project themselves as stage personalities, whereas in the run-of-the-mill radio strip the tendency is to become so used to a role no acting is involved.

In the Rut

Third, there is increasing recognition on the part of production men that there is a need for more experimental drama as a means by which artists can chin themselves out of the rut of serial acting. New York gets a break in the matter of experimental drama, most of which originates there, the only professional experiment out of Chicago being *Medicine in the Name*, on NBC Blue, 3:30-4 p.m. CST, Thursdays.

Formerly Chicago artists had *Lights Out* and occasional half hour special plays as an outlet to prove to themselves that they really can act. But today *Lights Out* is off the air and there are very few dramatic sustainers. Before the actors' union came in, one of the radio execs pointed out, auditions and sustainers offered a fertile ground for histrionic exercise, but with auditions charged for, stations were forced to abandon them.

sets of movie passes. No commercial palaver, station bank-rolling show to create good will for Uncle Wip top department at station's Gimbel's store. M. H. O.

A LUSTY SHOWING for a 5-MONTH-OLD "BABY"

✓ In Business Only 5 Months, Yet Here Is What The Billboard States Editorially In Its Newly Completed Publicity Survey . . .

✓ "The real surprise of the press agents ranking, however, is Jack Banner, who started in business in November of last year and is already rated comparatively high."

JACK BANNER, Radio Publicity Specialist
17 East 49th Street, N. Y. C. PLaza 3-3259

NEW YORK'S NEWEST
FREE-LANCE SUCCESS

SIDNEY WALTON

Announcer
Writer
Producer

BOulevard 8-8042-J

THE CAMPUS TAKES A VOTE

A YEAR AGO TODAY

For comparative purposes, the following table lists collegiate choices in dance orchestras selected by school editors in *The Billboard* survey last year.

Of the 100 colleges polled a year ago, favorites were:

Orchestra	Total Point Tally
ARTIE SHAW	174.5
KAY KYSER	100.5
TOMMY DORSEY	77.5
BENNY GOODMAN	55.5
LARRY CLINTON	51.5
Hal Kemp	34.5
Guy Lombardo	18
Horace Heidt	13.5
Glen Gray	10
Jimmy Dorsey	6.5
Will Osborne	6
Bob Crosby	6
Jan Garber	5
Paul Whiteman	5
Jan Savitt	4
Duke Ellington	4
Count Basie	4
Sammy Kaye	4
Herbie Kay	3
Clyde McCoy	2
Ted Weems	2
Bunny Berigan	2
Eddy Duchin	1
Skinny Ennis	1
Shep Fields	1
Rusty Harris	1
Erskine Hawkins	1
Richard Himber	1
Vincent Lopez	1
Glenn Miller	1
Russ Morgan	1
Ray Noble	1
Joe Sudy	1

Nothing Personal

NEW YORK, April 27.—One of the revealing comments elicited from Washington State College, Pullman, Wash., via its spokesman, Loyd Salt, editor of the school paper, has to do with Orrin Tucker's vocalist. It runs as follows: "Bonnie Baker disliked—her voice, of course." Of course.

Eastwood Gardens Lining Up Names

DETROIT, April 27.—Eastwood Gardens, located in Eastwood Amusement Park here, will continue the policy of the past two seasons with top-ranking name bands, Manager Max B. Kerner announced this week. Bookings are being made thru MCA and General Amusement Corp.

Gardens, operated as a night spot to accommodate around 5,000 dancers, will open May 24 with Henry Busse. Bands set to follow, tho not in sequence since definite dates have not been determined, are Eddy Duchin, Horace Heidt, Ted Weems, Guy Lombardo, Benny Goodman, Wayne King, Dick Jurgens, Bob Crosby, Gene Krupa, Hal Kemp, Jimmie Dorsey, Orrin Tucker, Larry Clinton and Glenn Miller. Booking is to be a week in each case.

Tommy Marvin opened Friday (19) at the World's Fair Ballroom in Eastwood Park, with a near-capacity crowd for the season opening. Marvin is set to remain for the summer, according to present plans, and will play for popular-priced dancing in the indoor ballroom

Orrin Tucker Finishes Fifth; Savitt, Lombardo on His Heels

Artie Shaw, 1939 king, in 11th place—prom-goers from Coast to Coast express their musical tastes—swing definitely on the collegiate wane

(Continued from page 3)

tent platters figure in the selection of an ork to play prom dates; on the current trend toward Latin American music; and, getting more personal, on their actual contact at proms with this and that band, and their sometimes favorable, oftentimes caustic reactions to same.

Presentation of this collegiate musical melange is designed not only to offer some interesting revelations about themselves and their competitors to bands and bookers vying with one another for lucrative campus dates, but also as a gauge for ballroom, hotel and night club operators, recording companies, radio programmers and advertising agencies in their constant striving to cater to, among others, the youthful population of the country.

THE WINNAH!

There are many facets and ramifications stemming from any given poll, at Eastwood, while the outdoor Gardens are used for the names.

and the exhaustive questionnaires sent to the 100 colleges participating in this survey—out of which, incidentally, 94 have student bodies of 1,000 or more—have their share of angles and facts. But the most important factor of all is the choice of collegians in the matter of favorite orchestras. Leaving other results of the poll to succeeding issues, herewith is offered the detailed picture of how the prom addicts feel about the bands they hear on the air and on records and see in person on theater rostrums, ballroom band stands and within the confines of their own lycial scholastic walls.

COMING UP . . .

COMING UP next week are collegiate America's nominations of the bands that are UP-AND-COMING—Those among the newer crop of orchestras which the college kids think are the MILLERS, GOODMANs AND DORSEYS of tomorrow—and why. . . .

And also in next week's issue of *The Billboard* are young America's selections of its favorite BAND VOCALISTS—the young ladies and gentlemen who in so many cases materially influence the success of the orchestras they sing with—who have their own large followings as personalities in their own right. . . .

ASCAP's 1939 Receipts Near 6 Million Dollars

NEW YORK, April 27.—Annual meeting of the American Society of Composers, Authors and Publishers was held Wednesday (24) at the Ritz-Carlton and went off without incident. Society members and ASCAP execs stated that neither the board nor the membership brought up any resolutions. This is very unusual.

Talks at the meeting were concerned with a resumé of the year's business, litigation in the different States and the new ASCAP licensing plan for radio. Significantly enough, Broadway Music, Inc., was not mentioned until the end of the meeting, at which time E. Claude Mills stated that, as no one had spoken of it, he would.

Financial report showed that the Society's receipts for 1939 were nearly \$6,000,000, but whereas this represented a 10 per cent gain over the preceding year, the Society had to expend more money for litigation. Breakdown of figures indicated ASCAP received \$4,000,000 from radio, \$1,000,000 from motion pictures and \$1,000,000 from night clubs, restaurants, etc.

In addition to Mills, speeches were made by John G. Payne, general manager, and Gene Buck, ASCAP chief. Buck outlined the growth of the Society.

CHARLOTTE, N. C., April 27.—Pats Waller drew 1,300 for a Negro dance here April 16, promoted by Reese Dupree, of Philadelphia. Approximately 1,000 paid 75 cents each to dance, while 300 white spectators paid 50 cents to listen.

Loyalty

NEW YORK, April 27.—It would seem that one of the courses taught at Texas State College for Women, in Denton, Tex., is forgiveness, with a dash of good-will-toward-man thrown in.

Tess Charlton, member of the staff of the school paper, in listing her college's favorite bands, notes: "And Artie Shaw is still a favorite, even tho he jilted we swing fans."

COLLEGIATE CHOICE OF ORCHESTRAS

The college editors listed, in preferential order, the three dance orchestras which in their opinion are the most popular with the student body at their schools.

For purposes of tabulation, three points are given for a first choice, two for second choice, and one for third choice. Points are proportionately divided where the choice was divided between two bands.

Bands were listed regardless of whether they had ever played on the particular campus, the criterion being their expressed popularity with the student body.

Orchestra	First Choice	Second Choice	Third Choice	TOTAL
GLENN MILLER	219	26	6.5	251.5
KAY KYSER	36	34	12.5	82.5
TOMMY DORSEY	9	29	19	57
BENNY GOODMAN	18	24	7.5	49.5
ORRIN TUCKER	6	12	12	30
Jan Savitt	—	17	6	23
Guy Lombardo	9	8	4	21
Sammy Kaye	6	6	2	14
Hal Kemp	—	10	3.5	13.5
Jimmy Dorsey	—	7	5	12
Artie Shaw	—	7	3	10
Glen Gray	4	—	4.5	8.5
Dick Jurgens	6	—	1	7
Fred Waring	—	4	1	5
Bob Crosby	—	4	—	4
Russ Morgan	—	4	—	4
Del Courtney	3	—	—	3
Louis Armstrong	3	—	—	3
Horace Heidt	—	2	1	3
Count Basie	—	2	1	3
Eddy Duchin	—	2	1	3
Duke Ellington	—	—	3	3
Woody Herman	—	—	3	3
Jimmie Lunceford	1.5	—	.5	2
Erskine Hawkins	—	2	—	2
Ray Noble	—	2	—	2
Matt Betton	—	2	—	2
Wayne King	—	2	—	2
Andy Kirk	1.5	—	—	1.5
Charley Barnett	—	—	1	1
Blue Barron	—	—	1	1
Ace Brigade	—	—	1	1
Larry Clinton	—	—	1	1
Skinny Ennis	—	—	1	1
Chuck Foster	—	—	1	1
Vincent Lopez	—	—	1	1
Ted Weems	—	—	1	1
Gene Krupa	—	—	.5	.5
Freddy Martin	—	—	.5	.5
NO CHOICE	2 schools	2 schools	3 schools	

Choice of favorites centered entirely upon the expressed popularity of each orchestra with the particular student body. While the factor of a personal appearance at the school itself may have figured in the nominations in some cases, the majority omitted the personal element and voted strictly on the remote basis of radio, record, stage or screen appearances.

The selection of Glenn Miller as the favorite orchestra of collegiate America should hardly cause much astonishment. During past months Miller has built himself into the nation's outstanding band, and that the general adulation heaped upon him since his rise less than a year ago is reflected so strongly on country-wide campuses is no surprise.

What is astonishing, however, is the preponderance of votes received by the Miller crew. A look at the accompanying chart of fave orchestras reveals the overwhelming majority by which Glenn won—251.5 points out of a possible 648 total, 219 points for first choice out of a possible 324. And the speed with which Miller ensconced himself in collegiate favor is pointed up in no better way than by a glance at the neighboring chart listing last year's winners. From one point to 251 within 12 months may be considered quite an achievement.

Also pointing up the accomplishment of the Miller band in copping the campus crown is the fact that last year Artie Shaw, then the hottest thing on the band horizon, garnered a total of 174.5 points out of a possible 600 (based on 100 colleges). Glenn's 77 additional points, with only eight more schools voting, is the best indication of the hold he has taken on the nation's youth.

STATUS QUO

If any further proof of Miller's overwhelming popularity in collegiate circles were needed, it can be found in the disposition of points for second (See *CAMPUS TAKE VOTE* on page 12)

CAMPUS TAKES VOTE

(Continued from page 11)

place. Ray Kyser, for the second year in a row, grabs off the deuce spot, with 82.6 points, 170 behind Miller. In 1939, the ole professor gathered unto himself 100.5 points to land in second place, 74 behind the No. 1 Shaw slot.

Third and fourth places retain their incumbents for the second year running. Tommy Dorsey and Benny Goodman, despite lugubrious expectations that their respective stars were not as high in the musical heavens this year as a twelvemonth and more ago, finished comparatively strong. It must be remembered that with one name, in this case, Miller, gathering such an overwhelming number of points, distribution of points among others making the honor roll must of necessity be much less. Tommy's and Benny's achievement in holding their positions is more noteworthy when it is considered that phonograph records more than ever play a vital part in orchestral popularity, and neither Dorsey nor Goodman has turned out a disk this past year comparable to some of their earlier waxed hits.

Illustrating the current tremendous importance of platters is Orrin Tucker's winding up in fifth position. Here it is not even a case of records but of just one record—the practically immortal Oh, Johnny, Oh, which, thru the wee voice of Tucker's vocalist, Bonnie Baker, boosted Orrin's stock to the point where he finishes fifth on a list which didn't even include him a year ago. Tying in with this point, and interesting in itself, is the surprising downward slide of Larry Clinton, who occupied Tucker's present position last year but finds himself with only one point in 1940. The answer may be found in the fact that during the past year Larry has failed to provide the record marts with anything that could be termed a nice hit, altho it was quite the reverse a year ago, when his wax work helped to lift him high in collegiate esteem.

SHAW SHOWS

Despite Artie Shaw's barbed broadsides at the genus jitterbug some months ago, and his self-imposed exile (for a time) from the band business after a series of statements and actions hardly designed to ingratiate himself with the younger element among his audiences, he managed to slide into the 11th slot out of 39 names listed among the blue ribbon winners. His total of 10 points does not stack up well against his 174 of last year, but considering his attitude towards the prototypes of the voters in this poll (and in many cases the voters themselves, no doubt) it's a pretty fair showing.

Clinging to more or less the same positions they enjoyed last year are Guy Lombardo, Glen Gray, Hal Kemp and Jimmy Dorsey. And while no septa orchestra can lay claim to any sensational result, it is worthy of mention that whereas last year found only three colored orks making the honor roll, 1940 shows twice that number.

A detailed listing of the colleges participating in the survey will be found in this department, offering statistical information on student bodies, number of big dances held on each campus during the year, and approximate budgets expended on importing dance bands for those prons.

(Continued next week)

Music Items

Songs and Such

VERNON DUKE is convalescing at St. John's Hospital, New York, after having his appendix bobbed last week.

Nat Simon has two of his songs featured in separate pictures currently running on Broadway, namely, *Little Curly Hair in a High Chair*, in Eddie Cantor's starrer for MGM, and *Gaucho Serenade*, in Ann Sheridan's epic, *It All Came True*, for Warners.

Russ Hull, Ben Shelhamer Jr. and Al Randolph collabed on a new ballad, *Little Old Mission*, Bell Music of Chicago, publishing.

New novelty put out by Mills, *Full Dress Suit and the Wedding Gown*, was authored by Otis Spencer and Lou Klein. The same publisher is having trouble fitting its newest title in one breath, *Last Night Was My Birthday*, *Everyone Was*

COLLEGES PARTICIPATING IN SURVEY

State and City	College	Student Body		Total	No. of Big Dances During School Year	Band Budget
		Men	Women			
ALABAMA						
Tuscaloosa	Univ. of Alabama	4,000	1,409	5,409	6	\$4,000 to \$5,000
ARKANSAS						
Conway	Hendrix College	218	182	400	4	(student ork only)
Jonesboro	Arkansas State College	1,000	750	1,750	15	(student ork only)
CALIFORNIA						
Fresno	Fresno State College	325	531	1,656	4	\$100 to \$300
Glendale	Glendale Junior College	330	573	1,503	20	\$5,000
Los Angeles	Univ. of Calif. at Los Angeles	4,595	4,369	8,963	4	\$1,000
Los Angeles	Univ. of Southern California	4,606	2,493	7,099	7	\$400
San Diego	San Diego State College	1,132	910	2,042	15	(student ork mostly)
San Francisco	San Francisco State College	799	1,236	2,065	4	\$400
San Jose	San Jose State College	1,706	1,898	3,604	3	\$750
Stanford U.	Stanford University	3,040	1,521	4,561	6	\$600 to \$1,000 each
COLORADO						
Greeley	Colorado St. Coll. of Education	590	300	1,630	15	\$350 (for Junior Prom only)
DISTRICT OF COLUMBIA						
Washington	American University	711	475	1,186	20	\$60 to \$150 each
Washington	Catholic Univ. of America	1,656	293	1,949	10	\$1,200
FLORIDA						
Gainesville	University of Florida	3,365	73	3,438	4	\$10,000
IDAHO						
Moscow	University of Idaho	2,320	869	3,189	12	\$1,200
ILLINOIS						
Chicago	Armour Inst. of Technology	1,469	—	1,469	10	\$2,000
Chicago	Loyola University	2,505	2,150	4,655	12	\$200 each
Chicago	University of Chicago	5,400	4,449	9,849	3-5	\$2,500 to \$3,000
Evanston	Northwestern University	3,262	2,557	5,819	4	\$4,000
Normal	Ill. State Normal University	771	1,305	2,076	25	\$5,000
INDIANA						
Angola	Tri-State College	989	32	1,021	4	\$1,000
Bloomington	Indiana University	4,212	2,280	6,492	10-12	\$600 to \$1,500 each
Indianapolis	Butler University	971	803	1,774	5	\$300 each
IOWA						
Ames	Iowa State College	4,296	1,716	6,012	14-16	\$350 per dance
Dubuque	Loras College	700	50	750	2	\$500
Iowa City	State University of Iowa	4,506	2,296	6,802	5	\$8,750
KANSAS						
Lawrence	University of Kansas	3,293	1,581	4,874	4	\$2,500
Manhattan	Kansas State College	3,042	1,211	4,253	6	\$1,500
Topeka	Washburn University	491	316	807	5	\$500
KENTUCKY						
Lexington	University of Kentucky	2,673	1,392	4,065	10	\$3,000
Louisville	University of Louisville	2,374	1,508	3,882	15	—
LOUISIANA						
Baton Rouge	La. State University	5,957	2,593	8,550	—	—
New Orleans	Tulane University of La.	2,084	1,365	3,449	8	\$3,000 to \$4,500
Ruston	La. Polytechnic Institute	5,957	2,593	8,550	17	\$300
MAINE						
Lewiston	Bates College	407	291	698	8	\$1,500
Orono	University of Maine	1,444	485	1,929	5	\$4,000
MARYLAND						
Baltimore	Baltimore City College	3,250	—	3,250	10	—
Baltimore	Baltimore Polytechnic Inst.	2,700	—	2,700	3	\$700
Baltimore	University of Baltimore	1,078	223	1,301	7	\$1,000
College Park	University of Maryland	3,345	1,291	4,636	10	\$8,000
MASSACHUSETTS						
Boston	Boston University	4,480	3,662	8,142	20	\$4,000
Boston	Northeastern University	2,110	—	2,110	10	\$700
Cambridge	Harvard University	8,583	—	8,583	20	\$35,000
Cambridge	Mass. Institute of Technology	3,735	50	3,785	8	\$900 to \$1,500
Cambridge	Radcliffe College	—	1,156	1,156	20	"not very much"
Medford	Tufts College	1,334	323	2,157	3	\$1,000
Williamstown	Williams College	826	—	826	4	\$2,000
MICHIGAN						
Detroit	University of Detroit	1,997	316	2,313	20	\$3,000 to \$4,000
Detroit	Wayne University	4,563	5,592	11,160	14-16	"couldn't say"
MINNESOTA						
Minneapolis	University of Minnesota	10,619	5,301	15,914	15	\$3,500
MISSISSIPPI						
Oxford	University of Mississippi	1,017	365	1,382	32	\$12,000 (mostly local orks)
Starkville	Mississippi State College	2,173	107	2,280	3	\$2,500
MISSOURI						
Columbia	University of Missouri	4,279	1,461	5,740	8	\$6,000
Warrensburg	Central Mo. St. Teachers' Coll.	616	397	1,513	6-8	(student orks mainly)
MONTANA						
Bozeman	Montana State College	995	670	1,665	8	(student ork only)
NEBRASKA						
Lincoln	University of Nebraska	4,695	2,512	7,207	6	\$3,000
Omaha	Creighton University	1,117	379	1,496	3	\$700
NEW JERSEY						
Hoboken	Stevens Inst. of Technology	815	—	815	13	\$2,000
Newark	University of Newark	1,271	236	1,507	10-15	—
NEW YORK						
Albany	N. Y. State Coll. for Teachers	434	239	1,373	6	\$400 per dance
Brooklyn	Brooklyn College (eve.)	3,839	2,065	5,904	10	—
Ithaca	Cornell University	5,405	1,519	6,924	10	\$500 to \$2,000 per dance
New York City	City Coll. of N. Y. (Bus., day)	2,957	286	3,243	4	—
New York City	City Coll. of N. Y. (Bus., eve.)	2,500	542	3,042	6	—
New York City	New York University	4,409	7,674	12,083	7	\$3,500
New York City	Yeshiva College	1,350	—	1,350	6	—
NORTH CAROLINA						
Chapel Hill	Univ. of North Carolina	3,198	494	3,692	6	\$12,000
Durham	Duke University	2,571	935	3,506	12	\$6,000 (4 name bands, others student orks)
Elon College	Elon College	354	271	625	4	\$1,500
Greensboro	Woman's Coll., Univ. of N. C.	—	2,114	2,114	16	\$150 per dance
Raleigh	North Carolina State College	2,279	18	2,297	8-10	\$6,000
NORTH DAKOTA						
Fargo	North Dakota State College	1,129	379	1,508	5	\$1,000

(Continued on opposite page)

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

BOB ZURKE is in a New York hospital recuperating from an attack of arthritis. . . his band is drifting around the main stem, marking time till the ole tom-cat of the keys is back on his feet again. . . the pants of the **WILL HUDSON** band (at least the managerial part of it) will be worn by a gal. . . the maestro's wife, Eleanor, will be the manager for the new group the arranger-leader is getting together. . . Consolidated Radio Artists takes on an outfit, and drops one. . . **JOSEPH SUDY** got his release from the office this week, while the **FENTON BROTHERS** Ork was signed by it to a term management pact. . . **HAL LANSBERRY** winds up a session of Monday nights at The Beachcomber this week. . . after a lengthy run that took in several lifted options at the Hotel St. George, Brooklyn, **MITCHELL AYRES** and his "Fashions in Music" depart that stand the middle of May. . . on the 16th, the ork opens for 10 days at Pittsburgh's Kenneywood Park, hopping over to Cincinnati and Coney Island afterwards.

Eastern Echoes

ART MOONEY took Mike Amato out of Earl Denny's Ork for his trumpet section. . . **KING'S JESTERS** bring in **BILL DAVIES** for the piano bench at Hotel Philadelphia in that city. . . **PAT PATTERSON** and his Chez Vous Ork contracted for the season at Willow Grove (Pa.) Amusement Park. . . **JOE FRASBITO** set for a Mutual wire out of WIP, Philadelphia. . . **KARL DAVIS** to summer at Pop Cusick's Lakeview Inn, Almonesson, N. J. . . **TOMMY PINTANDE** locates at Alpha Hotel in that New Jersey city. . . **DOROTHY LA MAINE** and her gal gang set at Belport Inn in Venice Park, Atlantic City. . . **CHARLIE**

KNECHT set for an indef stand at Buck Horn Casino near Belvidere, N. J. . . **AL ALLEN** spends the summer at Spread Eagle Inn, Northfield, N. J. . . **GEORGE DENNIS** back for a second season at Somerton Springs, near Philadelphia. . . **Wagon Wheel** on the Black Horse Pike near Atlantic City starts the season with **LES PATRICK**.

Midwest Melange

BEN POLLACK and his ork, at the Hotel Sherman, Chicago, put on what they called an "Immortal Jam session" this week. . . boys used specially made masks to look like some of America's swing greats who at one time or another played with Pollack, among them Glenn Miller, Benny Goodman, Jack Teagarden and Harry James. . . **RUSS MORGAN** plays the State Fair Park, Milwaukee, May 20. . . **JOHNNY (SCAT) DAVIS** shakes the dust of the Loop in Chi from his heels this week and heads back to Hollywood and another picture. . . **RAMON RAMOS** starts a three-weeker at the Chase Hotel, St. Louis, next week, then jumps to Colorado Springs, Colo., and the Broadmoor Hotel for the summer. . . September will see him enounced at the Drake Hotel in Chi. . . **WOODY HERMAN** takes in Westwood Gardens, Detroit, June 14 for a month. . . band booking for Gull Lake, Mich., summer resort, goes to **JACK RUSSELL**, of the Dave O'Malley office, Chicago. . . **JEAN FOX** is now doing some of the warbling for Jerry Fodor and his Men of Music, in their 10th week at Fischer's Casino, Detroit.

Atlantic Seaboard

FOLLOWING a short stopover at the Diamond Hill Inn, Cumberland, R. I., **JIMMIE ANDREWS** and his Down East Yankees move into the Horseshoe Club, North Attleboro, Mass. . . **LEW LADD's**

Meyer Davis Gives Some Just Dandy Bookings to MCA; Could Be a Merger?

NEW YORK, April 27.—Meyer Davis claims that every time he sees Sonny Werblin, MCA exec, the latter asks him what jobs the society maestro has that MCA can take away. It's all in a spirit of good, clean fun, and so is the letter that Davis penned to Werblin in re Sonny's most recent invoking of the running gag a couple of weeks ago. The epistle, with one or two revisions for publication, follows:
"Dear Sonny:

"When I met you the other night you asked me what jobs we had that you could take away. I have gone over our list very carefully and suggest the following as worthy of your consideration.

"1. Four men, for the Staten Island Ferry. Must be able to double on shining shoes and vocalize, singly or 'en quartet.' Director of this orchestra must own striped trousers, cutaway and spats.

"2. One man, for outer lobby of the entrance to Lindy's washroom. Must be tall, over six feet, must have college degree and a slight knowledge of accordion playing. His duty will be to flash a win-

rumba ork goes into the Melody Club, Union City, N. J., with four air shots a week over WNEW. . . **DICK STABILE** opens the new summer spot, The Chatterbox, at Mountaineer, N. J., May 15, set indefinitely. . . **TOMMY TUCKER** hasn't lost his summer tooting home, as was indicated by the recent fire in Asbury Park's Main Central Hotel on the Jersey coast. . . the hotel's Rainbow Room will be rebuilt, with Tucker opening as skedded June 23. . . Danceland, at Syran Beach, N. Y., starts Saturday and Sunday dancing May 11, with the **CONTINENTALS** under Harder Downing's direction on the stand. . . **GLENN MILLER** opens the place formally on May 20.

ning smile to all who pass him on the way to the washroom. Five men, for the washroom proper. When joined by the outer lobby man, this will comprise a sextet, stringed instruments only, which will disseminate soft, soulful and in the mood music. The other five men will not have to be college grads.

"3. 465 Men. 400 flutists, two flexible players, one musical 'sawist,' one Swiss bell ringer and one kazoo specialist. This orchestra for the program sponsored by the Ichel, Pichel, Diebel Pickle Co., of Tootinrway, Pa. They seem to think this orchestra will sell more pickles, and if they are wrong they'll be in a heck of a pickle.

"4. 10 men. Saxos, brass and rhythm. For extended engagement at the new Hurricane-Beachcomber-Hollywood-Leon-and-Eddie-Onyx-Club bar. Opening somewhere in New York some time in 1955, somehow. All the men in this orchestra must be optimists.

"5. Eight girls. Preferably the dark, Cuban type. Must be able to play American and Cuban music, congas, waltzes, fox-trots, sonas, maxixos, Viennese waltzes, two-steps, one-steps, komatskyas, polkas, Swedish Horas, hombos and other types of national dances. These girls will travel in a circuit of 14 cities, four weeks in each city, playing the cafes now being built in these cities, with the type of music as exemplified in the cafes which are south of the border, down Mexico way. I will probably conduct this group personally.

"In closing, let me say that as long as I don't handle this small fry stuff myself, if you can't do anything with these tentative engagements let me know, so that I can turn them over to some other agency, as it's a shame to let them lie, and I do mean lie.

"Yours for better and bigger business,
"Cordially,
"MEYER DAVIS."

(ED. NOTE: Mr. Davis will undoubtedly slam the door, personally, in the face of anyone misguided enough to apply for any of the above-mentioned jobs.)

COLLEGES PARTICIPATING IN SURVEY

(Continued from opposite page)

State and City	College	Student Body		Total	No. of Big Dances During School Year*	Band Budget
		Men	Women			
OHIO						
Akron	University of Akron	1,050	688	1,738	7	\$200 to \$250 per dance
Bowling Green	Bowling Green State Univ.	725	708	1,433	14	\$1,800
Cleveland	Cate School of Applied Science	1,093	—	1,093	3	\$500-\$760
Cleveland	Fenn College	2,250	257	2,507	15	\$65 to \$360 per dance
Cleveland	Western Reserve University	2,144	2,029	4,173	10	\$5,000
Kent	Kent State University	1,315	1,276	2,591	20	\$1,000
Toledo	University of Toledo	1,263	813	2,076	5	\$2,200
OKLAHOMA						
Durant	Southeastern State College	400	800	1,200	10	\$300
OREGON						
Monmouth	Oregon College of Education	268	749	1,017	10	\$600
PENNSYLVANIA						
Bethlehem	Lehigh University	1,867	—	1,867	3	\$6,400
Haverford	Haverford College	315	—	315	8	\$1,500
Philadelphia	University of Pennsylvania	7,314	2,974	10,288	4-5	\$6,500
Scranton	University of Scranton	828	—	828	10	\$3,000
State College	Pennsylvania State College	5,885	1,411	6,996	5	\$1,000
RHODE ISLAND						
Providence	Providence College	826	—	826	6	\$450
SOUTH CAROLINA						
Clinton	Presbyterian College	299	45	344	5-6	"Into the thousands"
Clemson	Furman University	473	459	932	9	\$2,500
TENNESSEE						
Knoxville	University of Tennessee	2,353	1,196	3,549	10-12	\$5,000
TEXAS						
Bryan	Texas Agr. & Mech. Coll.	5,862	—	5,862	50	\$7,000
Denton	Texas St. Coll. for Women	—	2,847	2,847	50	\$300 to \$600 for Jr. and Sr. proms. (local bands for other dances)
Georgetown	Southwestern University	238	185	423	10	\$600
Houston	Rice Institute	1,008	361	1,369	8	\$600
Houston	University of Houston	1,100	940	2,040	9	\$100 per local ork (student ork only)
Waco	Baylor University	1,441	1,125	2,566	—	—
UTAH						
Provo	Brigham Young University	1,569	1,221	2,790	4	(local orks only)
Salt Lake City	University of Utah	2,776	1,539	4,315	6-10	(local orks only)
VERMONT						
Burlington	University of Vermont	858	590	1,448	10	\$1,200
VIRGINIA						
Blacksburg	Va. Polytechnic Institute	2,685	95	2,780	10	\$15,500
Charlottesville	University of Virginia	2,793	129	2,922	12	—
Lexington	Va. Military Institute	717	—	717	5	\$14,000
WASHINGTON						
Pullman	Washington State College	2,898	1,280	4,178	10	\$2,700 (student orks mostly)
Seattle	University of Washington	7,674	4,597	12,271	10	\$600
WEST VIRGINIA						
Falmont	Falmont State Teachers' Coll.	328	382	710	8	\$250
Morgantown	W. Va. University	2,294	842	3,136	3	\$2,400
WISCONSIN						
Madison	University of Wisconsin	8,635	3,760	12,395	6	\$7,500

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

Small Combo Comes of Age

CHICAGO, April 27.—Phil Dooley and his four-piece walk band conclude an engagement of 158 weeks at the Empire Room of the Palmer House May 15. Dooley is now organizing a 12-piece band, which will be under MCA management, and will open in Toledo late in May. The men now with him form the nucleus of the new ork. Each of the four plays three instruments; Dooley himself plays trumpet, drums, violin and guitar.

Dick Kuhn and his Music
VOCALS BY MARCELLA HENDRICKS

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The Reviewing Stand

Jan Garber

(Reviewed at Trianon Ballroom Chicago)

GARBER gives out with both sweet and swing in a particularly smooth manner.

Instrumentation has added a reed and a brass, making a four-all-around set-up. Band has a full-blown tone which transmits the melody nicely. Selections meted out to this particular patronage were strong on waltzes. Ork gives out in full ensemble for the most part. Very often a trumpet quartet is featured.

Commendable point about this outfit is its showmanship. Garber is always out front pitching with extemporaneous comments to the audience. One aspect of showmanship is the trick wigs the boys use when featured. Crowd goes for Fritz Hellbron, side man, who steps out with clever imitations of Bonnie Baker and Mary Martin.

Baritone Lee Bennett is still a big item in the band's offerings. Something new and nice in the way of vocalizing is the Ohio mack, Jean Gordon, whose professional initiation began last week.

Modell.

The Korn Kobblers

(Reviewed at Old Vienna, Cincinnati)

FORMED last August, after four of its members left Freddie (Schnickelfritz) Fisher, this six-piece has built into a solid and versatile novelty crew that is styled more along the lines of the Hoosier Hot Shots than the Fisher Schnickelfritzers.

Former Fisher lads in the roster are Stan Fritts, trombone; Nels Laakso, trumpet; Marty Gold, piano, and Charles Koenig, bass, with Harry Turen, sax and clarinet, and Howard (Chief) McElroy, drums, xylophone and vibraphone, completing the line-up. All are solid musicians, and the instrumentation, with the exception of the woodpile and vibos,

is the same as the Fisher aggregation.

To the Kobblers' credit, they make no attempt to capitalize on the Schnickelfritzers' former successes at this spot. While the lads give out plentifully with the standard novelty tunes, especially those lending themselves to spicy lyrics, and inject a liberal supply of specials of their own concoction, they make no attempt to cash in on the nifties made popular by Fisher himself here in the past, even refusing to play them when requested. The Kobblers depart further from the Fisher styling by giving more time to dance melodies, including even rumbas.

Band's appearance and comedy antics bring numerous laughs, with the combo having a good front in Fritts, altho he's not a Freddie Fisher by any means. Vocals are handled by Fritts, Laakso, Turen and McElroy. Sacha.

University Trio

(Reviewed at Irvin Wolfe Rendezvous, Hotel Senator, Philadelphia)

ONE of the most musical three-somes to hit this town, and plenty pleasing when it comes to dishing out the swingopations, this combo is arresting attention in spite of the Slim and Slam competition here.

With Jiminy McNichol on guitar, Tony D'Amato for the stellar accordion squozings and Jack Sterling laying out the bass foundation, the three have a singleness of conception in picking their way thru swingy patterns for the standard and current songs of the day. Solo improvisations of guitar and squeeze-box scintillate thruout.

Boys are just as adept in giving the music vocal force, singing either in trio formation or thru the single voice of the guitarist. There's also a generous sprinkling of novelty ditties to make for the pace changes. Orodener.

Review of Records

By M. H. ORODENER

Hula Harmonies

DECCA delves deeply into the South Sea music, and considering that the movie companies have been making most of that setting in recent films, the tunes are all timely as far as their marketing value is concerned. There's FRANCES LANGFORD lending her silk-laden voice and stinging in native tongue with the Harmony Hawaiians led by DICK MCINTIRE for a dreamy Moonlight Over Moikoi matched with Manuela Boy in the medium tempo, and another sweet-styled Kuu Ipo (My Sweetheart) paired with a peachy novelty number, When Hilo Hattie Does the Hilo Hop. The same voice also gives the South Sea-sweet Palms of Paradise and Say It with HARRY SOSNICK making the unusual setting.

The Paradise lullaby gets standard dance treatment from the string-styled rhythms of HENRY KING, making the couplet complete with I'll Be Seeing You. Strictly native, RAY KINNEY and his Hawaiians make the romantic harmonies for Ka-Lu-A and Hawaiian Love, the latter lullaby a waltz. Another fetching couplet comes from the Bluebird corner, JOHNNY KAONOHI PINEAPPLE and his Native Islanders blending the slow tempo of Kalua Skies with the march tempo of Hano Hano Hanalet.

Tucker Time

AGAIN, for the screen song taking its inspiration from the islands, TOMMY TUCKER makes satisfactory dance-fare with It Happened in Kaloa, from Deanna Durbin's It's a Date, completing the Vocalion couplet with Shake Down the Stars. GENE KRUPA, on Columbia, mates the Kaloa blend with I Love You Much Too Much, a

ballad in the minor mood. And while it's another South from the islands to Tuxedo Junction, in passing, attention is directed to the drum major's excellent release of the Tuxedo classic, giving the guitar the solo high spots. So Long on the reverse holds up the Krupa standards.

The recent releases are as well replete with trumpet wizardry, most of which will go down with wax posterity. As such, most of the interest in the sides will win its appeal among the students and collectors. Such is the contribution of HARRY JAMES on Varsity, turning on the powerhouse to literally blast the roof on that timeless masterpiece that is the nemesis of all budding young cornetists, Carnival of Venice. Harry first plays the piece as originally written, triple tonguing and all in the straight waltz tempo and then lets loose on all valves. Hodge Podge for a companion piece is devoted to the raucous and riotous jazz, with the band blasting all the way.

Trumpet Time

ZIGGY ELMAN, a former teammate to James when both played side by side in the Benny Goodman Band, takes some of the Goodman men with him to carve a couple of standard sides for Bluebird, highlighting on his trumpet thru the paces of I'm Through With Love and Something To Remember You By. On the same label the hot cornet of MUGOSY SPANIER with an old-time ragtime band makes sizzling syncopation for Dinah and Black and Blue. And RED NICHOLS, again reviving his Five Pennies, hits the mark for Let Me Dream and She Shall Have Music in the three-way ensemble playing of (See REVIEW OF RECORDS on page 29)

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The Billboard

COMPREHENSIVE GUIDE TO SONG POPULARITY * FOR WEEK ENDING FRIDAY, APRIL 26

SONGS WITH MOST RADIO PLUGS

INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST		MIDWEST		SOUTH		Position Last Wk.	Title	Publisher	Net	Plugs Indls
1	1. WHEN YOU WISH UPON A STAR	1	1. The Woodpecker Song	3	1. When You Wish Upon a Star	1	1. When You Wish Upon a Star	1	1. When You Wish Upon a Star	—	1. LITTLE CURLY HAIR IN A HIGH CHAIR (F)	Feist	34	11
2	2. THE WOODPECKER SONG	2	2. When You Wish Upon a Star	4	2. The Woodpecker Song	3	2. Wind and the Rain in Your Hair	2	2. The Singing Hills	1	2. YOU, YOU DARLIN'	Harms	30	7
3	3. WIND AND RAIN IN YOUR HAIR	3	3. Wind and the Rain in Your Hair	2	3. Wind and the Rain in Your Hair	4	3. The Woodpecker Song	6	3. Wind and the Rain in Your Hair	4	3. TOO ROMANTIC (F)	Paramount	27	8
6	4. THE SINGING HILLS	4	4. The Singing Hills	5	4. In an Old Dutch Garden	5	4. In an Old Dutch Garden	4	4. The Singing Hills	6	4. WHEN YOU WISH UPON A STAR	Berlin	26	21
4	5. IN AN OLD DUTCH GARDEN	9	6. In an Old Dutch Garden	1	6. On the Isle of May	9	5. On the Isle of May	5	5. The Singing Hills	5	5. SINGING HILLS	Santly, J. & S.	24	29
5	6. ON THE ISLE OF MAY	5	7. The Starlit Hour	7	7. The Starlit Hour	7	6. On the Isle of May	1	6. On the Isle of May	8	5. LET THERE BE LOVE	Shapiro, Bernstein	24	24
8	7. LEANIN' ON THE OLE TOP RAIL	14	10. Playmates	10	9. Let There Be Love	10	7. Let There Be Love	10	9. Let There Be Love	10	5. WIND AND RAIN IN YOUR HAIR	Paramount	24	17
14	8. LET THERE BE LOVE	10	11. A Lover's Lullaby	8	11. Leanin' on the Ole Top Rail	8	10. Playmates	2	5. WOODPECKER SONG	3	6. HOW HIGH THE MOON? (M)	Chappell	18	16
11	9. HOW HIGH THE MOON?	13	12. Too Romantic	11	12. It's a Blue World	11	11. A Lover's Lullaby	—	6. HOW HIGH THE MOON? (M)	—	7. MY, MY (F)	Famous	17	7
9	10. TOO ROMANTIC	—	13. How High the Moon	—	13. Too Romantic	—	12. Too Romantic	—	7. MY, MY (F)	11	8. I'VE GOT MY EYES ON YOU (F)	Crawford	16	17
13	11. ALICE BLUE GOWN	—	14. Alice Blue Gown	12	14. Alice Blue Gown	12	13. How High the Moon	—	8. ON THE ISLE OF MAY	11	8. ON THE ISLE OF MAY	Famous	16	10
—	12. PLAYMATES	—	15. I've Got My Eyes on You	13	15. A Lover's Lullaby	13	14. Alice Blue Gown	—	8. MA, HE'S MAKING EYES AT ME	10	9. SO FAR, SO GOOD	Mills	16	8
—	13. A LOVER'S LULLABY	—	—	—	16. Say Si Si	13	15. A Lover's Lullaby	—	9. SO FAR, SO GOOD	14	10. SAY IT (F)	Miller	15	26
10	14. SAY SI SI	—	—	—	—	—	16. Say Si Si	—	10. SAY IT (F)	—	11. SKY FELL DOWN	Witmark	13	15
<p>Acknowledgment is made to Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Lynn A. Healy; Carl Fisher, Inc.; Gamble Hinged Music Co., and A. O. McClurg, of Chicago; St. Louis Music Supply Co., of St. Louis; Jenkins Music Co., of Kansas City, Mo.; Grinnell Brothers, of Detroit; Vothwin Brothers, Inc., of Philadelphia; Southern Music Co., of San Antonio; Astor Music Co., of Fort Worth, Tex.; Dawson Music Co., of Phoenix, Ariz.; G. Schirmer of Louisiana; New Orleans Cable Piano Co., of Atlanta; Pacific Coast Music Jobbers; Sherman, Clay & Co., of San Francisco; Music M. Freeman, Inc., of Los Angeles; Capitol Music Co., of Seattle; Stars Music Co., of Portland, Ore.</p>										16	11. SKY FELL DOWN	Witmark	13	15
—	12. PLAYMATES	—	—	—	—	—	—	—	11. SHAKE DOWN THE STARS	12	11. SHAKE DOWN THE STARS	Bregman, V. & C.	13	7
—	13. A LOVER'S LULLABY	—	—	—	—	—	—	—	12. SAY SI SI	14	11. GOOD EVENIN'	Miller	13	0
10	14. SAY SI SI	—	—	—	—	—	—	—	12. SAY SI SI	—	12. SAY SI SI	Marks	12	17
<p>9 12. ALICE BLUE GOWN (F)</p>										9	12. FAITHFUL TO YOU	Mills	12	6
14	12. IMAGINATION	—	—	—	—	—	—	—	12. IMAGINATION	14	12. IMAGINATION	ABC	12	4
13	13. ANGEL IN DISGUISE (F)	—	—	—	—	—	—	—	13. ANGEL IN DISGUISE (F)	13	13. ANGEL IN DISGUISE (F)	Witmark	11	6
12	13. IT'S A WONDERFUL WORLD (F)	—	—	—	—	—	—	—	13. IT'S A WONDERFUL WORLD (F)	12	13. IT'S A WONDERFUL WORLD (F)	ABC	11	5
15	13. WHERE WAS I? (F)	—	—	—	—	—	—	—	15. WHERE WAS I? (F)	15	13. WHERE WAS I? (F)	Remick	11	3
15	13. YOU LITTLE HEARTBREAKER, YOU	—	—	—	—	—	—	—	15. YOU LITTLE HEARTBREAKER, YOU	15	13. YOU LITTLE HEARTBREAKER, YOU	Red Star	11	1
—	14. IN AN OLD DUTCH GARDEN	—	—	—	—	—	—	—	14. IN AN OLD DUTCH GARDEN	—	14. IN AN OLD DUTCH GARDEN	Harms	10	15
—	14. CHARMING LITTLE FAKER	—	—	—	—	—	—	—	14. CHARMING LITTLE FAKER	—	14. CHARMING LITTLE FAKER	Bregman, V. & C.	10	11
—	14. FROM ANOTHER WORLD (M)	—	—	—	—	—	—	—	14. FROM ANOTHER WORLD (M)	—	14. FROM ANOTHER WORLD (M)	Chappell	10	8
—	14. STARLIT HOUR (M)	—	—	—	—	—	—	—	14. STARLIT HOUR (M)	—	14. STARLIT HOUR (M)	Robbins	10	8
—	14. SO LONG	—	—	—	—	—	—	—	14. SO LONG	—	14. SO LONG	Shapiro, Bernstein	10	6
—	14. I WALK WITH MUSIC (M)	—	—	—	—	—	—	—	14. I WALK WITH MUSIC (M)	—	14. I WALK WITH MUSIC (M)	Mercer	10	4
—	14. WHERE DO I GO FROM YOU?	—	—	—	—	—	—	—	14. WHERE DO I GO FROM YOU?	—	14. WHERE DO I GO FROM YOU?	Mercer	10	2

Songs listed are those receiving 10 or more network plugs (WJZ, WJAF, WABC between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, April 26. Independent plugs are those recorded on WOR, WNEW, WMCA and WIN. Film tunes are designated as "F", musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Bands on Tour

Advance Dates

SAMMY KAYE: Totem Pole Ballroom, Auburndale, Mass., May 3-4; Metropolitan Theater, Providence, 5; State Armory, Pittsfield, Mass., 7; Butterfly Ballroom, Springfield, Mass., 9.

TOMMY DORSEY: Univ. of Georgia, Athens, Ga., May 3-4.

BOB CHESTER: Carolina Theater, Spartanburg, S. C., May 3; Carolina Theater, Charlotte, N. C., 4; Plaza Theater, Asheville, N. C., 5; Carolina Theater, Greenville, S. C., 6; State Theater, Raleigh, N. C., 7; Strawberry Festival, Chadbourn, N. C., 8; Liberty Hall, Oxford, N. C., 9; Liberty Hall, Roanoke, Va., 10.

COUNT BASIE: Armory, Charleston, W. Va., May 3; Coney Island, Cincinnati, 4-5; Trianon Ballroom, Cleveland, 6; Auditorium, Morgantown, W. Va., 8; Armory, Logan, W. Va., 9; Memorial Hall, Dayton, O., 10; Allerton Hotel, Cleveland, 11.

HARRY RAYMOND: Winstboro (S. C.) High School, May 3; Winthrop College, Rock Hill, S. C., 4; Newberry (S. C.) College, 11; Wade Hampton Hotel, Columbia, S. C., 16; Iris Festival, Sumter, S. C., 17; Jefferson Hotel, Columbia, S. C., 22; Cotillion Club, Hartsville, S. C., 31; Junior Revelers' Club, Greenville, S. C., June 3.

HORACE HEIDT: Zumbo Mosque, Harrisburg, Pa., May 3; Sunnybrook Ballroom, Pottstown, Pa., 4; Empire Ballroom, Allentown, Pa., 8.

BUDDY ROGERS: Athletic Club, Cleveland, May 4; Rainbow Gardens, Fremont, O., 5; State Theater, Uniontown, Pa., 6.

JOE VENUTI: Castle Farm, Cincinnati, May 4-5.

LEIGHTON NOBLE: Univ. of Miami Celebration, Oxford, O., May 4; Orpheum Theater, Connellsville, Pa., 7.

HARRY JAMES: Strand Theater, Baltimore, May 5; Tufts College, Medford, Mass., 10.

DICK BARRY: Chippewa Lake (O.) Park, May 4-5; Webster Hall, Pittsburgh, 6; Reserve College, Cleveland, 10; Alliance College, Cambridge Springs, Pa., 11.

JOHNNY McGEHEE: Memorial Park, Williamsport, Pa., May 8.

Bank Afternoon

DES MOINES, April 27.—Hal Leonard, one of the top territorial outfits in this section, couldn't believe his eyes when he recently arrived in Carl Fox's Surf Ballroom at Clear Lake, Ia., to play a one-nighter. Fox had asked the ork to come in early to take photos in their new suits. Leonard and his boys arrived at the Surf at 4 o'clock in the afternoon, and there was such a jam at the front ticket office he couldn't get thru. The band had to use a back-door exit.

Reason for afternoon ticket selling was bank night at the ballroom, with \$1,300 in the pot. Fox used afternoon attendance cards which made patrons eligible for prize without attending in the evening.

A total of 1,100 25-cent tickets sold before 6 p.m., and with 900 paying 36 cents after deadline, total added up to \$610.

OZZIE NELSON: Wabash College, Champaign, Ill., May 10.

VAN ALEXANDER: Villanova (Pa.) College, May 10.

JACK TEAGARDEN: Hotel Schenley, Pittsburgh, May 10; Carnegie Tech, Pittsburgh, 11; Crystal Beach, Vermillion, O., 12.

DEAN HUDSON: Prestoryan College, Clinton, N. C., May 10-11.

BEN POLLACK: Carleton College, Northfield, Minn., May 11; Westminster College, Fulton, Mo., 18.

OLEN GRAY: Mountain Park, Holyoke, Mass., May 14; Armory, Pittsfield, Mass., 15.

AL DONAHUE: Oriental Ballroom, Callatin, Pa., May 16; Sunnybrook Ballroom, Pottstown, Pa., 18; Peddie School, Hightstown, N. J., 31.

JOHNNY LONG: Armory, Charlotte, N. C., May 21; Twin City Club, Winston-Salem, N. C., 31; Asheville (N. C.) Auditorium, May 24.

WOODY HERMAN: Memorial Park, Williamsport, Pa., May 23.

RICHARD HIMBER: Louisiana State Univ., Baton Rouge, La., May 31-June 1-2.

GLENN MILLER: IMA Auditorium, Flint, Mich., June 15.

Natchez Dance Hall Fire May Have Repercussions in Dance Ordinances Thruout Country

NATCHEZ, Miss., April 27.—The flaming holocaust in the Rhythm Night Club that claimed 198 lives here Tuesday night (23) may lead to thorough investigation of similar dance halls not only in this vicinity but in other sections of the country as well. In the fire here Walter Barnes and 10 members of his 12-piece Chicago band were among the dead as the result of a blaze whose start is as yet undetermined, but which spread thru the tin-roofed building with terrific speed, fed by dry Spanish-moss decorations draped from the ceiling. The victims among the 300 dancers who jammed the place were all Negroes.

Probably the most important point to be revealed by the fire—and the point upon which will undoubtedly hinge not only local but far-flung investigations and resultant revised dance-hall rules

and regulations—was the fact that the building contained only a single narrow exit. Windows were boarded up to keep out gate-crashers and peeping Toms, a few of the dancers managing to break thru the boards on one of the windows and find safety that way. Most of the crowd stampeded to the band stand at the rear, falling in piles as the flames and suffocating smoke overcame them. It has been established that, despite the speed with which the fire spread thru the place, the one small exit was woefully inadequate.

New Laws in Sight

Every major disaster of this type in the past has resulted in new safety regulations, and the newspaper prominence given the Rhythm Club horror is certain to set wheels in motion designed to prevent similar occurrences in overcrowded dance halls and ballrooms. It is too early to say whether any drastic ordinances will be introduced locally or elsewhere, but complete investigations of existing building codes and fire ordinances in respect to dance halls are bound to be started shortly in many localities where spots like the Rhythm Club flourish.

The Barnes Orchestra, only two of whose members escaped, was known around Chicago, and had been on its way to that city after its annual winter one-night Southern tour. Barnes organized the ork about 10 years ago, with most of its members Chicagoans. The outfit had played the Savoy Ballroom and the Apollo Theater, two of New York's havens for septa swing crews.

DETROIT, April 27.—Grand Terrace Ballroom here was destroyed by fire Monday morning (22), with an estimated loss of \$50,000. Exterior of the building appeared salvageable. Fire was of unknown origin.

The building was operated from about 1922 to 1936 as the Oricle Terrace, one of the swankiest of night spots in the territory, particularly during the prohibition era, and has been operated as a ballroom for the past three years.

MUSIC ITEMS

(Continued from page 13)
There But You, by Mary Schaeffer, Dave Oppenheim and Henry Tobias.

Publishers and People

Frankie Sabat was appointed song editor of Fortuny's Tin Pan Alley department last week under the enlarged publishing set-up. . . . Remick Music is publishing the song from Warner's "Four Wives," known as "Mickey's Theme," under the title, "Symphonic Moderne," by Dr. Albert Sirmy, in piano solo arrangement. . . . Mills is adding to its standard library by including "Dance of the Snowflakes," by Mabel Besthoff, and two Keyboard Creations, "Empire Builders" by Hubert Barth and "Clamour Girl" by Art Strauss and Bob Dale. Mills also releasing accordion arrangements of Merton Gould's "Pavanne" and "American Symphonette No. 2," with the interpolations by Galla-Rini.

FRANK CAPANO and Jack Zehner penned Ocean City adapted by that Southern New Jersey resort as its official song. Locking heads again with ork leader Billy Hays and nitery singer Ray O'Day, Capano has a follow-up to their *It Will Always Be You in She's the Life of the Party*. Capano's Tin Pan Alley Music Co., in Philadelphia, publishes.

Richard Rodgers turned conductor Friday (25) to lead the orchestra for his own ballet, *Ghost Town*, offered by the Ballet Russe at the Academy of Music, Philadelphia.

Music Lover

LINCOLN, Neb., April 27.—A \$1,000 bass viol owned by Dean Brown, member of Hank Senne's Ork, was stolen last November while the band played at the Music Box in Onalua. It was recovered last week when the thief had it repaired in a violin shop. The culprit, 24 years old, said he took it because he liked its deep-voiced "zoom, zoom, zoom."

Joe Rines Managing New Jersey Nitery

NEW YORK, April 27.—Rumor that Eli Oberstein, head of United States Record Corp., had taken a financial interest in the new Evergreen Club, Bloomfield, N. J., dine and dance spot, opening May 14, was denied this week by his attorney, William Berkson, who termed the current talk "a joke."

Spot, which is owned by Frank Wilkins, will be managed by Joe Rines, band leader. It hasn't been definitely decided whether or not Rines will give up his band to undertake the new venture. Van Alexander will debut in the summer spot on its opening day. Alexander is personally managed by Berkson.

Russ Morgan Takes \$967 At Ala. Nat'l Guard Dance

MOBILE, Ala., April 27.—Russ Morgan played to nearly 1,100 people April 3 at Fort Whiting Auditorium here for a dance of the local units of the Alabama National Guard. Band grossed \$967. It was Morgan's second appearance in Mobile; last January he did record business here.

Dick Flo Rito and the Four Aces began an indefinite engagement at the Rose Room of the Cawthon Hotel. They succeed Jerry Gilbert's Band, which played the spot three months.

1,200 Hear Brigade in Wis.

KENOSHA, Wis., April 27.—Ace Brigade played to 1,200 persons at a Movie Ball April 12 at the Eagles' Ballroom here. Standard Theaters, Inc., staged the dance. Combination tickets were sold at the circuit's Kenosha, Gateway and Vogue theaters, entitling purchasers to attend the dance and a movie at any of the three theaters April 12-13 for 50 cents.

Combination ticket, valued at 75 cents, was not sold at the Eagles. Admission to the dance only was 40 cents. Most duets sold for the affair were combos.

Tri-State Musicians Elect

WHEELING, W. Va., April 27.—L. O. Teagle, of Akron, was re-elected president of the Tri-State Musicians' Association at the annual two-day convention here (April 20-21). He has been head of the Akron musicians' local for several years. Charles W. Weeks, business agent of the Canton local, was re-elected secretary-treasurer.

7,000 at Milwaukee Ball

MILWAUKEE, April 27.—Seven thousand persons turned out for the second annual Fox movie ball at the Wisconsin Roof Ballrooms here Monday (22). Thrill was 50 cents per person. Music was furnished by Frank Meeklin's Whispering Rhythm Ork.

MART KENNEY and his Western Gentlemen, who have been at the Hotel Vancouver, Vancouver, B. C., for the winter, move into the Banff Springs Hotel, Banff, Alta., for the summer. Vocalist Georgia Day is leaving the band.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

By M. H. ORODENKER

Band Contest

OPERATORS of resort and amusement park dancing pavilions will find food for thought in the stunt being tried at Willow Grove Amusement Park near Philadelphia. To add novelty to pre-season dances and to give patrons an opportunity to select for themselves whom they wish to dance to at the park ballroom during the regular summer season, the park management has engaged five local favorites to play on different Saturdays, the candidates being Clarence Fuhrman, Larry Fotin, Pat Patterson, the Las Vegas and the Royalists Orchestra.

Each Saturday night dancers will vote for the orchestra of their preference. Ballots will include the names of all competing bands. Further, dancers may repeat their votes each Saturday night they attend the ballroom.

The three bands receiving the largest number of votes will be invited to play at the park for the regular summer season.

Since they owe a large measure of their success to their recordings, more and more of the Victor-Bluebird bands are enlisting the aid of Nipper, the famed Victor dog, to plug their disks while playing hotel and ballroom dates. Nipper is getting prominent display on the bass drum heads in the bands of Glenn Miller, Sammy Kaye, Tommy Dorsey, Hal Kemp and Blue Barron, with others under the recording company's banner following suit post haste. The association with the band's recording activities makes it a natural to cause dancers to think in terms of disks. By the same token, the Victor trade-mark comes in for a generous share of exploitation in the famed dog's association with the company name.

Picture Promotion

ONE of the greatest campaigns ever accorded a picture song has been started on *Little Curly Hair in a High Chair*, which is sung by Eddie Cantor in his new feature, *Forty Little Mothers*. According to Harry Link, general professional manager of Leo Felst, Inc., topflight records of the song are being rushed for music machine distribution, including Cantor's own version on Columbia; over 3,000 theaters are being supplied with advance sound tracks of the song, and more than 250 radio stations have obtained special transcription presentations of the potential hit.

Pat Dolan and Hal Davis, of the Columbia record factory, also did a bit of promotion for the premiere of *Stuck Benny Rides Again* in New York's Harlem. All stores on Harlem's 125th street carried displays and streamers on the lone record that Rochester made for the company in celebration of the picture event. Grant's store gave the platter a full window display.

RCA-Victor is in the throes of a neat promotion designed to center the interest of the public in recordings. Since every record buyer is faced with the problem of housing his wax library, RCA seeks to make the helpful music public by offering prizes totaling \$500 in records for the best photographs of home record libraries. Platter prizes are split up among more than a hundred possible winners, with a first prize of \$100 in records.

Waxweek emphasizes that qualifying entrants need not have large, elaborately housed collections, nor submit professional photographs. A good clear snapshot of a handful of prized selections, as stored for normal usage, serves the contest purpose. Awards will be made solely on the basis of the picture and the attractiveness of the library itself.

(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
 Astorson, Irving: (Sherman's) San Diego, Calif. c.
 Abb. Vic (Stuyvesant) Buffalo, h.
 Alfredo, Don: (Childs Spanish Gardens) NYC, re.
 Albert, Mickey: (Cocoanut Grove) Boston, no.
 Andrews, Jimmie: (Horseshow Club) North Attleboro, Mass., no.
 Apollon, Al: (Hillcrest) Toledo, h.
 Angelado, Ed: (East Carroll) Los Angeles, no.
 Aristocrats, Four: (Shawnee) Springfield, O., h.
 Armstrong, Louis: (Cotton Club) NYC, no.
 Arthur, Atila: (Ken) Boston, no.

B
 Barial, Jeno: (Piccadilly) NYC, h.
 Barton, Harry: (Club 347) Newark, N. J., no.
 Bass, Paul: (Chalet Moderne) NYC, no.
 Becker, Eddie: (Top Hat) Phila., ro.
 Beecher, Gene: (Commodore Ferry) Toledo, h.
 Bekman, Jack: (Brown Leulaville, h.
 Belay, Malcolm: (Royal Hawaiian) Honolulu, h.
 Benedict, Gardner: (Netherlands Plaza) Cincinnati, h.
 Bernie, Ben: (Taff) NYC, h.
 Bestor, Don: (Aquatic Cabin) Englewood Cliffs, N. J., ro.
 Biltmore Boys: (Washington) Indianapolis, h.
 Bono, Richard: (Staller) Cleveland, h.
 Booria, Al: (Tremont-Plaza) Boston, re.
 Bourne, Jerry: (Royal Hawaiian) San Francisco, no.
 Bradley, Will: (Ray-Mor) Boston, h.
 Bradshaw, Tiny: (Apollo) NYC, t.
 Bragale, Vincent: (Ambassador) NYC, h.
 Bragade, Ape: (Teachers College) Whitewater, Wis., t.
 (Athletic Club) Milwaukee 4;
 (Riverside Ballroom) Green Bay, Wis., 3;
 (Lakeside Ballroom) Outenberg, Ia., 7;
 (Stangler Ballroom) Swisher 8.
 Brandys, Nat: (Waldorf-Astoria) NYC, h.
 Brigade, Ace: (Merry Garden) Chi, h.
 Brown, Lew: (Wardman Park) Washington, D. C., h.
 Bruno, Anthony: (Latin Quarter) Boston, no.
 Burns, Merty: (Purple Derby) Phila., no.
 Burke, Sonny: (Coral Gables) Lansing, Mich., no.
 Bush, Eddie: (Seven Seas) Hollywood, no.
 Busse, Henry: (Michigan) Jackson, Mich., 1;
 (Temple) Saginaw 2-4; (Michigan) Ann Arbor 3-6, t.
 Byrne, Bobby: (Williams College) Williamstown, Mass., 10.

C
 Calloway, Cab: (Clary Club) Cumberland, Md., no.
 Camden, Eddie: (Moonlight Gardens) Saginaw, Mich., no.
 Candello, Joe: (Kitty Brando's) Boston, no.
 Carben, Bill: (Spring Lake Park) Oklahoma City, h.
 Carlyn, Tommy: (Lake Hreese Pier) Buckeye Lake, O., no.
 Carpenter, Bob: (Cables Inn) Atlantic City, no.
 Caruso, Marty: (Cedarwood Log Cabin) Malaga, N. J., ro.
 Carson, Johnny: (Cahrillo) Los Angeles, no.
 Cavalero, Carmen: (Staller) Detroit, h.
 Chassy, Lou: (The Greenbrier) Wadie Sulphur Springs, W. Va., h.
 Chavez: (Beachcomber) NYC, no.
 Childs, Reggie: (Unit, Mo.) Columbia, Mo., 1;
 (Pony Park) Omaha 4-5.
 Chiquito: (El Morocco) NYC, no.
 Clarke, Buddy: (Park Central) NYC, h.
 Clinton, Larry: (Univ. Notre Dame) South Bend, Ind., 1.
 Cobina, Carlos: (Biltmore) NYC, h.
 Coburn, Jolly: (Aud.) Princeton, N. J., 2.
 Coffey, Jack: (Clifton) Cincinnati, h.
 Cole, King: (Hamilton College) Clinton, N. Y., 3-4.
 Cole, Melvin: (Harry's New Yorker) Chi, no.
 Coleman, Emil: (Ciro's) Hollywood, Calif., no.
 Collins, Jay: (Sherman's) NYC, re.
 Collins, Bernie: (Newman's Lake House) Salsaloga Lake, N. Y., no.
 Contreras, Manuel: (Henry) Pittsburgh, h.
 Crocker, Mel: (Hi-Hat Club) Newburgh, O., no.
 Cromwell, Chauncey: (Hits-Cariton) Atlantic City, h.
 Crosby, Bob (Blackhawk) Chi, no.
 Crowley, Ted: (Biltmore's Village) Boston, no.
 Crowder, The: (Congress) Chi, h.
 Cugat, Xavier: (Staller) Detroit, h.
 Cummins, Bernie: (Edgewater Beach) Chi., h.

D
 D'Amico, Nick: (Essex House) NYC, h.
 Danders, Bobby: (Gay Men) Chi, no.
 Davenport, Eddie: (Murray's Inn) Haddonfield, N. J., no.
 Davis, Jimmy: (Lake Merritt) Oakland, Calif., h.
 Davis, Paul: (Martini Tavern) Lima, O., no.
 Davis, Meyer: (Park Lane) NYC, h.
 Davis, Johnny: (Miami Milwaukee, no.
 De la Huerte, Julian: (Dana Maria) NYC, no.
 De La Host, Oscar: (Havana-Madrid) NYC, no.
 Deuda, Dave: (Jack Dempsey's) NYC, re.
 Denny, Jack: (Village Barn) NYC, no.
 Dibari, Sammy: (Powaton Club) Detroit, no.
 Di Pardo, Tony: (Cosmopolitan) Denver, h.
 Donahoe, Al: (New Yorker) NYC, h.
 Dooley, Phil: (Palmer House) Chi, h.
 Dorsey, Jimmy: (Pennsylvania) NYC, h.
 Draper, Nick: (St. Francis Drake) San Francisco, h.
 Drummond, Jack: (Variety Club) Albany, N. Y., no.
 Duchin, Eddy: (Plaza) NYC, h.
 Duffy, George: (Carlson) Washington, D. C., h.
 Duke, Jules: (Tutwiler) Birmingham, h.
 Dusenbury, Blondie: (Black & Tan) Reading, Pa., no.

E
 Engle, Charlie: (3100) Club) Chi, no.
 Eslem, Dick: (Red Hill) Pennsauken, N. J., no.
 Ery, Jack: (Royal Palm) Miami, no.
 Edgerde, Ray: (Kelly Stables) NYC, no.
 Edington, Duke: (Mission Beach Ballroom) San Diego, Calif., 1; (Shrine Aud.) Los Angeles 2; (Civic Aud.) Okendale 3.
 Elin, Joe: (Queen Mary) NYC, re.
 Elin, Sager: (Village Barn) NYC, no.
 Engel, Freddy: (Knight Tavern) Pittsburg, N. Y., no.
 Evans, Bobby: (Cotton Club) Phila., no.

F
 Farmer, Willie: (New Gobel Inn) Albany, N. Y., no.

Fedor, Jerry: (Fischer's Casino) Detroit, no.
 Felton, Happy: (Benny the Bum's) Phila., no.
 Fiedler, Johnny: (Plaza) San Antonio, h.
 Fields, Irving: (Del Rio) Washington, D. C., no.
 Fields, Shep: (St. Francis) San Francisco, h.
 Flo Rho, Ted: (Cleveland) Cleveland, h.
 Fisher, Buddy: (Trocadero) Evansville, Ind.
 Fisher, Freddie: (State-Lake) Chi, t.
 Fiske, Dwight: (Sator Plaza) NYC, h.
 Fitzgerald, Ella: (Famous Door) NYC, no.
 Flindt, Emil: (Paradise) Chi, h.
 Foley, Frank: (Rendevous) New London, Conn., re.
 Fomper, Basil: (Belmont Plaza) NYC, h.
 Fontaine, Nell: "Sonny": (Jack Lynch's) Phila., no.
 Foster, Chuck: (Mark Hopkins) San Francisco, h.
 Freedy, Bob: (Troc) NYC, no.
 Freeman, Bud: (Kelly's Stables) NYC, no.
 Fritz Jr., Rudolph: (Providence-Biltmore) Providence, h.
 Fulcher, Charles: (Don Air) Augusta, Ga., h.

G
 Gagen, Frank: (Staller) Cleveland, h.
 Garber, Jan: (Lyric) Indianapolis, t.
 Garr, Glen: (Meadowbrook) Bascom, O., 5, p.
 Gasparre, Dick: (El Morocco) NYC, no.
 Gascon: (Monte Carlo) NYC, no.
 Gerard, Gerry: (Ohio) Youngstown, O., h.
 Gisher, Jerry: (Thomas Jefferson) Birmingham, h.
 Glass, Billy: (Pastor's) NYC, no.
 Golden, Nell: (Condado) San Juan, P. R., h.
 Golly, Cecil: (Donahoe's) Morristown, N. J., no.
 Gordon, Al: (Prolie Club) Albany, N. Y., no.
 Gordon, Gray: (Edison) NYC, h.
 Gordon, Don: (Central) Sayville, N. Y., h.
 Graffler, Frenchie: (Club 100) Des Moines, no.
 Grant, Bob: (Savoy-Plaza) NYC, h.
 Gray, Glen: (Golden Gate Ballroom) NYC 5;
 (Armory) Jersey City, Me., 6.
 Grun, Eddie: (100 Club) Chester, Pa., no.

H
 Hahn, Al: (Hadison) Minneapolis, h.
 Hall, Sleepy: (Biltmore) NYC, h.
 Ham, Chick: (Cappy's) N. Eaton, Mass., no.
 Harper, Don: (Orono) Orange, Tex., no.
 Harris, George: (Bradford) Boston, h.
 Harris, Phil: (Wiltshire Bowl) Los Angeles, re.
 Hart, Little Joe: (Madura's Danceland) Whiting, Ind., h.
 Harting, Dorothy: (Gentlemen of Rhythm) (Pepper Pot) NYC, no.
 Hauck, Happy: (Chestnut) Buffalo, no.

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

Hawkins, Erskine: (Savoy) NYC, h.
 Heckaber, Ernie: (Club) San Francisco, h.
 Helman, Dave: (Warwick) Little, Pa., h.
 Hemdrickson, Betty: (Dancette) Oaklyn, N. J., h.
 Herman, Woody: (Meadowbrook) Cedar Grove, N. J., no.
 Herth, Milt: (Darling) Wilmington, Del., h.
 Hill, Tiny: (Excelsior) Minneapolis 5-7, p.
 Hoagland, Everett: (Chase) St. Louis, h.
 Holiday, Billie: (Kelly Stables) NYC, no.
 Holst, Ernie: (Stork Club) NYC, no.
 Hope, Al: (Park Lane) NYC, h.
 Hopkins, Claude: (Mishler) Altoona, Pa., 1;
 (Penny) Butler 2, t.
 Horton Clark: (Colonial Inn) Malone, N. Y., no.
 Hugo, Victor: (Little Kalkskeller) Phila., no.
 Humbert, Don: (Orl's) Boston, c.
 Huston, Ina Ray: (New Kenmore) Albany, N. Y., h.

I
 Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
J
 Jantia: (Lookout House) Covington, Ky., no.
 Jelenik, Eugene: (Bal Tabarin) NYC, no.
 Jerome, Henry: (Childs Paramount) NYC, re.
 Johnson, Johnny: (Shelton) NYC, h.
 Johnson, Bill: (Coco Corner) Detroit, no.
 Johnson, Freddy: (Club 300) Detroit, no.
 Jones, Jimmie: (Paddock International) Atlantic City, no.
 Jones, Emperor: (Brick Club) NYC, no.
 Jones, Kaye: (Westwood) Little Rock, Ark., no.
 Juneau, Tommy: (Show Boat) St. Louis, no.
 Jurgens, Dick: (Aragon) Chi, h.

K
 Kaathue, Johnny: (Olson) Cincinnati, h.
 Kane, Allan: (Beacon Palace) Denver, h.
 Karsen, Maria, Musicalca: (Fort Hayes) Columbus, O., h.
 Kasper, Gordon: (Shawnee) Springfield, O., h.
 Kassel, Art: (Bismarck) Chi, h.
 Kay, Herbie: (Cleveland) Cleveland, h.
 Keber, Milton: (Delmonico's) Phila., no.
 Kemp, Hal: (Palmer House) Chi, h.
 Kenda, Benny: (Beachcomber) NYC, no.
 Kenley, Billy: (Essex) Boston, h.
 Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., no.
 King, George: (Bill Green's Casino) Pittsburgh, no.
 King, Russell: (Steve's) NYC, no.
 King, Ted: (Southern Tavern) Cincinnati, no.
 King, Herby: (Ace Club) Hollywood, h.
 King, Wayne: (Strand) NYC, t.
 King's Jesters: (Philadelphia) Phila., h.
 Kirby, John: (Hickory House) NYC, no.
 Klais, Vilia & Her Melody Maids: (Venice Grill) Phila., no.
 Klyde, Harvey: (Chateau) Chi, h.
 Krupa, Gene: (Paramount) NYC, t.
 Kuhn, Dick: (Astor) NYC, h.
 Kurtze, Jack: (Sagamore) Rochester, N. Y., h.

L
 Ladd, Lew: (Melody Club) Union City, N. J., no.
 Lake, Bob: (600 Club) Chi, no.
 Lang, Teddy: (Swing) NYC, no.
 Lang, Jules: (St. Regis) NYC, h.
 Lane, Jimmy: (Mandray) Los Angeles, no.
 Lane, Eddie: (Bossert) Brooklyn, h.
 Lang, Sid: (Hi-Hat) Chi, no.
 Lang, Lou: (White) NYC, h.
 La Plante, Lytle: (El Chico) Miami Beach, no.
 Lapp, Horace: (Royal York) Toronto, Ont., h.
 Layne, Lesse: (Barney Spinellas) Staten Island, N. Y., re.
 Le Baron, Eddie: (Rainbow Room) NYC, no.
 Leighton, Kenny: (Melody Hall) Chi, h.
 Lemish, Bert: (Stamp) Phila., no.
 Leonard, Bob: (Sports Circle) Hollywood, no.
 LeRoy, Howard: (Kin Wa Low) Toledo, re.
 Livingston, Jerry: (Schroeder) Milwaukee, h.
 Lloyd, Lewis: (Castle Cole) Norristown, Pa., c.
 Lombardo, Guy: (Stanley) Pittsburgh, t.
 Lopes, Vincent: (Riverside) Milwaukee, t.
 Lowe, Bert: (Lenox) Boston, h.
 Lunceford, Jimmie: (Rainbow Roller-drome) Memphis 1; (Currell's Aud.) Memphis 2; (Castle Ballroom) St. Louis 3; (Memorial Hall) Joplin, Mo., 4; (Walker Casino) Indianapolis 5; (Armory) Louisville 7.
 Lyman, Abe: (Royal Palm) Miami, Fla., no.
 Lynn, Bert: (La Conga) Hollywood, re.

M
 McGarty, Bob: (River Road Inn) Louisville, no.
 McCoy, Clyde: (Beverly Hills) Newport, Ky., no.
 McDowell, Roy: (Pines) Greenville, S. C., no.
 McFarland Twins: (Blue Gardens) Armonk, N. Y., no.
 McGrane, Don: (Diamond Horseshoe) NYC, no.
 McHale, Jimmy: (Westminster) Boston, h.
 McIntire, Land: (Lexington) NYC, h.
 McKinney, William: (Plantation) Detroit, no.
 Mack, Buddy: (Roumanian Village) NYC, no.
 Madrigrera, Marie: (Jung) New Orleans, h.
 Mann, Milton: (Joe's Casino) Wilmington, Del., no.
 Manuel, Don: (Gig Galleaux) Peoria, Ill., no.
 Mario: (Pastor's) NYC, no.
 Mario, Don: (Music Bar) NYC, no.
 Mariani, Hugo: (El Chico) NYC, no.
 Marzala, Joe: (Pista) NYC, h.
 Martell, Paul: (Areneda) NYC, h.
 Martin, Lou: (Leon & Eddie's) NYC, no.
 Martin, Freddy: (Edgewater Beach) Chi, h.
 Marinaro, Joe: (Park Lane) NYC, h.
 Martin, Tommy: (Orande) Detroit, h.
 Masters, Frankie: (Roosevelt) NYC, h.
 Mathy, Nicholas: (Casino Russe) NYC, no.
 Maul, Herbie: (Green Trees Inn) Wichita, Kan., no.

Maux, Stewart: (Capitol) Capitol, Calif., h.
 Meadows, Frankie: (Swing Club) NYC, no.
 Meakle, Jack: (Club Edgewood) Albany, N. Y., no.
 Meekin, Fran: (Wisconsin Road) Milwaukee, h.
 Messner, Johnny: (McAlpin) NYC, h.
 Meyers, Jack: (Rock-Cadillac) Detroit, h.
 Miguel, Don: (Gaucho) NYC, no.
 Miller, Fritz: (Rita-Carlton) Atlantic City, h.
 Miller, Russ: (Jack Moss-Jack & Bob's) Trenton, N. J., no.
 Molina, Carlos: (Cofey Club) Chi, no.
 Monchito: (Stork Club) NYC, c.
 Morgan, Russ: (Olympus Club) San Antonio 2; (Tex. State College for Women) Denton, Tex., 4; (Blossom Health Ballroom) Oklahoma City 5.
 Morris, George: (Whirling Top) NYC, no.
 Morton, Ray: (Warwick) NYC, h.
 Murphy, Larry: (DuPont) Wilmington, Del., h.
 Murray, Charlie: (9 o'Clock) NYC, no.

N
 Naegta, Jimmy: (Viking) Phila., c.
 Nance, Skipper: (Bertry Garden) Little Rock, Ark., no.
 Nelson, Paul: (Gay Men) Indianapolis, no.
 Nobel, May: (Palace) San Francisco, h.
 Norris, Bobby: (Belvedere) NYC, h.
 Norris, Stan: (Park Plaza) St. Louis, h.
 Nottingham, Gerry: (Bal Tabarin) San Francisco, no.

O
 O'Brien & Evans: (Marine Room) Aurora, Ill., re.
 Olsman, Phil: (Trocadero) Hollywood, Calif., no.
 Olson, Val: (La Martinique) NYC, no.
 Oliver, Fred: (Warwick) NYC, h.
 Olson, Hem: (Country Club) Coral Gables, Fla., no.
 Orlando, Carlos: (New-Bridge) Phila., no.
 Osborne, Don: (Coco Pares) Chi, no.
 Osborne, Will: (Casa Manana) Culver City, Calif., no.
 Owens, Harry: (Roosevelt) Hollywood, h.

P
 Palermo, William: (La Marche) NYC, no.
 Paschilo: (Versailles) NYC, no.
 Parker, Bill: (Little Rita) Norristown, Pa., c.
 Parrish, Charlie: (Casa Grande) Berwyn, Md., no.
 Pastor, Tony: (Casa Manana) Culver City, Calif., h.
 Paul, Yeasty (Chicago Towers) Chi, h.
 Perry, Ron: (Bossert) Brooklyn, h.
 Peters, Bobby: (Trocadero) Henderson, Ky., no.
 Patti, Emile: (Savoy-Plaza) NYC, h.
 Phillips, Wendel: (Villa Moderne) Chi, no.
 Pierre: (New Russian Art) NYC, no.
 Pollock, Ben: (Sherman) Chi, h.
 Powell, Teddy: (Arcadia) NYC, h.
 Powell, Walter: (Crestmont) Mansfield, O., no.
 Prager, Col. Manny: (Clairidge) Memphis, h.
 Prima, Louis: (Casa Manana) Boston, no.

Pollo, Ben: (Joyland) Boston, no.
Q
 Quintana, Don: (El Chico) Miami Beach, Fla., no.
 Quartell, Frank: (Colosimo's) Chi, no.
R
 Raeburn, Boyd: (Hammond High School) Hammond, Ind., 2.
 Ramos, Ramon: (Ambassador) NYC, h.
 Rasmussen, Don: (Metz) Wausau, Wis., no.
 Ray, Al: (Colonial Inn) Bridgeport, Pa., no.
 Ray, Floyd: (Armory) Carlisle, N. M., 1; (Gloria Hotel) Clovis 2; (Venetian And.) Brownfield, Tex., 4.
 Raymond, Nick: (Coc Rouge) NYC, no.
 Read, Kemp: (Stonebridge) Tverton, R. I., h.
 Remick, Jack: (Fox & Hound) NYC, no.
 Resh, Benny: (Howery) Detroit, c.
 Reynolds, Howard: (Palumbo's) Phila., c.
 Richards, Jimmy: (Plantation) Dallas, no.
 Ridgely, Dick: (Montparnasse) NYC, no.
 Rinaldo, Nino: (885) Chi, no.
 Rita, Cass: (Ritz) Bridgeport, Conn., h.
 Rizzo, Vincent: (Jack Lynch's) Phila., no.
 Rodrigo, Nabe: (La Conga) NYC, no.
 Rodriguez, Johnny: (Stork Club) NYC, no.
 Rogers, Eddy: (Henry Grady) Atlanta, h.
 Rollins, Adrian: (Piccadilly) NYC, h.
 Roth, Eddie: (Alabama) Chi, no.
 Rudolph, Jack: (Jungle) Youngstown, O., no.
 Rudy's: (Gypsy Camp) NYC, c.
 Russell, Cobby: (Martin) Ulice, N. Y., h.

S
 Sabin, Paul: (St. Paul) St. Paul, h.
 Sababria, Juanito: (Havana-Madrid) NYC, no.
 Sanders, Roy: (Gateway Casino) Somers Point, N. J., no.
 Sando, Bobby: (El Rancho) Chester, Pa., no.
 Saunders, Red: (Club Delta) Chi, no.
 Saunders, Hal: (St. Regis) NYC, h.
 Savitt, Jan: (Lizbon) NYC, h.
 Schrader, Lou: (Benny the Bum's) Phila., no.
 Schroeder, Gene: (The Pirates Den) NYC, no.
 Scoggin, Chas: (Jefferson) St. Louis, h.
 Seck, Kenney: (Wagon Wheel) Pleasantville, N. J., no.
 Senators, Four: (Pal's Cabin) West Orange, N. J., no.
 Sharkey, Bill: (Troc) NYC, no.
 Shier, Jack: (9 o'Clock Club) NYC, no.
 Shelton, Pat: (Evergreen Casino) Phila., no.
 Siegel, Irving: (Playhouse) Miami, Fla., no.
 Stry, Larry: (Ambassador) NYC, h.
 Smith, Olin: (Wind Mill) Natchez, Miss., no.
 Snyder, Mel: (Old Vienna) Cincinnati, re.
 Souza III, John Philip: (Faxon's) Omaha, h.
 Spivak, Charlie: (Barney Rapp's) Cincinnati, no.
 Stefano's Hawaiians: (Beachcomber) NYC, no.
 Steiber, Ray: (El Dump) Chi, no.
 Stevens, Bert: (Governor Clinton) NYC, h.
 Stipes, Eddie: (Bank Bar) Toledo, no.
 Steiner, Wally: (Belvedere) Baltimore, h.
 Straeter, Ted: (Pefe's Monte Carlo) NYC, no.
 Strings of Rhythm: (Torch Club) NYC, no.
 Strong, Benny: (Heidelberg) Jackson, Miss., h.
 Sullivan, Joe: (Cafe Society) NYC, c.
 Sylvester, Bob: (Club Hex, Birmingham, Ala., no.
 Sylvio, Don: (Bercelotti's) NYC, no.

T
 Tan, Jimmie: (Kaufman's) Buffalo, no.
 Taylor, Sandy: (Lanie's Merry-Go-Round) Dayton, O., no.
 Teagarden, Jack: (Miss. State Univ.) Starkville, Miss., 3-4.
 Terry, Frank: (McVan's) Buffalo, no.
 Thomas, Hank: (Commodore) Detroit, no.
 Thompson, Lang: (Wm. Penn) Phila., h.
 Thompson, Grant: (Enduro) Brooklyn, re.
 Thorson, Carl J.: (McVan's) Buffalo, no.
 Tisen, Paul: (Commodore) NYC, h.
 Toraro, Pedro: (Henry) Pittsburgh, h.
 Trace, Al: (Dunbar) Chi, no.
 Travers, Ted: (Lowry) St. Paul, h.
 Trivato, Salvatore: (New Yorker) NYC, h.
 Tucker, Orrin: (Waldorf-Astoria) NYC, h.
 Turk, Al: (Oriental Gardens) Chi, re.

U
 Ulmer, Ernest: (Club Laurel) San Antonio, no.
 Unell, Dave: (Club Alabam) Chi, no.
V
 Van Deusen, Bert: (Dog House) Reno, Nev., no.
 Van Osdell, Jimmie: (Lookout House) Covington, Ky., no.
 Varsola, Johnny: (President) Atlantic City, h.
 Varrill, Tommy: (Barrel of Fun) NYC, no.
 Varros, Eddie: (St. Moritz) NYC, h.
 Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., no.
 Veizer, Angel: (New Hollywood) Bridgeport, Conn., no.
 Vera & Her Hamblers: (Eagleville) Eagleville, Pa., h.
 Vollus, Ray: (Welshire) Denver II, no.

W
 Wald, George: (Brown) Louisville, h.
 Walker, Johnny: (Riverside) Phoenix, Ariz., h.
 Wardlaw, Jack: (The Gallopade) Rocky Mount, N. C., 2; (Cary High School), Cary 3; (Dental Convention) Charlotte 7.
 Warner, Leo: (Monte Carlo) NYC, no.
 Watson, Leo: (Onyx) NYC, no.
 Weeks, Rainy: (Mayfair) Boston, h.
 Weeks, Anson: (Muehlbach) Kansas City, Mo., h.
 Weiler, Curt: (Embassy) Phila., no.
 Welk, Lawrence: (Trianon) Chi, h.
 Wendell, Connie: (Ace of Clubs) Odessa, Tex., no.
 Wharton, Dick: (Bellevue-Stratford) Phila., h.
 Wharton, Harry: (Lido Venice) Phila., h.
 Widmer, Bus: (Riverside Park) Phoenix, Ariz., h.
 Williams, Bando: (Astor) NYC, h.
 Williams, Cliff: (Stevens) Chi, h.
 Williams, Hod: (Rainbow Grill) Hollywood, Fla., no.
 Wilson, Teddy: (Golden Gate) NYC, h.
 Winston, Harry: (Rainbow Grill) NYC, no.
 Woods, Howard: (Tantilla Gardens) Richmond, Va., h.

Y
 Yates, Billy: (Greywolf Tavern) Sharon, Pa., no.
 Young, Ben: (Northwood Inn) Detroit, no.
 Young, Roland: (Lombard's) Bridgeport, N. J., 2.
Z
 Zahler, Al: (Log Cabin) Trenton, N. J., no.
 Ziker, Leslie: (Chez Ami) Buffalo, no.
 Zinder, Max: (Del Rio) Franch Cross, Hadenburg, Md.
 Zito, Horacio: (Belmont Plaza) NYC, h.
 Zizzo, Leo: (Benny the Bum's) Phila., no.
 Zurker, Bob: (Phipps-Udny) Princeton, N. J., 2.

LOOP SEASON A HONEY

Four More Shows, 44 More Weeks Than Previous Year; Grosses OK

138 weeks of playing time in 32 calendar weeks—long runs feature season—legit house shortage seen if trend keeps on next year—summer runs expected

CHICAGO, April 27.—Legit made a strong comeback this season, going far ahead of '38-'39 in number of shows and weeks played, even tho the season made an unusually late start. Even '37-'38 was considerably bettered. While there are several shows that are expected to continue for some time, May 1 usually is considered the end of the season. Last fall the start was made around October 1, with the exception of the John Barrymore show, *My Dear Children*, which held over from the previous season and ran until January of this year. On that basis, the 32-week season now closing chalked up a total of 27 shows which played 138 weeks, as compared with 94 weeks playing time for 23 shows in the '38-'39 season of 34 weeks. Comedies, including a few musicals, largely predominated and accounted for much better grosses than the heavier shows. In addition to the four loop houses, the Blackstone and the Auditorium had 18 and 12 playing weeks, respectively, and both are still going. The Blackstone may remain open far into the summer with *Life With Father*.

If expectations are fulfilled several houses will remain active during the summer. The Shuberts expect *Tillulah Bankhead* in *The Little Foxes* to stay at the Selwyn indefinitely, and at the Harris *The Man Who Came to Dinner* shows no signs of slackening its pace. Additional bookings also are expected for the Grand, *Romeo and Juliet*, with Vivien Leigh and Laurence Olivier, and *The Philadelphia Story*, with Katharine Hepburn, are in for limited engagements at the Auditorium and Erlanger. *The Streets of Paris*, which opened at the Grand April 14, can remain for only three weeks, as it goes into the New York World's Fair.

For the third consecutive year the Harris leads in number of weeks played, having been dark but one week. Ruth Chatterton opened the season in *Tonight We Dance*, five weeks; followed by Katharine Cornell in a three-week engagement; *Outward Bound*, three weeks; and *The Man Who Came to Dinner*, 18 weeks and still going. The Selwyn was second with 30 weeks. Barrymore held forth until January 6, followed by Constance Bennett in *Easy Virtue* for a fair three weeks; *Thanks for My Wife*, seven weeks; Cornelia Otis Skinner, one week; Paul Muni in *Key Largo*, three weeks.

The Grand had one smash hit, *Abe Lincoln in Illinois*, which remained for 11 weeks. *Mamba's Daughters* had an o. k. six weeks; Maurice Evans in *Hamlet* a fair two weeks, and Edward Everett Horton in *Springtime for Henry* moved to the Grand for two weeks after five good weeks at the Erlanger. Katharine Cornell, who played three weeks at the Harris, had a fair two-week return engagement at the Grand. Biggest flop of the season was *A Night at the Moulin Rouge*, which remained for two weeks to practically no business. *Streets of Paris* is doing near capacity.

The Erlanger chalked up 24 weeks on the season, starting with *The White Steed*, which had a poor engagement. *Springtime for Henry* and the *Scandals* each had a big five weeks, followed by four weeks of *Three After Three* to very poor business. Helen Hayes' four weeks were o.k., and Katharine Hepburn, who opened April 15, started off big.

Leave It to Me, which opened at the Auditorium late in November, was a poor draw for its three weeks. *The Hot Mikado*, which followed, registered only fair attendance for six weeks. *Romeo and Juliet*, which opened April 17, has a big advance sale, and is doing well on the strength of Vivien Leigh and Laurence Olivier in the leads. The Blackstone has had *Life With Father* since February 1 and it continues to do consistently good business.

The Great Northern reopened April 12 with *Tropical Pinafore*, produced by the newly organized American Negro Light Opera Co. Notices have not been favorable.

With interest in the legitimate theater on the upswing, a need for more legit houses in the Loop is indicated. There

Theater Talk

By SHERLING OLIVER

Awards:

Practically everybody who can claim a nodding acquaintance with the theater is now or will soon be going into a huddle and coming up with an award, prize, scroll or free lunch. We're all for it. We're for anything that stimulates interest. Just the same, we don't intend to be left out in the cold. (Not this spring.)

For the most entertaining evening in the theater, our award and thanks to *The Male Animal*. The play is not a new idea, true. The good ones seldom are. But its technical execution is a thing of beauty, and familiarity with the idea only increases the enjoyment. The deft, satirical touches that delineate for us the vast mobs of befuddled saps we've all met and never known quite how to deal with tickle the humor deeply and by the middle of the last act are a serious threat to abdominal muscles. So, *The Male Animal*, that award is yours.

For the finest performance, based on characterization and technique (which means a quick brush-off to all personality players) our award goes to LEON AMES of (you've guessed it) *The Male Animal*. Leon is personally as unlike "Joe Ferguson" as your Aunt Hattie, but you'd never know it. His portrait is complete and entirely satisfies your composite picture of slightly pot-gutted business men who are still making that All-American touchdown. He is so real that BEN HECHT said, "That guy's no professional actor. He's the real thing they picked up somewhere and made to play himself." What finer praise could any actor wish. Dangerous invitations to burlesque threaten the character at every point, but LEON manfully hews to the legitimate line and emerges with a darlin' performance. So, LEON AMES, Salute!

Bits and Pieces:

BOBLEY CROWTHER will be the new film critic on *The New York Times*, replacing BEN CRISLER, who joins the new afternoon tabloid, P.M. . . . DUDLEY DIGGES is mulling a summer radio stint but is also open for summer stock offers. . . . ARDEN YOUNG is in Manchester, N. H., working on a new play. . . . BETTE DAVIS expects to turn the red barn on her Sugar Hill, N. H., estate into an experimental theater, with professionals getting paid. . . . MARCUS MERWIN, for five years operator of the Plymouth Playhouse, Milford, Conn., has stepped out. FRANK GAUNT, of Washington, D. C., will take over and install the Rock Creek Players. JUDSON LAHAYE, who will figure in the new set-up, was in town last week-end fitting between the Beachcomber and BONNIE BAKER'S warblings at the Waldorf. . . . NANCY NOLAN has given up her chores at the Monkey Bar to go radio via *Volant Lady*. She will also be in *Ness Faces*, playing the piano, singing and mimicking the daylight out of JULIE HAYDON and SHEILA BARRETT.

BILL STERN narrowly escaped serious injury in that N. Y. Central train wreck at Little Falls, N. Y. . . . BOBBIE GARDNER is in town, which makes all the single gals happy. He takes out a new one each night. . . . Theater Guild is getting a million dollars' worth of free publicity, with "Fifth Column" headlines in all the papers and on the air. . . . JACQUELINE DE WIT is the new "Sally Andrews" on WINCHELL'S Sunday night air show. . . . JOHNNY HALLORAN is coining money in Hollywood writing those Silver Theater air shows. . . . TONY RUNDMANN has left NBC television. . . . The WILLIAM MORRIS office signed JULES DASSIN, *Medicine Show* singer, to an RKO contract. . . . RAY LOCKWOOD, film director from London via Columbia's Hollywood plant, will direct stock at Stratoga this summer. . . . RALPH CULLINAN is bedded at the French Hospital; A kidney ailment. . . . Beginning June 1, ED SULLIVAN will come back to the N. Y. beat for *The News* and JOHN CHAPMAN will replace him on the Coast. . . . THE OLNEY'S will start their Ridgeway, White Plains, season June 24 with an intimate revue, *Two Weeks With Pop*.

Music and lyrics by TED FELTHER, COLE PORTER, JOHNNY MERCER, JOHNNY GREEN and others. HIRAM SHERMAN will be featured.

Child waitresses and kitchen workers played *The Drunkard* at the Palm Gardens the 24th. They were terrific—better than most professionals—with this first production by their permanent dramatic group. Next will be *The Front Page*. See your favorite waitress act for 40 cents. . . . GIL LAMB, eccentric dancer and comedian now at the Strand Theater, has been signed for the new AL JOLSON musical. . . . The Rochester Summer Theater, address Avon, N. Y., is looking for a film star to headline its outdoor summer productions.

GARY STEVENS says GEORGE HAGAN has turned his radio serial, *Merrily They Live*, into a three-act play, and two producers are reading it. And that VIRGINIA VERRILL, NBC songbird, is headed for a Broadway musical. . . . OSCAR SERLIN plans to put a third *Life With Father* company into rehearsal this summer.

English *Equity* is hitting the front page of London dailies with its family squabbles. A chorus member sassed EDITH EVANS in open meeting recently and got sassed back till JACK HAWKINS rose to her defense. The wind-up sounded like an afternoon at the Astor. Must have been "old-home-week" for visiting Americans. . . . EDITH GORDON, author's agent, will conduct six-week seminar for playwrights at BOB PORTERFIELD'S Barter Theater.

That group of young actors who played *Hotel Universe* for free at the Shubert April 6 and then got spanked by Actors' *Equity* tried it again at the MacDowell Club the 26th. *Equity* is miscasting itself. It should be playing godfather not stepfather. . . . MICHAEL WHALEN is starring in *Up Pops the Devil for GUY PALMERTON* at his Portland, Me., Civic Theater stock. Others are RUTH ABBOTT, ROBERT PERRY, LOUISE KIRTLAND and PHILIP HUSTON. PALMERTON will open the Lake Whalom Theater at Fitchburg, Mass., on June 24 and operate both companies through the summer. . . . JOSEPH HALL writes that tabloid versions of dramatic plays are going well in Southern picture houses and giving work to a lot of actors. . . . The Pioneer Valley Drama Festival will get under way at Mountain Park Casino, Holyoke, Mass., late in June. A resident company from Broadway will support guest stars. NORMAN EARL THOMPSON will produce, and two new plays will be tried out. . . . Follow the Crowd, a new play by HARRY SHALE, Group Theater playwright, will be tried out by the Calvert Club, Larchmont, May 10. . . . RUTH WILK parted with the EVE GINCHER office and is now ensconced at the LIEBLING-WOOD agency.

Chicago continues gay for actors. HELEN HAYES, LILLIAN GISH and OLIFTON WEBB threw a roller-skating party the other night. All the actors in town spent the evening picking out splinters. BARRY SULLIVAN says the Ambassador Pump Room is so full of celebrities it looks like a road show of the Trocadero. LILLIAN GISH continues to get rave attention for her *Life With Father* performance. The Gold Coast set are going mad with "Scarlet O'Hara" in town. *Romeo and Juliet* is said to be a good show but having difficulty because of the huge Auditorium Theater. Grosse-pont bridge players have turned to bowling, and Randolph street is beginning to look like 44th. PAUL MUNI umpired a hilarious soft-ball game between TWCOTD and *Key Largo*. TWCOTD won 24 to 23, with BARRY SULLIVAN pitching.

The recent *Settle Night* at the Lamba was a honey. FRANK MCINTYRE got it up. . . . The Actor's Kitchen of the Union Church celebrated its fifth year the 23d. It has served 70,000 free dinners to unemployed actors.

Ballet 3G in Springfield

SPRINGFIELD, Mass., April 27.—The Ballet Russe de Monte Carlo grossed \$3,000 in a single performance at the Court Square Theater here Monday (23). The house was near capacity.

Bobolino Theater Group Offers "Tea for Three"

NEW YORK, April 27.—The Bobolino Theater Group, under the guidance of Jan Lindermann, unearthed Roi Cooper Megrue's *Tea for Three* and forced five of its members to instill some life in it at the Barhizon-Plaza Theater Sunday (21). It proved an almost impossible task, because the plot is hackneyed and moth-eaten and some of the eternal triangle situations depicted border on the ridiculous at this day and age.

Ferdt Hoffman as the friend in the triangle who means well but is misunderstood by the husband had some long and dull speeches to deliver and handled them in rather listless fashion. Kent More, as the husband, looked too young for the part and could not overcome the handicap of the long and uninteresting role. Only comparatively lively angle is furnished by the attractive Eva Trent, who, as the wife, dominated several scenes.

Kathryn Lang, as the maid, and Ted Scherston, as a valet, have a few entrances and exits. S. H.

Woolcott's Heart Attack Closes Coast Company

SAN FRANCISCO, April 27.—Alexander Woolcott has suffered so severe a heart attack that all remaining performances of *The Man Who Came to Dinner* have been canceled. Show's run at the Geary was canceled Wednesday night. Tuesday's performance went on, with Woolcott's place being taken by James Vincent, stage manager of the production.

A physician's statement said it was necessary for Woolcott to have absolute rest for at least two or three weeks and to limit his activities a good deal for several months.

Company officials said that the show was to have disbanded May 22 for the summer, reassembling in Philadelphia for a tour of the East. Woolcott's illness was at first attributed to indigestion. He is confined to his bed at the Fairmont Hotel.

The Man Who Came to Dinner was out to set a new box-office record. During its first five weeks it grossed \$103,000.

With the closing of the Woolcott show the Geary will be dark until the opening of Paul Muni, May 6, in *Key Largo*.

Festival for Holyoke

HOLYOKE, Mass., April 27.—A company has been formed under the name of the Pioneer Valley Drama Festival to present stage productions at the Casino Theater, Mountain Park, according to an announcement from the Holyoke Street Railway Co., owner of the Casino. Arrangements have been completed with David Norman, of New York, and Norman Thomson, local theatrical manager, who will manage the venture.

During the summer, it is announced, two plays headed for Broadway will be tried out. The Casino, dark all last summer, has a seating capacity of 1,000.

is talk of the Woods, operated by Jones, Lunick & Schaefer, returning to legit next season, and it appears probable that the Studebaker will house Shubert shows.

OUT-OF-TOWN OPENING

"The Return of the Vagabond"

(Playhouse)
PROVIDENCE

Presented and written by and starring George M. Cohan. Directed by Sam Forrest. Setting by Oden Waller. Cast: Mr. Cohan, McKay Morris, Marie Louise Dana, Celeste Holm, John Morny, E. J. Blunkell, Fred Herrick, Gretchen Davidson, Joe Veldi, John Cherry, Florence Ames, Edward McNamara, Leslie M. Hunt, George Leach, Donald McClelland, George Thornton, Marshall Bradford, Henry Sherwood, George W. Smith.

With Rhode Island officials and the entire membership of the State Senate in the audience as his invited guests, George M. Cohan came back to his old home town to bring to life once again that lovable character of his own creation, The Vagabond. Not for 20 minutes after the curtain rises on the prolog of this sequel to The Tavern does he make his appearance. But once his entrance had been made—and, in his own words, "what an entrance"—rarely thereafter is he off the stage.

Just as critics and playgoers once praised, criticized and even condemned this enigmatic character, so will they do again. Tongue in cheek, Cohan has given us his philosophies on life, drama, the theater, doctors, bankers, lawmakers, law enforcement, etc. He has again donned the Vagabond's robe himself, with a bit of song and a dancing step; and with that in its favor *The Return of the Vagabond* proves to be an amusing evening in the theater.

All the old characters of the original play are there, safe one. In its stead a new dialect comedy figure is introduced to deliver a comedy line intended to replace: "What's all the shootin' for?" Also, there are other new characters—midgets, female impersonators, Keystone cops, black comics—a wide variety.

Mr. Cohan has mixed hokum, 10-20-30, double talk, slapstick, straight acting and philosophy into a cocktail that is pleasant to swallow. McKay Morris and Celeste Holm, in the principal supporting roles, handle their assignments well, and to Mr. Morris the playwright intrusts the assignment of reading once again the memorable "Who Am I?" soliloquy from *The Tavern*.

C. A. Ross-Kam.

"Romeo" Chi Gross Disappoints; Big Advance, Light BO

CHICAGO, April 27.—Vivian Leigh and Laurence Olivier have not proved the big draw that was expected in *Romeo and Juliet*, now playing at the Auditorium Theater. Show, which had its inception on the West Coast a few weeks ago, is a beautifully staged and costumed production, capably directed and well acted; but attendance has been only fair. There was an advance sale of approximately \$35,000, but sales at the box office have been light. A large part of the audience is made up not of Shakespearean fans, but of people curious to see Miss Leigh because of *Gone With the Wind*. Show runs three and a half hours and is priced at \$3.30 to \$1.10.

Both Leigh and Olivier give good performances, the latter measures up to Shakespearean favorites of other years. Miss Leigh is the better of the two, handling her varying moods smoothly and depicting to the right degree the mixture of youthful freshness and worldly wisdom. Excellent in their parts are Edward O'Brien as Mercutio, Merton L. Stevens as Old Capulet and Danse May Whitty as the nurse.

Production was designed and is directed by Olivier, with Robert Ross as his assistant.

From here the show goes direct to the 61st Street Theater, New York.

Short Drama Theater Offers Good Bill; Two Plays, Revue

NEW YORK, April 27.—Eugene Endrey's Provincetown Short Drama Theater came thru with its second production Thursday night, this time incorporating the variety idea that Mr. Endrey has used in Europe. Instead of offering three one-acters, the company presents two short dramas and a brief musical revue. It creates a pleasant and diversified evening—at least when the musical portion is handled by as clever and able a group as Six and Company, who handle it here.

As a matter of fact, the entire production has advanced appreciably since the first program a few weeks ago. The players have developed a more assured and solid style, the direction fits itself more smoothly within the limits of the tiny Provincetown stage, and there is throughout an air of professional competence that wasn't always present last time. Give the group one or two programs more and it will be definitely

established as a must for most theatergoers—and as a thrice-welcome relief for those who used to haunt the off-Broadway theater 15 or 20 years ago, and haven't had anything to haunt since.

The two plays are *The Last Christmas* and *This Earth Is Ours*, and the authors are, respectively, Noel Houston and William Kozlenko, both of whom were represented on the first program. Mr. Houston, whose previous *According to Law* was sensationally received, deals again with American criminal procedure, but this time with a different approach. Where *According to Law* was bitterly satirical and flamingly indignant, *The Last Christmas* is human and understanding; but the two plays share tremendous dramatic effect. Dealing with the inmates of an Oklahoma death house on Christmas Eve, Mr. Houston skirts the boggs of sentimentality without once falling into them. With quick, deft and dramatic touches he sketches his con-

demned men; with clear and acid character drawing he limns the young college man, an intellectual seeker of thrills, who becomes one of their company on Christmas Eve, who brings with him a Christmas tree and Christmas presents, and who kills himself later in his cell. It is a human, moving, exceedingly dramatic picture; it has been powerfully directed by Mr. Endrey; and it is acted beautifully by its all-male cast.

Mr. Kozlenko, who is consultant director of the Short Drama Theater, is less successful with *This World Is Ours* than he was with *The Devil Is a Good Man*. Telling the tale of a Polish farmer in an American small town who refuses to sell his land to a powerful company, and who is therefore railroaded by the local sheriff until his son is beaten up and his wife is shot, Mr. Kozlenko presents a case history rather than a play. In his series of brief scenes his characters become puppets rather than sympathy-compelling human beings; and the sociological moral presented in a funeral oration in the final scene seems a bit like a modernized Sunday School text. The actors are all capable, and the direction of Stephen Moore makes the most of the more dramatic scenes.

Again walking off with acting honors is Jay Barney, an extraordinarily versatile and effective player who does a fine job as the college man in the Houston play and just as fine a job as a tender-hearted deputy in the Kozlenko item. Robert Lambert has moments of finely controlled hysteria in *The Last Christmas*, and among others doing good jobs are Gregory Morton, Marilyn Monck, Edmond LeCompte, Henry Walden and, in fact, practically all the rest.

As for Pocket Edition, the miniature musical that separates the two plays, it is a complete delight. The "company" of Six and Company is a single individual; and the seven of them write their own satirical material and present it to rousing tunes by Buddy Marsh. They start slowly, but when they once get going they're terrific. Among the best of their items is the hilarious takeoff on Mr. Chips, a very funny musical "defense" of California employers of Oakties, and a devastating Saroyan burlesque. It may not be as trenchant as the Saroyan number in *Reunion in New York*, but it's extremely pointed and extremely funny. The only trouble is that it's really impossible to burlesque Saroyan. Six and Company's burlesque of *The Time of Your Life* makes more sense than the original.

You can't pick individual performers, since they offer their billing in a lump. The master of ceremonies, however, rates special mention; he's a smooth and versatile comedian. Those in the group are Munro Brown, Alfred D. Geto, Nathalie Donnet, Vicki Kasen, Jess Kruger, Aidan Turner and Robert E. Weil.

Eugene Burr.

From Out Front

By EUGENE BURR

AS YOU climb the long flight of linoleum-covered steps that leads from the rickety front door to the "theater" in which the American Actors Co. gives its plays, the mist of heavy years seems to fall away, and by the time the top is reached you are back in the clear, enthusiastic days of the mid-'20s, when the theater was vigorous and healthy and forward-moving; when Frank Wilson was giving one of the finest performances of our generation in *In Abraham's Bosom* down at the old Provincetown; when the cellar theater called the Triangle was playing *Uncle Tom's Cabin* and *Ten Nights in a Barroom*, featuring Joseph Battle, the finest actor in New York, who could bring tears to your eyes amid all the bathos and sentimentality of the ancient dramas; when you stumbled past pushcarts and ash cans to taste the delights of the Neighborhood Playhouse, and the Theater Guild youngsters were doing a tiddit called *The Garrick Golettes* that had the town by the ears, chiefly because of the words and music contributed by a couple of unknowns named Richard Rodgers and Larry Hart.

There was enterprise and aspiration—and an amazing amount of shining talent—in the exciting off-Broadway theater in those days. The rickety stairway leading to the lair of the American Actors Co., so reminiscent of many of those bygone hideaways, brings it all back. And when you go thru another door at the top of the flight and take your seat in the last row, on a crazy raised platform that makes you feel a bit like a brass section, and when the curtain parts on the alcove that the American Actors Co. uses as a stage, you realize that you aren't going to be let down. The American Actors Co. is directly in the tradition.

Not that the company of young players giving thrice-weekly performances over a garage on West 99th street is a world-beater. It's not. But it's doing a serious and important job in a serious and aspiring way; it presents a group of players no one of whom gave a downright bad performance in the show caught, despite the disadvantages of poor direction and an abysmally unworthy script, and it has, in the person of young Miss Perry Wilson, an actress of startling and breathtaking talent. Young Miss Wilson, in her changes of mood and approach, in her delivery of embarrassing lines, in the insight with which she treats a fuzzy role and in the way in which she meets bad direction, attempts to do things that simply can't be done—and she manages to do them gloriously. So-called producers habitually besmirch their business by staying away from groups of this sort—but they have no excuse at all when they've been warned. This is a warning. If they don't take a look at Miss Wilson they're missing one of the finest incipient talents on the American stage. And a look at some of the other people in the company won't do them any harm either.

There are plenty of good acting jobs being done. Credit should go to Roland Wood for an excellent (if slightly lionelbarrymorish) character job in an extremely difficult role; to Joseph Anthony for quietly authoritative work under similar difficulties; to John Ritchie, Beulah Well, Horton Foote and almost all the rest.

The direction, by Andrius Jilinsky, falls singularly to take into consideration the shortcomings of the company's stage, and is consistently over-heavy, consistently stylized and more than occasionally ridiculous.

AS FOR the play presented at the showing caught, it is hereby given a separate section so that it can in no way sour the fanfare in honor of the acting company. It is Paul Green's *Shroud My Body Down*, and it's a practically perfect example of the asinine self-consciousness that sometimes turns an experimental theater into a determinedly artistic shambling. The only thing that saved the play from being laughed at was the excellence of the actors.

A quote from Mr. Green's own foreword should give you an idea: "*Shroud My Body Down* is not a play of entertainment in the theater sense of the word, but rather an experiment in mood and atmosphere. . . . If the mood and atmosphere seem to thrive at the expense of dramatic clarity and effect, I must point to the subject matter and beg to be excused. The secret and pervasive malady which possessed and finally destroyed the unhappy Grahams without benefit of psychiatry was such as to demand that sort of story telling out of me. . . . As for the experimental nature of the piece, its inner purpose is to tell the story of the Grahams in its organic form—a form which if properly realized will affect the audience miscel- laneously rather than, say, theatrically."

Not even Thornton Wilder in his lush moments has emitted such poppycock. It would, of course, be fairly easy to give the plot in detail, to show the hilariously muddled plotting and characterization, the meaningless posturing and disgusting self-consciousness of the writing. It would be equally easy to treat the foreword seriously, and to demonstrate its muddle-headedness and pervading insanity. But there's not much use. It would be impossible to make Mr. Green look sillier than he makes himself look in his own program note.

To turn to a pleasanter and more able writing job, Mr. Fred J. Beaman was recently kind enough to send me a copy of his *Pearls From Past Programs*, a slender sheaf of anecdotes and reminiscences of the theater of a bygone day. It is filled with the flavor of another era. It is crammed with genuine love of the stage, it parades figures that have now become almost legendary, and it is, all in all, as heartwarming a piece of reading as any real theater lover could desire.

One can't help wondering, in passing, what one of Mr. Beaman's great figures of the past would have said on reading Mr. Green's program note. The comment, I imagine, would have been both short and pithy:

More Cowbarns Bonded

NEW YORK, April 27.—Summer stock theaters added to Actors' Equity bonded list include the Cape Theater, Cape May, N. J., T. C. Upham, 507 Fifth Avenue; Bucks County Playhouse, New Hope, Pa.; Kenyon Nicholson and Theron Bamberger, 132 West 43d Street, and Montowese Playhouse Co., Indian Neck, Bradford, Conn.; Lydia B. Noble.

BROADWAY RUNS

Performances to April 27, inclusive.

Dramatic	Opened	Perf.
Fifth Column, The (Broadway)	Mar. 6	62
Heavenly Creatures (National)	Apr. 18	17
King Richard II (Herald Tribune)	Apr. 1	37
Ladies in Retirement (Millinery)	Mar. 26	39
Lady in Waiting (Beck)	Mar. 27	35
Life With Father (Empire)	Nov. 8	198
Liban (Central) (44th St.)	Mar. 25	46
Male Animal, The (Cape)	Jan. 9	127
Man Who Came to Dinner, The (Music Box)	Oct. 16	224
Martin for Time (Herald Tribune)	Nov. 3	283
Medicine Show (New Yorker)	Apr. 12	19
Morning Star (Herald Tribune)	Apr. 16	16
My Dear Children (Belasco)	Jan. 21	64
Separate Homes (Manhattan)	Mar. 23	41
Skyhawk (Morosco)	Oct. 11	230
Suspect (Playhouse)	Apr. 6	22
Tobacco Road (Forsyth)	Dec. 4	2717
When We Are Married (Green)	Dec. 25	144
Musical Comedy:		
DuBarry Was a Lady (49th St.)	Dec. 6	168
Higher and Higher (Herald Tribune)	Apr. 4	28
New Hellasopolis (Winter Garden)	Dec. 11	160
Pins and Needles (Winter Garden)	Nov. 27	1040
Reunion in New York (Herald Tribune)	Feb. 21	77
Two Stars in Broadway (Herald Tribune)	Oct. 18	212
Two for the Show (Booth)	Feb. 8	92

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MORE CLUBS USE NAMES

Night Club Adds Joke Bar for Prankish Patrons

CLEVELAND, April 27.—Bob Wertheim, proprietor of the Round Table, Cleveland Heights night club, is adding a Joke Bar. He is putting in a line of tricks and jokes for the more prankish-minded patrons.

South Sea Trend Continuing; Bali Club, Phila., Next

PHILADELPHIA, April 27.—Benny the Bum's reopened as the Club Bali within the fortnight, altho the Kallner brothers, who took over the spot after Benny (The Bum) Fogelman gave it up, are still ironing out partnership papers. Kallners operate their Little Rathskeller next door.

Acts and band will be set this week, plan being to pattern the local spot along the lines of the Beachcomber and Hurricane clubs in New York. Ben Lemisch, current at LaHiff's Tavern in New York, is mentioned as the front man for the new Bali.

Dancer Wins 15G For Loss of Leg

BOSTON, April 27.—Helen Kaplan, night club singer known as Helen Carroll, was awarded \$15,000 by a Suffolk Superior Court jury this week in her suit for \$50,000 for the loss of a leg in an automobile accident.

Miss Carroll, currently appearing at the Latin Quarter, sued Boston College student John J. Finnan, who was in the car at the time of the accident. Miss Carroll testified she was driving and that Finnan leaned over from the back seat and grabbed her arm, forcing the car off the road and into a tree. Finnan had borrowed his father's car for the evening.

Prior to the accident Miss Carroll had been a dancer. She was hospitalized for several months and made a comeback as a singer.

Para Sets Martin, Skelton and Wain

NEW YORK, April 27.—Paramount booking office has set Red Skelton for a repeat performance at the New York Paramount in June or September; Tony Martin, for May 16 or 22, this being his third engagement at the house; and Bea Wain for May 29 or June 5.

Joe E. Lewis has been booked for the State-Lake, Chicago, beginning May 17.

Tony Pastor's Band has also been signed for a fall date, probably in September.

Rose To Negotiate

NEW YORK, April 27.—Billy Rose will negotiate a contract for his Diamond Horseshoe here with the American Guild of Variety Artists upon his return from the West Coast, according to Hoyt S. Haddock, AGVA exec secretary.

Rose juggled around his publicity staff this week, retaining Michael Mok as head, and bringing in Gardner Mulvaney to replace Hy Gardner. Gloria Sailer remains as assistant.

NBC Using Page Boys In Trick Tele Programs

NEW YORK, April 27.—National Broadcasting Co. is preparing a television production, titled *21 Men and a Girl*.

Understood the production will use NBC page boys as singers, and breaks in May 1.

Marcia Harris, vaude singer and dancer, will be the girl, joining the May 13 program from the studio and the May 16 program from the stage of the Ritz Theater.

Heavy-Sugar Headliners in 30 Spots; 25 Others Also Pay Well

(Continued from page 4)

for swing names, such as Ella Fitzgerald, and also has been buying standard acts such as Helen Morgan and Benny Fields, who opens in June.

The Saroy-Plaza cocktail lounge and Persian Room of the Plaza Hotel are two more top New York bright spots, the former using Dwight Fiske, among others, and the latter bringing back Paul Draper and Jané Pickens, with Eddy Duchin's Band, every year. Additional calls for high graders are made by Waldorf-Astoria's Sert and Empire Rooms, both tied up by Music Corp. of America, employing, particularly, such smart-dance teams as Velox and Yolanda, Mario and Floria and Georges and Jaina. The Cotton Club plays the biggest colored names, headlining Maxine Sullivan at the moment; Pefe's Monte Carlo plays society names, while across the Hudson Ben Marden's Riviera in Fort Lee, N. J., seasonally plays the biggest acts available, with salaries often running into four figures.

Other Manhattan spots using good talent altho no names include the St. Regis Hotel (Iridium Room in winter and roof garden in summer) which developed an attraction in Dorothy Lewis; La Martinique, now building the jitterbugging Betty Hutton and a new comedian, Danny Kaye; Hotel New Yorker, which goes as high as \$350 to \$400 for an act; Belmont-Plaza Hotel, Rainbow Room, former home of Mary Kaye and Naldi; Meyer Horowitz's Village Barn, top Greenwich Village spot now using more elaborate shows and familiar bands (Jack Denny); the Old Roumanian, best paying room in the Lower East Side; Leon and Eddie's, which spends good money for at least one attraction in each show; La Conga, best paying spot for Latin talent, now featuring Diosa Costello of the *Too Many Girls* musical, and the Hollywood Restaurant, which recently switched to a small name policy with Bert Frohman and Lillian Roth.

Four in Chicago

Chicago has four lucrative accounts and a couple of fairly good money clubs. The William Morris Office sells its top-notchers to Mike Fritzel's and Joe Jacobson's Chez Paree, a spot that has used almost every name in the night club business. Spot pays between \$1,750 and \$3,000 for a name, and such people as Gertrude Niesen, Lou Holtz, Abe Lyman's Band, Sophie Tucker are good draws there. The Palmer House, Windy City's ace hotel spot, turned Velox and Yolanda into a name in its Empire Room and, while as a rule name bands are featured, at least one strong act is used by Merriel Abbott in her shows. They are paid between \$750 and \$1,500 a week. Rufe Davis and Alexander Gray have been there recently.

Bon Air Country Club, Bill Johnson's summer club near Chicago, is one of the Midwest's brighter spots, and when the casino is open a dispatch is out for the best talent. Last season, Gertrude Niesen, Bert Wheeler and Tony Martin headlined. Martin was paid \$3,000 weekly for four weeks. The Colony Club, operated by Nick Dean and Sunny Goldstone, is a shining light on Chicago's near North Side, catering to the better trade with such names as Dwight Fiske, Hildegarde, the DeMarcos and Carmen Miranda. Chi's Hi Hat and Colodmo's are, as a rule on on-again off-again talent splurge policies, but always spend between \$300 and \$1,000 for shows.

In Detroit, the Bowery Cafe and the Athletic Club use class talent. Bowery, managed by Frank Barbaro, is booked by Peter Iodice, of the Amusement Booking Service, who has been doing business with Eddie Smith, MCA and William Morris in New York to get such names as Jackie Cooper, Belle Baker, Rufe Davis, Wini Shaw, Everett Marshall, Dixie Dunbar, George Jessel and Lou Holtz. Miss Baker and Jessel each played to 10,000 people, while Holtz topped that with an additional 3,000. Athletic Club has been favoring big dance teams. Two comparatively good Detroit spots are the Statler, featuring bands but employing

at least one good act, such as the recent booking of Paul and Eva Reyes, and Club Royale, booked by Phil Tyrrell, of Chicago, who recently set Nick Lucas.

Miami Important

Miami area spots, which are now winding up a good season, buy their names in accordance with police regulation of gambling. Big ones there are the Carousel, which played Benny Fields and Mary Burton recently; Hollywood Beach Hotel, where Sheila Barrett, the Hartmanns and Hildegarde wound up profitable engagements; the Roney Plaza, managed by Edward B. Jouffret, who favors classy acts such as Georges and Jaina, who played there recently; the Miami-Biltmore and the Royal Palm. The Club Continentale leans toward the straight act policy and earlier in the year featured Joe Lewis.

Philadelphia's ace card is Jack Lynch's Walton Roof, which imports names.

In Boston, the Mayfair employed Joe E. Lewis last week, while Kitty Brando, of the Brown Derby, is shopping around for names to meet the competition. In the meantime, a good-act policy prevails.

Cincinnati has two top spots in the Beverly Hills Country Club, Newport, Ky., which is serviced by Miles Ingalls, of MCA, and the Lookout House in Covington, Ky. Beverly Hills uses name acts and name bands.

On the West Coast, Earl Carroll's niteries takes the honors in Los Angeles, while the Music Box shines in San Francisco. Carroll has been spending \$750 and more for names. Music Box recently featured the Duncan Sisters.

Saratoga Uses Names

Saratoga Springs, N. Y., has several atmospheric spots going big, provided the gambling is okeed. Last year conditions were unfavorable. Bookers and managers, however, are hoping for better breaks this racing season, opening in August. Herman Citron, New York agent, services the Piping Rock, which used such names as Adelaide Moffet and Sophie Tucker last August. Other leading spots there are Arrowhead Inn, Meadowbrook, Mother Kelly's and Riley's.

Atlantic City has its 509 Club, another outlet for Sophie Tucker and Harry Richman, or others of that caliber. St. Louis has the Chase Hotel, which, in addition to top bands, occasionally books big acts. Last in were Velox and Yolanda, who cleaned up on a percentage booking.

In Reno, the Dog House has an on-and-off name act policy. Operators Al Hoffman and Phil Curt recently used Sally Rand, Stepin Fetchit, the Three Stooges and Gene Austin.

The Dunes in Pinchurst, N. C., frequently uses names.

The Spinning Wheel in Seattle, Wash., welcomes box-office talent. A recent booking includes the Hilton Twins.

More Ballroom-Clubs Opening in Dallas; One a 3,000-Seater

DALLAS, April 27.—The Blue Room opened Friday, with Ike Silver's Orchestra set for an unlimited engagement. Floor show includes Norma DeForrest, ballet dancer, and Wingo and Wingo, novelty team. Club accommodates 1,000 dancers. T. W. Tabor is owner and Charles Topack is maitre d'hotel. Admission is 30 cents per couple week days and \$1 Sundays and holidays.

Three new local clubs are scheduled to open for the summer season. Baker Hotel's Peacock Terrace, shuttered for the past three years, is to open May 30, with Eddie LeBaron's Ork penciled in for the premiere. The Plantation Club's enlarged outdoor dance spot will open May 15 with Anson Weeks Orchestra. Lou Davis will open his new Gay Nineties Club June 1. Place is to be a semi open air spot to accommodate 3,000 dancers. Entertainment will be old-fashioned cabaret acts.

"Wind and the Rain" Phonograph Click

NEW YORK, April 27.—This week's newcomer to the ranks of the blue ribbon tunes of the country's automatic phonograph network is *With the Wind and the Rain in Your Hair*.

For further details on this song and others popular in the music machines turn to page 82 and the Record Buying Guide in this issue of *The Billboard*.

New Cotton Club Show Set May 2; 2 Niteries Fold

NEW YORK, April 27.—The Cotton Club will close for four days Sunday (28) to rehearse the new show headed by Sister Rosetta Tharpe and opening May 2. Other cast members include Buck and Bubbles; Tip, Tap and Toe; June Richmond, Aland and Anise, Vic Terrell, Allen Drew, Tommy Wilson, Mina Mae Holley and Andy Kirk's Ork. Manchito's rumba band comes in after a year at the Stock Club. Saul Chaplin and Sam Kahn will supply the score. This is the second year that the Cotton Club will remain open for the summer.

The Mon Paris shuttered again after its second attempt to keep going. The closing followed a series of attachments against the spot for back debts. Ray Burgess and Frank Law, handling the publicity, were among those suing and obtained a \$250 judgment by default. However, they found that a liquor concern and a firm of provisioners had preceded them in tying up the club's assets. Two weeks previously the Mon Paris closed for a week in an effort to reorganize.

The Iridium Room of the St. Regis will be succeeded by the Viennese Roof opening May 3. The first show on the Roof will be the *St. Regis Circus*, staged and directed by James Mitchell Leisen. Mary Parker and Bill Daniels, who appeared in the Ruffle show last season, will return. Carolyn Cronly, Kay Snell, Barbara Woods, Virginia Dolf, Elizabeth Dow and Rita Lupino will offer support. Hal Saunders' Ork will make its debut at the opening. The Iridium Room closed after the supper show Saturday (27).

The Algonquin Hotel's Supper Club closes May 7 and will reopen in the fall.

The Surf Club, which closed after a fire in February, has been taken over by the management of Cafe Society. The spot is set to open next fall.

Saturday (4) will mark the reopening of Villipique's one of the oldest spots in the Sheephead's Bay section. Arthur Davey, with vocalist Sally Gooding, will be on the band stand, while the Strollers will head a septa revue.

The closing of the Lido Club on 52d street Thursday (26) is said by the management to be only for a week.

Dancer Sues Club Owner; He "Never Heard" of Her

PHILADELPHIA, April 27.—Olga Welts, a New York niterie dancer who played here under the name of Renee Randon, filed suit this week asking \$30,000 damages from Samuel Speer, who operates Speer's Cafe in the Upper Darby sector. Her claim, filed by Lambert Ott Jr., attorney, charges Speer "struck her in the face and breast," blackened her eyes and ruined her clothing, value of which are estimated at \$1,000. Some of her injuries, she contends, are permanent.

She declared she was beaten "during the latter part of December, 1938, or the beginning of January, 1939." Ott said he knew little of the circumstances in the case and was merely acting for a New York attorney.

Speer said: "I never heard of the girl. I don't know what it's all about." Upper Darby police recalled that about 10 months ago a dancer named Olga Welts complained of being thrown from an automobile.

Leon and Eddie's, New York

Altho the current show has five new acts and fresh routines by an attractive line of 10 girls, it is Eddie Davis, the man who came to dinner and remained for 11 years, who creates the properly informal atmosphere and gives the customers the good time they come after.

Davis, co-owner, has his hand on the pulse of the trade and administers the type of entertainment warranted by the situations on hand. He sings pop and original songs with old-time school flavor, tells stories, a bit off-color but funny, and stimulates audience participation in floor show stunts. Leon Enkon, the other half of the 52d street firm, is a sincere host who keeps the service end moving.

Lee Sullivan, energetic Irish singer, is emcee. The line, in devil outfits, opens with a torrid Bobby Sanford number, featuring Tondelayo and Lopez, exotic team, who offer an extreme version of a native routine. Okeh in a spot of this type.

Una Cooper, acro dancer, went well with a sock number that is fast and full of good tricks. Caryl Gould is a sweet-looking songstress but not strong enough in voice to hold attention in informal environs. Concentrates on pops, such as South American Way and Do I Love You.

Geraldine and Joe have a good comedy knockabout turn. The girl opens with a bit of swing singing in French and English that is cute, and together they go into their good sight falls and slaps. Joe's head spin is still a highlight.

Rosita Royce is a beautiful dancer who handles a group of 10 trained doves gracefully and cleverly. It is a novel specialty that is easy on the eyes and particularly suitable for a production number.

In the finale Davis brings out the line for the *Boops-a-Daisy* novelty, engaging the other entertainers and willing customers in this catchy trifle.

As a prolog Bobby Martin, professional model, strips in one of the makeshift windows decorating the walls.

Lou Martin's Band plays the shows and dance sets, with intermission Latin music furnished by Drigo's combination. Drigo is seen in a new capacity, formerly having been a member of the Manya and Drigo dance team.

Dorothy Gulman is the press agent. Sam Honigberg.

Rose Bowl, Chicago

The vicissitudes of this spot, located in the heart of the near North Side night club district, have been many, with frequent changes in management and

policy. Attractively modernistic, the Bowl has a large cocktail bar and a small dine-dance room, the former getting the larger play. Norman Crawley, recently appointed manager, has built up patronage, but the many near-by spots offering far more entertainment are tough competition.

In the dining room Jack (Superman) Jackson directs a small but hot colored orchestra whose lively tunes go well with the swing addicts. Featured is Darnell Howard, whose violin and clarinet playing give the customers a big wallop. Band is exceptionally good on novelty numbers and contains some excellent entertainers.

On the "island" stage in the cocktail room, Helen Shepard, formerly vocalist with Irving Aronson's Commanders, offers pop and novelty numbers. An ingratiating personality, coupled with vibrant pipes and pleasing delivery, has made her a favorite here. Also popular is Lee Spencer, attractive songstress, who works during intermissions, with Tommy Ferris at the piano. Nat Green.

Casino Russe, New York

The authentic Tsigane atmosphere of this spot in the shadow of Carnegie Hall provides a choice haven for stayouts seeking the unusual. The \$2 week-day minimum, hiked another 50 cents week-ends, restricts the clientele to spenders. Good food, service and fine entertainment makes the investment of the minimum worth while.

Opening number of the floor show is by Yanko Carlik, who pounds the cymbalon. Carlik possesses a flashy and showmanly technique, the padded hammers traveling at an amazing speed to render fast gypsy airs. Gets a good hand for his efforts.

Marusia Sava is a winsome gypsy singer dressed in Romany costume. Seated in a chair, she starts with the gypsy equivalent of a torch song, aided by a languid look in keeping with the character of the ballad. Her second is a song using fast and slow tempo that nets her a big hand. Encores with a folk song.

Ork maestro, Nicholas Matthey, offers a pair of violin solos. Matthey displays much digital dexterity and is a master of the instrument. Encored with a Brahms Hungarian Dance.

Closing is Dmitri Matveenko, who adds a Tartar touch with his dagger dances. Matveenko, in Cossack costume, wields

a half dozen stabbars simultaneously, balancing them between his lips and on his forehead and throwing them so as to land upright on a board. Highlight is his turn with knives whose hilts have oil-soaked wads to provide a blaze. Also does a bit of fire swallowing during the turn.

The DeMeranvilles, ballroom team, were off when caught.

Matthey's dance tunes and musical backing are better than okeh.

Management is by Sascha Macef, with Bob Rowd doing publicity. Joe Cohen.

Embassy Club, Denver

The only spot in town willing to risk a sizable nut. And with no cover of minimum and operating strictly as a cocktail lounge, the club is doing a terrific business. Gene Austin is featured and gets a real hold on the audience by doing various of his recordings and two of his own numbers. *I Hear You Knocking, But You Can't Come In, and It May Not Be Love, But It's Wonderful*, were responsible for a half dozen calls.

The Sherrill Sisters sell plenty of personality in their songs and imitations. Frances Payne and Rusty Reed offer a nice balance, with the Payne cutie showing nice pipes in some of the lighter classics while doubling on the accordion. Miss Reed offers a couple of hillbilly yodels when not performing nicely on the bass.

The Debonaires, a four-piece outfit, could stand some better arrangements and a few pointers on showmanship. Jerry Ann Royce sings and shows nicely. Helen Miller, who doubles on piano and novachord and who probably holds the local long-run, having been at the Embassy over three years, does her usual nice job of filling and accompaniment.

The show has balance, variety and action.

Jack Blue booked the entire layout. Herb Trockman.

Edgewater Beach Hotel, Marine Dining Room, Chicago

This spot is one of the most attractive hotel dining rooms in Chicago, caters to class trade and, under the name band policy inaugurated by Manager William Doney, is getting a heavy play. Freddy Martin and his orchestra and a spring-time revue produced by Dorothy Dorben, a youngster with brilliant ideas and the ability to work them out, are the current attractions.

Martin, a prime favorite here, is a likable and hard-working maestro, and his sweet music fits admirably into the genteel atmosphere of the Marine Dining Room. His rhythmic tempos are tops for danceability. The vocal section is capably handled by Glenn Hughes, Clyde Rogers and Eddie Stone, and some excellent novelty arrangements are offered.

The Dorothy Dorben Dancers are a youthful, attractive and well-balanced line, and Miss Dorben has worked out some clever and entertaining novelty routines. A square dance, with Jim Lackey doing the calling, sets the early show off to a swiny start. Best of the novelties is *March of the Toys*, with the girls in Uncle Sam striped trousers and top hats, on stilts as a background for the clever still dancing of Rollie and Verna Pickert. In the second show the girls do a beautiful fan routine and the sprightly *Boops-a-Daisy* to generous applause.

Rollie and Verna Pickert offer an entertaining tap dance to *Honeyuckle Rose*, and Verna solos nicely in a tap and zero routine. The youngsters, sprightly and full of pep, have several other clever routines.

Meta Sauder, vocalist, has a winning personality and excellent voice. Won applause for her singing of *The Woodpecker Song, I Concentrate on You, Do I Love You?* and other pop tunes.

Following the show, the bucking hobby horses are brought forth and after a practice session by the line girls, the audience is invited to ride the horses for prizes. Winning man and woman each are given two free dinners, and the second-placers each receive a box of candy.

Radio Night, Family Night and College Night, on each of which there are special features, are cleverly planned to increase patronage. Nat Green.

Lantz's Merry-Go-Round, Dayton, O.

Only nitery in the city boasting of a floor show, spot is going big time with its bands, presenting no less than four within six days. Carl (Deacon) Moore closed a two-week stand Sunday (21) and sped to the Coset, where he will be guest star on the May 15 Texaco program. Jimmie Richards came in for one night Monday (22), followed Tuesday by George Hall, who remained three days. He was succeeded Friday (26) by Chic Herr. Proprietors Moss and Pop Lantz announced that Johnny Martone, local favorite, returns May 6.

After running the Harold Lloyd hobby horse races for 20 weeks, during which the line-girl starters furnished the floor shows, nitery reverts to its former routine of standard acts and presents a good starting program. Show's high spot is an amazing exhibition of control acrobatics by Fanchon and Fanchon, father and daughter. They combine strength and skill to do human body stunts that seem almost unbelievable. Miwina, the daughter, bends her body to the breaking point and comes up smiling. It's all done in slow motion.

Another daughter, Trudy, offers a tap routine, and Martin and Marvel, novelty dance team, present ballroom numbers, distinguished by numerous fast whirls. Paul Gilbert, emcee, does some superb dance imitations of Bill Robinson, Eleanor Powell and Fred Astaire. Ralph Donahue is floor manager. Rob Adams.

Butler's, New York

Harry Butler has been operating this neighborhood club for years and drawing profitably from middle and lower class neighbors. The minimums are reasonable (75 cents week days and \$1 week-ends and holidays) and the shows are above nabe nitery caliber. And from the talent angle it is also a good spot either to "hide out" or to break in new material.

Shows, repeated twice nightly, feature three acts and a Wally Wanger six-girl line. The kids are a fine and attractive group of night club dancers, appearing prominently in peppery routines that appeal. Their costumes are fresh and the delivery stimulating.

Jackie Green, a graduate from the Benny Davis school, emceed in passing fashion, altho it is no easy job to hold the attention of a rowdy crowd. His own act of impersonations still goes well and, while such take-offs as Jessel, Cantor, Arles, et al. have been done over and over, he handles them commercially.

Andy Hayes, melodic tenor, impressed with a good voice in such oddies as *All the Things You Are, The Wind and the Rain in Your Hair* and *When Irish Eyes Are Smiling*. Selma Novins, brunet torch singer, works in a different style. It permits her to use comparatively revolutionary arrangements. Her smart delivery will go better in more intimate rooms where attention at show time is the rule. Her tunes included *Mad About the Boy, Comes Love and Careless*.

Letty Klimel, lively blonde of the Wanger line, singles with a stock tap number, and four jitterbugs labeled the Four Pastels cut up at the finale, along with the customers and girl line.

Intermission entertainment is furnished by Louise Heifer, pianist, and several singing waiters, including Benny Gordon, who is also a songwriter; Wendell Cook, Dick Gallo and Barry Mack. Joe Woods' four-piece band bangs out show and dance music. Sam Honigberg.

Blue Crystal, Girard, O.

One of the newer night spots in the Youngstown district and catching on nicely, due to proper supervision and consistently good floor shows plus moderately priced eats and drinks.

Head man Sam Parilla, since the open-

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ing a few weeks ago, is drawing a better class of patrons.

The three Latlip Sisters, possessing unusual acrobatic talent, are the current hit. Their tumbling and novelty routines are breath-taking and they never fail to win applause. Ginger Latlip is also a fine swing singer and the others harmonize well.

George Hayes is a novel and entertaining emcee. His impersonations are better than the average and he does several. Ernie Naples Orchestra provides tunes for terpsichoreans and does a swell job of the show score.

Entertainment is presented intimately, apparently much to the liking of the regular patrons. Rex McConnell.

Yacht Club, Pittsburgh

In the face of blizzards and high water, this makeover of the old Showboat is finally pulling in customers. It's located on a wharf on the Allegheny River.

Secret of the spot's success since its opening 15 weeks ago is the noisy exploitation given the sporadic appearances of singing Jackie Heller, who appears gratis for his brother, Sol, who is club manager, the inveigling of visiting stage and sports celebrities to its mid-night show, and a five-act bill that the biggest and longest show in town.

With a capacity of 450 and a minimum of \$1 and \$1.50 Saturday and holidays, the Yacht Club has a total talent cost of about \$1,000 weekly, for a seven-piece band, a six-girl line, an emcee, dance team, singer and novelty act.

Like all other local night spots, its big day is Saturday, altho Wednesday usually brings out profitable crowds. Shunning most organization parties because he thinks special bookings wind up in raucous free-for-all, Heller and partner, Nick Andolina, aim for the older spenders. Five hostesses are handy for table chatter.

Current line-up opens with the Yacht Club sweethearts, youngish gals awaying in Hawaiian rhythms. Impressionist Walter Behrs, of Holland, imitates five show personalities by miming while a phonograph grinds out recordings of those satirized. His impressions are of Bing Crosby, Shirley Temple, a concert singer, Orville Fields and Cab Calloway. His idea's good, his presentation slick. If he'd pace it faster, add variety and step out from behind the mike, his act should be okeh for class spots.

Dance duo, Darrell and Dale, in fetching garb and standard routines, are followed by chanteuse Evelyn Spears, whose Bluebirds in the Moonlight and It's a Blue World reveal plenty of show-maniac vitality and a voice that's indescribable because it's almost bell-like. Wardrobe plenty eye-appealing.

Emcee Danny White, whose introductions are a pleasant change from the usual hand-pulling build-ups, doubles as a dancer with a Stepin Fetchit take-off and a truckin' routine that spots him as a performer with brains in his head and talent in his feet.

Another line turn, this time a rumba, leads into White's imitation of Ted Lewis singing Sixty Seconds.

Sister Shirley Heller is singing with brother-in-law Herman Middleman's Orchestra.

Frank Matesic is in charge of staging. Andolina handles most of the booking, with Heller supervising service and maintenance. Mort Frank.

Nappo Garden, Chicago

By reason of its aquatic setting and sprightly entertainment, this club has become popular with West Side night-lifers. Formerly only a small floor show was presented, but during the current season the number of acts has been increased.

Two separate shows are presented; one in the main dining room where the Italian motif predominates, and the other in the cocktail lounge. Latter is an aquatic show billed as King Neptune and his Court. A bevy of attractive girls give an entertaining exhibition of trick and fancy diving in the small pool. In the current show are Lola Winters, national A. A. U. diving champ of 1938; Elaine LaMar, Frances Donahue, Lois Edwards, Pate Rogers and Janeen. A novel effect is the disappearance of the girls in a diving bell.

Most of the divers double in the floor show staged in the dining room, where pleasing variety is presented. Mark Fisher, whose band furnishes excellent music, is emcee. There is a generous display of feminine charms, one of the most attractive displays being Janeen, stripper, whose exotic parading holds all

eyes. Another exotic is Pate Rogers, who offers original dance routines. The Edwards, dance team, specialize in modernistic numbers. Ray Rogers' eccentric dancing and the novelty routines of Elaine LaMar are entertaining, and Winona Corkin, prima donna, sings pop and novelty tunes. Betty Hill, a cute trick, taps out peppy numbers. Sam Stringini pleases with his tenor vocalizing.

Along with a better-than-average show for so small a spot, Nappo Garden serves excellent food at very moderate prices. Nat Green.

New Hollywood Restaurant, Bridgeport, Conn.

Five minutes ride from the center of the city, this is easily the most popular eatery in town for young folks. Spot is operated by 26-year-old Billy Pasanella, a dynamo of energy. Frank Pasanella is in charge of the large bar, and James Pappas, formerly at Pleasure Beach Inn, is the chef. Food is excellent, as well as service. Minimum is \$1, no cover.

Place fills up quickly Saturday nights. There is a seating capacity of 300. Dancing space is limited, but the customers don't seem to mind. Subdued lighting is most soothing.

Peter Marconi and his International Society Orchestra handle the music. Marconi, a wizard with the accordion, steps out for a 30-minute singing show all by himself, at 10 and 12 p.m., using a different routine each show. He quickly feels out his audience and gives them what they want, including risque material. Watches for local celebs, using baby spot to make them take a bow. Fourth week, and just signed up for 20 more. Music dished out by boys well liked, and novelty of it is that four of the musicians are dead ringers for Guy Lombardo, Kay Kyser, Rudy Vallee and Artie Shaw. Samuel A. Leskowitz.

Talent Agencies

DANNY GRAHAM, who handles act booking for the CRA Chi office, will have to write his own letters for a while. Graham's secretary, Helen Korcyk, broke her left shoulder blade and is in Swedish Covenant Hospital. L. A. FREDERICK, head of the Frederick Bros. Chicago office, contracted a strep throat on a Midwest trip last week and has been confined to his home for several days.

MIKE LEVY reports that the Hi Hat has exerted its option of two weeks on the services of Mary McCormick, opera singer. MIDWEST ENTERTAINMENT BUREAU, Terre Haute, Ind., has added Miami Gardens, Terre Haute, to its books. Office furnished 10 acts and ork for the Springfield (Ill.) Elks' Profiles April 24.

RAY S. KNEELAND, Buffalo, has added the Hayloft Restaurant, Jamestown, N. Y., and Shea's Theater, Jamestown, N. Y., five acts three times weekly every other week. Band bookings include Al Williams, Mel Gill and Benny Kruger for several fraternity dances at Alfred University in May. WALTER J. GLUCK, Buffalo, is booking talent for the Glen Barn, Glen Park, Williams-ville, N. Y.

AFFILIATED ARTIST AGENCY, headed by Charles Travers, Buffalo, is handling Rhapsody in Steing with Bea Moore, a colored burly unit, exclusive, and has it set for several weeks in Canada, Detroit, Cincinnati, etc. Travers has also booked Edith Rogers Dahl and an 18-people burly unit for weekly stands at the Embassy, Rochester, N. Y.; Palace, Buffalo; Casino, Toronto, and Palace, Hamilton, Ont.

PAUL FLORENZ is producing for Anthony Phillips Productions, New York. The office will book and produce the South Sea Island show at Benny the Bum's, Philly, scheduled to open May 9. Harry Kane will service the spot.

HARRY STONE, Rochester, N. Y., will book the Breakers there during the summer. The season opens May 29, and six acts will be used weekly, with shows running a fortnight. Stone is also booking fraternal affairs around Rochester.

Zwerling 12th Dinner

NEW YORK, April 29.—The 12th annual dinner in honor of Ruby Zwerling, musical director of Loew's State here, will be given by his men at the Hurricane, Broadway nitery, tomorrow (30). Around 50 are expected to attend, including Charles C. Moskowitz and Marvin Selnick, Loew heads, and Don Albert, chief of the music department.

The Broadway Beat

By GEORGE SPELVIN

TO SATISFY censors, the word "burlesque" was dropped even from the name of the performers' union, so that it is officially known as the Brother Artists' Association—everywhere except in the phone book. There, in columns evidently unviewed by the censors, it's still listed as Burlesque Artists' Association. . . . A rather terrific boner was pulled on the Lucky Strike Hit Parade a couple of Saturdays ago. In talking about the following week's show which was to commemorate five years of Hit Parading, Barry Wood said Mark Warnow would next play a song that was in fourth place on the first H. P. program—"Irving Berlin's I Won't Dance." Which must have interested Jerome Kern, who wrote that melody to Dorothy Fields' lyrics. It was in the score of the picturized Roberta, and Berlin didn't even publish the music, let alone write it. . . . Speaking of boners, The Journal-American last Saturday drew the ire of Afghan hound fanciers. It ran a picture of Ginger Rogers squired by one of the lovely tho still rare poachers, and captioned it, "Ginger Rogers and her colts." . . . Cecil Holm, who's been back in town for the last month or so, has not only had his latest play, And One for the Lady, bought by George Abbott, but has had a poem in The Saturday Evening Post and a story accepted by College Humor. . . . Masterpieces of Understatement Dept.: The New York Times in its night club column of Sunday (14), in an item concerning Adelaide Moffett, notes that her husband (William P. Buckner Jr.) is temporarily out of town.

THERE'S a strange booking at Loew's State this week. Dave Vine is playing the unit last show each day, but no others. He's a good friend of Ed Sullivan, whose unit is playing the house—and he's getting the biggest laughs in the show. . . . The average delegate to a convention has personal expenditures that amount to \$52.43, according to the International Association of Convention Bureaus, which just completed a survey in 35 leading cities. And when you add in transportation cost and regular convention expenses, the average goes up to \$65. Which seems to indicate happy days ahead for Philadelphia and Chicago. Of the total, about \$10.28 goes to theaters and other amusements, not a bad percentage. . . . Add Exotic Profitections: Grace Hartman collects strands of hair from celebrities and files them in cellophane wrappers. . . . The Ziegfeld Club presented its Midnight Frolic at the Waldorf-Astoria April 27, with a raft of big names appearing. Proceeds go to the Actors' Fund, the Will Rogers Memorial Fund and to take care of sick and needy ex-Ziegfeldians. . . . Only a short time before John Monroe, of Monroe and Grant, trampoline act, died of heart failure while appearing at Loew's State, the turn had been booked solid thru the fall.

ARTHUR TREACHER, in town with Ed Sullivan's unit, talked over old times with Ella Shields, former British headliner who is appearing at Jimmie Dwyer's Saw Dust Trail. . . . Red Skelton's affection for the circus has remained undiminished thru the years—which is only natural, considering that he was once a clown with the Hagenbeck show, as was his father, Joseph Skelton, before him. Red's last job on the sawdust was in 1931. . . . Sandra Kent, singer, used to be a typist—and was fired for singing at her work. . . . Milt Luban, now in Hollywood, will have his first novel, The Dragon Laughed His Head Off, published this summer. . . . And Publicity Girl, a novel by Paula Gould, who ought to know what she's writing about, will go on sale May 1. The scene is in the New York publicity office of a film company. . . . Will Morrissey got into town last week, after three years on the Coast with MGM, which still employs him. He was in the Palace Theater Building less than an hour after he hit New York—which shows that a leopard isn't the only one who can't change his spots.

Nabe Vaude in Detroit Expands

DETROIT, April 27.—Vaude at Wisper and Wetman nabe theaters is settling into what looks like a permanent policy at the Harper, Tuxedo and Oriole. Plans for shows at the Eastern and Tower have been dropped until fall.

Business at the Harper (2,000 seats) went steadily to the SRO point on vaude nights, and the management started running two a day, instead of a single evening show.

The half-week policy is being replaced by an experimental full week, current, with a four-day show set again next week. Following week the Harper will make a bold experiment, a full week's stage show plus a single film feature, in contrast to prevailing double-bill policies. Strong film, Grapes of Wrath, has been picked.

W. and W. Circuit is the largest independent group in the city.

Large Houston Club Opening for Summer

HOUSTON, April 27.—Work on the Old Plantation night club being erected on Main street by Dick Wheeler and others of Dallas is progressing rapidly and an early summer opening is set.

Project consists of a large dance hall, partly open and partly roofed, dining room and an adjoining club which will include a 100 by 200 swimming pool. Improvements will cost about \$30,000. About 12 acres are included in the project.

Shreveport Club Expands

SHREVEPORT, La., April 27.—The Glass Hat has doubled seating space, installed air conditioning and promises to spend more for acts. Club will continue policy of free drinks every afternoon at 5:15, no cover charge. Has renewed Earl Williams Ork for another two weeks.

Detroit Booker Adds Night Clubs

DETROIT, April 27.—Jim Bennett, formerly producer at the Coconut Palms here, joins the Amusement Booking Service, in charge of vaude. The office added Kaseo's night club, Toledo, and the Graystone, Mansfield, O., last week.

Stepin Fetchit has been set for April 29 opening at the Bowery Cafe.

The Mayfair, another east side spot, is increasing its entertainment budget 20 per cent, Peter Iodice said. Tommy Reynolds, emcee; Al Striker, contortionist, and Phil and Yvonne, dance team, the Mayfair's first show.

Takes Over Reading Club

READING, Pa., April 27.—Pat Patterson, operator of the Black Bear nitery here, has taken over the Mohican Country Club outside the city limits, readying the spot for show and dancing.

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

(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.

Abdallah, Sam, Girls (Stadium) Chi. h. Aes, The Two (Morrison) Chi. h. Alan & Anise (Cotton Club) NYC, nc. Albin, The (Nickel) Minneapolis, h. Alexander & Santos (Sherman) Chi. h. Allen, Vicki (Blackhawk) Chi. h. Allen, Wally (Panda) NYC, re. Alma & Roland (Commodore) Detroit, nc. Anderson, Dolores (Embassy) Phila, nc. Andre, Oscar (Algonquin) NYC, h. Andre, Anita (Matteoni's) Stockton, Calif., nc. Andrews Sisters (Chicago) Chi. t. Anita & Pace (Beachcomber) NYC, nc. Annon, Julie (Imperial) Detroit, nc. Arden's, Don, Artists Models (Lookout House) Covington, Ky., nc. Armaged, Ramon (Fela's Monte Carlo) NYC, nc. Armide (Sherman) Chi. h. Ash, Flo (Jade) Hollywood, re. Austin, Billy (Club Englobe) Marlboro, Md., nc. Aupin, Bertie (Thomas Jefferson) Birmingham, h.

Baker, Bonnie (Waldorf-Astoria) NYC, h. Baker, Muriel (Chateau Moderne) NYC, nc. Baldwin & Bristol (Beverly Beach) Pennington, N. J., p. Ballard & Rae (Madison) Baltimore, nc. Banks, Sadie (Old Roumanian) NYC, nc. Barrett, Peggy (Kelly's Stables) NYC, nc. Barons, Three (Wolford) Danville, Ill., h. Barrett, Roy (Arenas) New Haven, Conn. Barrett & Loper (New Yorker) NYC, h. Barry, Sylvia (Village Casino) NYC, nc. Barzany, Lejos (Hungaria) NYC, re. Bates, Lela (Diamond Horseshoe) NYC, nc. Beauchamp, Pierre (Parliem) NYC, nc. Beasley, Ann (Fifth Ave.) NYC, h. Beckwith, Baba (Fiesta) NYC, h. Behan, Arthur (Gay '90s) NYC, nc. Bell's Hawaiian Poles (Broadway) Pluman, N. J., 1; (Palace) Salem 2; (Garrick) Norristown, Pa., 3-4; (Heli) Paulsboro, N. J., 5-7; (Keith's) Boston 8-13, 1. Bennett Sisters, Three (Beverly Hills) Newport, Ky., cc. Bennett, Ethel (Old Roumanian) NYC, nc. Beche, Milton (Loew's State) NYC, t. Bernard, Ben (Gay '90s) NYC, nc. Bernard, Lil & Pats (Albany) Chi. h. Blackstone, The (Blackhawk) Chi. h. Blackstone (Pal) Columbia, O., 1. Blake, Gloria (Fela's Monte Carlo) NYC, nc. Blake, Meredith (Edison) NYC, h. Blake, Dorothy (Brand's) Boston, nc. Blanchard, Jerry (18) NYC, nc. Blazette, Jean (Olbourn) Cincinnati, h. Boger, Jude (9 o'Clock) NYC, nc. Bond, Francis (Mills) Morehead, Ky., 1-2, 1. Bonhoefer, Dora (Russian Kretscham) NYC, nc. Boerwell, Connie (Paramount) NYC, t. Bourne, Charley (Park Central) NYC, h. Boweryettes (Bowery) Detroit, nc. Bradley, Bea (Bowery) Detroit, nc. Brown, Mary Jane (Greenwich Village Casino) NYC, nc. Brockett, Six Sensational (Alpine Village) Cleveland, nc. Bryant, Betty (Coo Rouge) NYC, nc. Buckmaster, John (Algonquin) NYC, h. Bucks, Martha (Cocoanut Grove) Boston, nc. Burnett, Martha (Celebrity) NYC, nc. Burns, Boots (606) Chi. h.

Cadota, Pear (Holland) NYC, nc. Calvo, Al & Margie (New Harper) Detroit, t. Calypso Sisters (Vanguard) NYC, nc. Campbell, Pippie (La Cooza) NYC, nc. Cards, Three (Chez Ami) Buffalo, nc. Carlton & Juliette (Arlington) Birmingham, N. Y., h. Carlie Sisters (Embassy) Phila, nc. Carmen, Lillian (Loew's State) NYC, t. Carmen, Abbott & Peppy (Casa Grande Dede Ranch) Berwyn, Md. Carmen, Rodriguez (El Chico) NYC, nc. Carpenter, Imogene (Weylin) NYC, h. Carr, Billy (606) Chi. h. Carr, Helene (Lexington) NYC, h. Carroll Sisters (Latin Quarter) Boston, nc. Cassandra (Chez Harry) NYC, nc. Cayen, Alice (Sherman) Chi. h. Cecil, Alys (606 Club) Chi. h. Cesar & Rosita (La Conga) NYC, re. Chaffa, Beth (1573) Phila, nc. Chandler, Arline (Hollywood) NYC, nc. Chaney & Fox (Lake Merritt) Oakland, Calif., h. Chappel, Carol (606) Chi. h. Charle, Tamara (Gambino) NYC, nc. Charles & Barbara (Paddock Club) Miami Beach, Fla., nc. Chase, Chas (Bowery) Detroit, nc. Chita (Cravan) NYC, nc. Chocolaters (Southland) Boston, nc. Clair, Marcelle (Whirling Top) NYC, nc. Clark & Bailey (Capitol) Ely, Nev., 1. Claudet, Marguerite (Kin Wa Low) Toledo, re. Clifford, George (Embassy) Phila, nc. Co-Ede, Pear (San Diego) Detroit, nc. Collette & Barry (Rikmarck) Chi. h. Colston, Aurelie (Weylin) NYC, h. Condes Bros. (Palladium) London, mh. Connolly, Frances (La Marquise) NYC, nc. Conway & Parks (Kit Kat) NYC, nc. Conway Sisters (Hi Hat) Chi. h. Cook, Ralph (Harry's New Yorker) Chi. h. Cook, Alleen (Brevort) NYC, h. Cooks (Westminster) Boston, h. Cooper, Una (Leon & Eddie's) NYC, nc. Corbett & Lorraine (Harry's New Yorker) Chi. h. Corday, Renee (Howdy) NYC, nc. Cordoba, Lolita (Hurricane) NYC, nc. Corday, Dorothy (Palace) San Francisco, h. Cornell, Wm (Blue Diamond) Newark, N.J., nc. Cortello's Hollywood Casino Mimica (KRO) Boston, t. Corley, Flores (Weaver) Bayrun, O., h. Costello, Diana (La Conga) NYC, nc. Coits (Barham) Detroit, h. Courtney, Jeannora (Sving Club) NYC, nc. Covato, Nic (Edison) NYC, h. Coverl & Reed (St. Moritz) NYC, h. Craig, Reginald (Earl Carroll's) Hollywood, nc. Craig, Vernon (Ackie's Grill) Schenectady, N. Y., re. Crook & Dalton (Coo Rouge) NYC, nc. Cunningham, Fairy (Old Heidelberg Gardens) Milwaukee, nc.

D'Arcy, Liza (Havana-Madrid) NYC, nc. D'Arcy Girls: Omining, N. Y., 29-May 4. Dahl, Edith Rogers (Chez Ami) Buffalo, nc.

Daka, Nicholas (Music Hall) NYC, t. Dale, Maryon (Hastin) NYC, c. Dance Stylists (Latin Quarter) Boston, nc. Danc, Marjorie (Cocoanut Grove) Boston, nc. Danc, Joan (606) Chi. h. Datsko, Yascha (Celebrity) NYC, nc. Davis, Roy (Palmer House) Chi. h. Davis, Rufe (Bowery) Detroit, nc. Dawn, Dorothy (Harry's New Yorker) Chi. h. Dawn, Lili (606) Chi. h. Day, Harry (Comedock) NYC, nc. Daye, Margery (Paramount) NYC, t. Debonaira, Six (Chicago) Chi. t. Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc. De La Conde, Zedra (Havana-Madrid) NYC, nc. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. De Marco, Isabel (Times & Tap) Rockford, Ill., nc. De Marcos (El Morocco) NYC, nc. De Meravillas (Casino House) NYC, nc. Del Carmen, Maria (Club Oaicho) NYC, nc. Del Gray Girls (Imperial) Detroit, nc. Del Sol, Dorlan (El Chico) NYC, nc. Delahanty Sisters (Moose Club) Middletown, O., nc. Dennis, Clark (Earle) Washington, D. C., 1. Dennis & Savera (New Regal) Cleveland, nc. DeLion, Maxine (606) Chi. h. D'Orray, Renee (Kelly's) NYC, nc. Dobsa (Athletic Circuit) New Haven, Conn., 29-May 4. Dolphin, Chester (Tower) Kansas City, Mo., t. Don Julian & Margery (Jefferson) St. Louis, h. Donnelly, Harry (Bill's Gay '90s) NYC, nc. Dooley Twins (Gold Coast) NYC, nc. Doris & Valero (El Chico) NYC, nc. Dorn Bros. & Mary (Brown) Louisville, h. Dorsay & Diane (Club-Amb Chateau) Montaukville, N. J., nc. Downey & Reed (Tail) NYC, h. Downey, George (State-Lake) Chi. t. Drew, Charley (Tail) NYC, h. Drysdale, Grace (Belmont Plaza) NYC, h. Dulcor, Herb (Walton) Phila, h. Duffins, The (Sherman) Chi. h.

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

Dumont, Marie (Crista) NYC, nc. Duncan Sisters (Music Box) San Francisco, nc. Durant, Jack (Roxy) NYC, t. Durant, Diana (Club 13) Phila, nc. Eames, Wally (Gay '90s) NYC, nc. Earl & Josephine (Lexington Casino) Phila, nc. Eastbrook & Farrar (Queen Mary) NYC, nc. Eckler, Hilda (Music Hall) NYC, t. Eddy, Marion (Navarro) NYC, h. Edwards, Jack (Brand's) Boston, nc. Elliot, Jack (Hi Hat) Chi. h. Evans & Roman (Tony Pastore's) NYC, nc. Ewerston, Hope (Lombardy) NYC, nc. Estera & Dorgia (Matteoni's) Stockton, Calif., nc. Equillo Bros. (Gibson) Cincinnati, h. Estelle & Papp (Havana-Madrid) NYC, nc. Estes, Del (Minnet) Chi. h. Evans, Fred, Girls (Chez Paree) Chi. h. Evans, Bobby (Cotton Club) NYC, nc. Evans, Marsha (Panda) NYC, re. Evans, Dale (Blackstone) Chi. h.

Fabian & Helen (Commodore) Detroit, nc. Facon, Norbert (Brevort) NYC, h. Fanchau, Connie (606) Chi. h. Fawn & Jordan (St. Moritz) NYC, h. Faye, Olive (Colosseum) Chi. h. Faye, Helen (Brand's) Boston, nc. Fears, Kay (Diamond Horseshoe) NYC, nc. Fellows, Maggie (Paddock) Miami Beach, Fla., nc. Fields, Reba (Pirates Den) NYC, nc. Fields, Stanley (State-Lake) Chi. t. Fitzgerald, Lillian (Lexington Casino) Phila, nc. Florence & Alvarez (La Conga) NYC, nc. Fontaine, Coeurto (Queen Mary) NYC, nc. Follen des Femmes (Pal) Cleveland, t. Fonda & St. Clair (Palumbo's) Phila, nc. Fontasia (Hemba Casino) Miami Beach, nc. Foster, Oae, Girls (Roxy) NYC, t. Foster, Oae, Girls (Earle) Washington, D. C., t. Francine, Anne (Coo Rouge) NYC, nc. Francine (Harry's New Yorker) Chi. h. Francis, Benita (Oasis) Seattle, nc. Fraser, Dot (Book-Cadillac) Detroit, h. Fraser, Bill (Blue Lantern) Detroit, nc. Frohman, Bert (Hollywood) NYC, nc.

Gale, Alan (Stork) Phila, nc. Gale Keatet (State-Lake) Chi. t. Gallagher, Ruth (Step Inn) Fort Lee, N. J., nc. Gale & Costello (Beachcomber) NYC, nc. Gardella, Tosa (Hollywood) NYC, nc. Gardner, Marcelle & Willa Hunyan (Minnet) Chi. h. Gates, Bob & Maxine (Oasis) Detroit, nc. Geesepes & Jo Ann (Geo. Washington) Jacksonville, Fla., h. Georges & Jaina (Chez Paree) Chi. h. Gerhardt & Morley (Brevort) NYC, h.

Gilbert, Mabel (Gay '90s) NYC, nc. Givray, Paule (Mills) Morehead, Ky., 1-2, t. Gleason, Jack (18) NYC, nc. Glenn, Louisa (Colosseum's) Chi. h. Giovanni (New Yorker) NYC, h. Glover & La Man (Neil House) Columbus, O., h. Glover, Ralph (Bever-Kleven Club) NYC, nc. Godoy, Arturo (State-Lake) Chi. t. Goomalo & Christine (Jimmy Kelly's) NYC, nc. Gordon, Paul (Lake Merritt) Oakland, Calif., h. Gould, Gary (Leon & Eddie's) NYC, nc. Grant, Mary (Hi Hat) Chi. h. Gray, Carlotta (Knox) Boston, h. Green, Al (Club 27) NYC, nc. Greer, Jane (Spatola's) Phila, re. Gregg, Wayne (Beverly Hills) Newport Ky., cc. Grey, Winde (Chateau Moderne) NYC, nc. Grisha & Brona (Colosseum's) Chi. h. Guerdine, Annette (Navarro) NYC, h.

Haddon, Harriette (St. Regis) NYC, h. Hadley, Jane, Dancers (Bismarck) Chi. h. Hadras, Jimmy (Palladium) London, mh. Hager, Clyde (Diamond Horseshoe) NYC, nc. Hail, Nancy (Barney Rapp's) Cincinnati, nc. Hamilton, Ruth (Holland) NYC, nc. Handier, Shirley (Colosseum's) Chi. h. Harris, Mary Lou (Old Fashioned) Boston, nc. Harris & Shore (Hilverside) Milwaukee, t. Harrison, Spike (Bill's Gay '90s) NYC, nc. Hart & Allison (Miami) Milwaukee, nc. Hartzell, The (Colosseum's) Chi. h. Hasbargh, Rabama (Radio City) NYC, mh. Hasland, Dick (Cow Shed) Cleveland, nc. Harlin, Bee (Blue Lantern) Detroit, nc. Hawaiians, Three (La Cooza) NYC, nc. Hawkan & Londo (Westminster) Boston, h. Haynes, Mild (Brown Derby) NYC, nc. Hayward & Allen (Le Ruban Bleu) NYC, nc. Hayworth, Sealtee, Renee (Carolina) Goldsboro, N. C., 30; (Broadway) Fayetteville, May 1; (Carolina) Wilson 2; (Oem) Kanawalla 3; (Carolina) Lumbermen 4, 1. Healey Twins (St. Regis) NYC, h. Hendricks, Marcella (Asdor) NYC, h. Henrietta (Billmore) NYC, h.

Herbert, Grace & Charles (Tony's) NYC, nc. Hethday, Hille (Kelly's Stables) NYC, nc. Holmes, Marion (Bismarck) Chi. h. Honey Family (Loew's State) NYC, t. Honnerl, Johnny (885) Chi. h. Hot Shota, Four (Earl Carroll's) Hollywood, re. Houston & Arden (Edgewater Beach) Chi. h. Houston, Hilda (Le Ruban Bleu) NYC, nc. Hoveler, Winnie, Girls (Harry's New Yorker) Chi. h. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Hudson Wonder (Earle) Washington, D. C., t. Hunter, Grady (Mayflower) Jacksonville, Fla., h. Hunter, Tookie (Sawdust Trail) NYC, nc. Hunter, Joyce (Royal Hawaiian) San Francisco, nc. Hutton, Betty (La Martinique) NYC, nc. Hyers, Frankie (Club 18) NYC, nc.

Irmagard & Alan (White) NYC, h. Jackson & Blackwell (Tivoli) Melbourne, Australia, t. Jamison, Bonnie (St. Paul St. Paul, h. Jarvis, Sammy (Book-Cadillac) Detroit, h. Jarvis, John (Buckingham) NYC, h. Jeanne, Phyllis (Baltimore) NYC, nc.

POLLY JENKINS And Her PLOWBOYS May 5-8, Capital Theatre, Columbus, O. For booking address personal representative, JOHN SINGER, 48 W. 48th St., N. Y. C.

Jerry & Turk (Mayfair) Boston, nc. Joel & Annette (606) Chi. h. Johnson, Frances (Book-Cadillac) Detroit, h. Johnson, Mae (Jiggs) NYC, nc. Jones, Marion (State) Columbus, O., re. Jones, Owen (Leone's) NYC, re. Jordan, Joanne (Harry's New Yorker) Chi. h.

Karre-Labarron Dancers (Royale) Detroit, nc. Kaye, Danny (La Martinique) NYC, nc. Kaye, Tiny (Jiggs) NYC, re. Keller, Greta (Algonquin) NYC, h. Kellerman, Mimi (Chez Paree) Chi. h. Kelly, Paula (New Yorker) NYC, h. Kersten, Berle, Dancers (Hi Hat) Chi. h. King, Charles (Gay '90s) NYC, nc. Kwan Bros. (Lookout House) Covington Ky., cc. Landl, Maria (Havana-Madrid) NYC, nc. Lane, Mary (Jimmy Kelly's) NYC, nc. Lane, Mimi (1523) Phila, nc. Lane, Tom (Belmont) Miami Beach, Fla., nc. Lane, Eddie (Brand's) Boston, nc. Lang & Lee (Post St.) Spokane, t.

La Playa Dancers (Colony Club) Chi. h. Lassen, Sigrid (El Morocco) NYC, nc. Laurie, Jack (Club 47) NYC, re. Laurel, Dolores (Cuban Casino) NYC, nc. LaVerne, Daisy (Dixie) NYC, re. Lawrence, Paula (Le Ruban Bleu) NYC, nc. Lawrence, Lucille (Paddock) Atlantic City, nc. Lawrence, Martha (Ackie's Grill) Schenectady, N. Y., nc. Lazellus, Aerial (Red, White & Blue) Akron, nc. Lester, Frieda (Blue Lantern) Detroit, nc. Leary, Gordon (Book-Cadillac) Detroit, h. Lebraun & Campbell (Queens Terrace) NYC, nc. Lee, Joe & Betty (Hollywood) NYC, nc. Lehr, Raynor (Hofbrau) Lawrence, Mass., nc. Le Quorne Dancers (Savini) NYC, c. LeMay, Del (Frontenac) Detroit, nc. Les Jewellers (Chicago) Chi. t. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Joe E. (Mayfair) Boston, nc. Lewis, Radio Herb (Cocoanut Grove) Boston, nc. Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc. Lewis, Ralph (Lookout House) Covington, Ky., nc. Libuse, Frank (Diamond Horseshoe) NYC, nc. Linden, Sherry (Westminster) Boston, nc. Litt, Bernie (Silver Dollar) Baltimore, c. Little Words, Three (Palumbo's) Phila, nc. Lloyd, George (Celebrity) NYC, nc. Lola & Andre (Beachcomber) NYC, nc. Lollin & Hamilton (Venice) Phila, re. Loed, Ed (Brown Derby) NYC, nc. Lorraine, Billy (Gay '90s) NYC, nc. Louise & Mitchell (Boulevard Tavern) Kilmhurst, L. I., nc. Lubin, Lou (Earle) Washington, D. C., t. Lucia, Etirelita (Book-Cadillac) Detroit, h. Lynn, Bernice (606) Chi. h. Lynn & Lazzaroli (Belmont) Miami Beach, Fla., nc. Lynne, Dan & Betty (606) Chi. h.

McCarthy, Nora (Westminster) Boston, h. McCormick, Mary (Hi Hat) Chi. h. McCormick, Frank (Village Casino) NYC, nc. McDaniels, Mattie (Chicago) Chi. t. McFarland, Frankie (Callant's) NYC, nc. McGeer, Truly, Girls (Beverly Hills) Newport, Ky., cc. Mack, Ernie (Nat) NYC, nc. MacMahon, Larry (Coravan) NYC, nc. Maddux, Frances (Herliquin) NYC, nc. Madera, Nedra (Gauche) NYC, nc. Madison, Rudy (Bill's Gay '90s) NYC, nc. Manpan Sisters, Four (Diamond Horseshoe) NYC, nc. Mann, Marion (Blackhawk) Chi. h. Manning & Clara (Music Hall) NYC, t. Manon, Sylvia (Chicago) Chi. t. Mansell, Margie (Imperial) Detroit, nc. Marlowe, Donald (New Regal) Cleveland, nc. Marlyn & Michael (Rainbow Grill) NYC, nc. Marne (606) Chi. h. Marshall, Jack (Royale) Detroit, nc. Mason, Melina (Beverly Hills) Newport, Ky., cc. Matvienko, Dmitri (Casino Russe) NYC, nc. Maurice (Warwick) NYC, h. Maurice & Cordeba (Netherland Plaza) Cincinnati, h. Mavis, Joan & Connie (606) Chi. h. Mayfield, Kathryn (Hungaria) NYC, nc. McCreasy Bros. (Chicago) Chi. t. Mercer, Maryann (St. George) NYC, h. Michael & Marida (Silver Lake Inn) Clevelton, N. J., nc. Miller, Fols (Paddock) Miami Beach, Fla., nc. Mirandi, Carmen (Colony) Chi. h. Moana (Lexington) NYC, h. Moana Hawaiian (Ackie's Grill), Schenectady, N. Y., nc. Moffett, Adelaide (Armando's) NYC, nc. Monter, Mena (Havana-Madrid) NYC, nc. Moore, George (State-Lake) Chi. t. Moore & Bevel (Latin Quarter) Boston, nc. Moreno & Consuelo (Cuban Casino) NYC, nc. Morrow, Beom (Biltmore) NYC, h. Morton, Peggy (Feltie) Pittsburgh, nc. Murray, Steve (Parkway) NYC, nc. Music Hall Girls (Stamp's) Phila, nc. Negrette, George (La Conga) NYC, nc. Nelson, June & Kay (Ambassador West) Chi. h. Nevins, Thelma (Butler's) NYC, nc. (See ROUTES on page 66)

DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (Auditorium) Oakland, Calif., 4. Bankhead, Tallulah: (Selwyn) Chi. Cohen, George M.: (National) Washington, D.C. Cornell, Katharine: (His Majesty's) Montreal, Can. Evans, Maurice: (Davidson) Milwaukee 29-May 1; (Municipal Aud.) St. Paul 3; (Lyceum) Minneapolis 3-4. Hepburn, Katharine: (Eranger) Chi. Horton, Everett K.: (Hanna) Cleveland. Keep Off the Grass: (Hubert) Boston. Louisiana Purchase (Hubert) New Haven, Conn., 3-4. Man Who Came to Dinner: (Harris) Chi. Margin for Error: (Gaea) Detroit. Mimi, Paul: (Municipal Aud.) Kansas City, Mo., 30-May 1; (Arcadia) Wichita, Kan., 2. Itemed and Juliet: (Auditorium) Chi. Scandals: (Curtain) San Francisco. Skinner, Cecelia Otis: (Masonic Aud.) Rochester, N. Y., 1. San Carlo Opera Co.: (Bushnell Aud.) Hartford, Conn., 2-4. To What Red Hell: (McCartier) Princeton, N. J., 4. Tobacco Road: Rochester, Pa., 30; Sharon, May 1; New Kensington 2; Alliance, O., 3; Lima 4.

BURLESQUE

(First Circuit Shows) Polles of Pleasure: (Casino) Pittsburgh 28-May 4. Legs & Laughter: (Gayety) Baltimore 28-May 4. Looks & Laifs: (Old Howard) Boston 28-May 4. Mirth & Melody: (Trocadero) Phila, 28-May 4. Scramblers: (Gayety) Washington, D. C., 28-May 4. Speed & Sparkle: (Hudson) Union City, N. J., 28-May 4. Spring & Sway: (Empire) Newark, N. J., 28-May 4.

Names Still Only Type of Stage Show Drawing in Detroit

DETROIT, April 27.—Business has dropped at the Colonial, only local house to use vaude consistently the past year. Last week drew around the house average of \$6,000, while this week will drop still lower.

Stage shows these past two weeks have been good straight vaude. Attractions just have not been available, according to Ray Schreiber, manager.

Pops and Louie open Sunday (22) with a colored revue for five days, to be followed by Blackstone Friday, offering direct competition to the Marx Brothers in the first stage show in two years at the Michigan. Following week has no attraction set, but Maxine Sullivan's colored revue opens May 17.

Names are the only successful draws here at the present time. The city's outstanding night spot success, the Bowery, uses one attraction weekly and gets the cream of local business as a result.

A limited amount of former Colonial business has been drawn away by the neighborhood stage shows in three Wisper & Wetman houses.

Tom Maren, Proser Opening a Boston Beachcomber May 9

BOSTON, April 27.—Monte Proser and Tommy Maren, owner of the Commons and Dinty Moore's restaurants and former operator of the Bradford Penthouse and the Cotton Club, will open a new night spot May 9 on the site of the Commons. Spot will be known as the Beachcomber.

Maren said he will leave for New York within a few days to book bands and acts.

Spot will be patterned after Proser's Broadway spot of the same name.

Miller May Open Detroit Fox Vaude

DETROIT, April 27.—Probable date of first vaude at the Fox Theater, largest local theater, is May 24. Policy is dependent upon suitable attractions. Glenn Miller is reported booked for the opening week.

Management of the Fox had not been anxious to go into stage shows at this time, but is set on following the Michigan Theater's vaude policy, which resumes next Friday (3) with the Marx Brothers.

Columnist "Books" Organist Into Club

BOSTON, April 27.—Something new in the way of a talent scout was disclosed this week when the Coconut Grove announced that Tiny Day opens Monday. The organist was discovered by Bill Cunningham, Boston Post sports columnist, who caught the act in a Miami club while he was in Florida with the Boston baseball team in spring practice. He gave Day a plug in his column and on his return to Boston mentioned the act to Mickey Alpert, Coconut Grove maestro, who aids in the booking. After conferences with the boss Alpert engaged Day.

It marks the first time an organist has been featured on a night club floor in the Hub.

Embassy, Rochester, Vaude

ROCHESTER, N. Y., April 27.—After being closed for nearly two months on complaint by the Children's Welfare Association the Embassy Theater, formerly a burly house, has reopened with vaude units. Al Lieberwitz is manager.

First stage show booked was Major Bowes' World Fair Revue last week. Four stage shows are scheduled daily, along with a first-run film.

Manhattan Merry-Go-Round followed.

Grande, Detroit, Vaude

DETROIT, April 27.—The Grande Theater, operated by the Lancaster Circuit, is planning stage shows for the first time since 1932. House is managed by Thomas J. Sullivan.

Now They're Jitney-Bugs

NEW YORK, April 27.—Southern jitterbugs who do their rug cutting exclusively in the nickel phonograph emporiums have come by a new tag, and appropriately.

Howard Woods, while playing an engagement in Richmond, Va., toured around the music machine spots and says the new title for the disk enthusiasts is "jitney-bugs."

Claims Vaude Tours Best in Australia

NEW YORK, April 27.—Long Tack Sam, Chinese magician, many years a vaude headliner, has returned here after producing vaude shows in the Orient and Australia.

Long Tack Sam, who made as high as \$1,500 a week in theaters, saved enough to produce vaude units in all parts of the world. He claims to have lost \$600,000 when the Japanese bombed his theaters, the Capitol, Nanking, and the West Palace, Canton.

He describes Australia as being most favorable for vaude. He claims that houses can be rented for as low as \$400 weekly, with musicians being paid \$25 a week, with a similar scale for five stagehands.

Emsees Seattle Vaude

SEATTLE, April 27.—James Kendall is now the emcee at the Rivoli Theater, with five acts a week coming from the East. Sterling Theater group operates.

Established Offices Battling "Bedroom Bookers" in Buffalo; Plenty of Work; Salaries Low

BUFFALO, April 27.—Altho Buffalo is not considered one of the most important booking centers, it has made great strides in the past years. Whereas there were only a few bookers here several years ago, the general rise of vaudeville and night clubs has multiplied the number.

Empire Vaudeville Exchange, headed by Frank Dubick; Frank R. Murphy and Walter J. Gluck were leading bookers until Ray S. Kneeland, band booker, opened his office here last year. Recently Affiliated Artists Agency, headed by Charles Travers, jumped into action.

Dubick says that near-by Rochester, N. Y., the smaller in population, had boasted four talent agencies for years previous to the local increase in activity. Thus Rochester agents, Al Norton, Art Argeries, Harry Stone and Charles Kramer, had the jump on the localities. At present, however, Buffalo is steadily gaining in importance as a stopover town and as a center for many good acts.

Because there is no performer or booker organization or definite minimum scale for talent, many of the bookings here are not profitable to agents established in regular office quarters.

The result of such a condition is, according to Murphy, the oldest established man in the business here, that much booking business goes to "bedroom bookers" (persons regularly employed in

some other line of business and booking to pick up a little extra cash). There are approximately 14 such bookers in Buffalo. They can profit even in the smallest transaction.

Buffalo, altho away from the big talent centers, benefits, however, by being strategically located in the New York-Chicago route. In other words, bringing talent to Buffalo is not a problem. Promotion ideas, which help much to obtain as well as sell acts, are employed by most agents, especially Kneeland.

Kneeland says he prefers dealing direct with the acts as compared to booking orchestras. Booking bands, he says, mostly entails dealing with other larger booking offices.

Gluck thinks that a real problem here is getting some of the bigger spots to buy better material, which is easily available to the established agents. "This service of being able to supply most anything demanded is the chief advantage that recognized bookers have over their 'bedroom' competitors," says Gluck. Experience in producing and pacing of the actual show, as well as handling publicity, is another strong aid of veterans in the show biz.

Vaudeville interest created by local downtown theaters has encouraged vaude in smaller houses here and in near-by communities. An increase in club dates has also helped fill in open dates. Parks are also a good employment possibility for acts here.

Club dates, most profitable type of booking here, range from \$5 to \$30 per act. Vaudeville salaries for a single performance range from \$10 to \$20 an act. Weekly vaude salaries start from \$35 per single, \$70 for doubles and \$100 for triple acts. Headliners as well as name bands can practically set their own price.

Night club work is the poorest paid, ranging from \$12 to \$20 a week average for single acts up to \$40. Ballroom teams are about the best paid in niteries here.

Despite some lack of organization and various other obstacles, bookers are looking forward to a better year.

Vaude Comes Back As "Gone" Runs Out

CHICAGO, April 27.—After a record 16-week showing of *Gone With the Wind*, the Oriental Theater goes back to a combo policy May 17. Milton Berle will head the first stage bill. No further bookings are set.

Gone With the Wind will have broken all local picture run records when it concludes its stay at the Oriental. Number played to at the end of 11 weeks was in excess of 511,000, and it is estimated the final figure will pass the 700,000 mark. This in addition to the thousands who saw the picture at the Woods.

Jerry Ross to Portland

SEATTLE, April 27.—Jerry Ross, emcee for many years at the Palomar, has been transferred to the Orpheum Theater, Portland, Ore.

carded to remain until Decoration Day. . . . RAMOS AND NANETTE, after two weeks at Steuben's Vienna Room, Boston, opened April 22 at New Bedford Hotel, New Bedford, Mass. . . . WOODS AND BRAY are playing their sixth repeat engagement at Northwood Inn, Detroit. . . . CLARENCE LEVERENZ, current at the Hotel Broad-Lincoln, Columbus, O., is making guest organist appearances on Low Time. . . . LIND AND PRESSLEY, despite a recent auto accident, are touring New England. Current at the Home Exposition, Lewiston, Me. . . . DONALD MARLOWE is emceeing at the Club Regal, Columbus, O., for two weeks beginning April 27. . . . BERNIE LIT, emcee, is in his 12th week of a return engagement at Silver Dollar Show Bar, Baltimore, booked by Bob Irvin, New York. . . . DONALD MARLOWE, magical emcee, has just finished a week at the Hot Spot nitery, Cleveland.

MANOR AND MIGNON, ballroom team, went into the Arlington Hotel, Binghamton, N. Y., for two weeks and stayed eight. Set thru May Johnson, of MCA, have returned to New York.

Club Talent

New York:

ESTELA, of Estela and Papo, is taking a three-week vacation in Havana after a year at the Havana-Madrid. Before leaving the last week in May, will play a two-week engagement at the Hispano Theater with the Soccoros Band from the Cotton Club. Estela is signed for another year at the Havana-Madrid, returning in June. . . . GIOVANNI, now at the New Yorker Hotel, is negotiating with 20th Century-Fox for shorts. . . . GOMEZ AND MINOR are not in the new Versailles show because use of a raised platform by Harry Richman took up too much time to install and also cut into dancing room too much. Teams had been at the Versailles five weeks. . . . ANN PAGE has replaced Ann Falvo at the St. Moritz Hotel for an indefinite stay, booked by Harry Kane, of the Anthony Phillips office. . . . TESS GARDELLA is Lillian Roth's replacement at the Hollywood. . . . CASS FRANKLIN goes into the Village Barn May 17. . . . ROSITA ROYCE, upon completing her current date at Leon and Eddie's, has been booked for the White Way Inn at the World's Fair.

DWIGHT FISKE closes his 11th engagement at the Savoy Plaza May 9 and will open at the Victor Hugo, Hollywood, May 16. . . . LOU SAXON and the Saxons and Nona Wynn, booked by Tommy Smith, of the Morris office, opened at The Buttery last Wednesday (24). . . . PLINER AND EARLE, who have been at the Blackstone Hotel since February, have had their contract extended to June 16, with an option of four additional weeks.

JACKIE MILES is set for the Memorial Day week-end at the Laurel Country Club, Lake Sackett, N. Y. . . . BILL DORNFELD emceed the annual banquet of the State Pharmaceutical Association of Minnesota. Other talent included the Four Night Hawks and the Gold Dust Twins. . . . STONE AND VICTOR are in their third week at the Brass Ball, Mountain View, N. J. Buddy King is the maestro there.

Chicago:

EDITH ROGERS DAHL, being offered to local nitery ops, and a summer booking is about set. . . . A. F. SEWARD, Boardwalk astrologer, opens his English Kitchen this week. . . . ROUND-THE-WORLD Room at Hotel President adds a line of girls, the Six Co-Eds. . . . MAY SHIPPS, songstress, injured seriously when her auto overturned, is confined at Zurbrugg Hospital at Riverside, N. J.

Atlantic City:

JOHNNY LEARY winds up a six-month run this week as emcee at Frank Palumbo's, and then moves to the Open Door Cafe. . . . JEAN VIKERS, songbird wife of Dick McClain, who operates the 20th Century Tavern here, bedded at the Nazareth Hospital after a serious auto

Philadelphia:

FRANCES PAYE is set for Kalliner's Little Rathskeller. . . . CLIFF HALL, deserts society party bookings out of the Meyer Davis office for a turn at the Embassy Club. . . . BOB RUSSELL, emcee at Jack Lynch's next week, is remembered as Bob Roltner when last locating at Lynch's.

Here and There:

RUSSELL SWANN and Clyde McCoy's Ork head the new show which opened Friday (26) at Beverly Hills Country Club, Newport, Ky. The Three Swiffs are in the same layout, a return for them. . . . VAN AND ALLEN, late of Grandfather's Follies, returned to Jimmy Brink's Lookout House, Covington, Ky., April 26. The Grandfather opry recently concluded a four-week stand there. . . . BARNEY AND LONGIE and Danny Richards, after a fortnight at Club Imperial, Detroit, have transferred to Green Mill, Saginaw, Mich., booked by Pete Iodice. . . . TONY FURSEE is in his third week as singing emcee at the Happy Hour Cafe, Minneapolis. He recently finished 12 weeks at the Deauville Club, Miami Beach, Fla. . . . DRISDALL SISTERS all-girl singing orchestra, including Nell Drisdall, Fern Sebold, Harriet Bowman and Ginger Harris, are playing spots in St. Louis. . . . FRANCES PAYE is set for the Little Rathskeller, Philly, for two weeks with an option, beginning May 8. . . . BOB DUPONT set by MCA into the Palmer House, Chicago, beginning May 16. . . . MIRTH, MACK AND GALENTE are next at the Roosevelt Hotel, New Orleans, along with Ella and Arde. Dick Himber will be on the band stand there. . . . GRETA KELLER set for Hollywood's Lamaze Cafe after her date at the Algonquin Hotel, New York.

JACKIE MILES is set for the Memorial Day week-end at the Laurel Country Club, Lake Sackett, N. Y. . . . BILL DORNFELD emceed the annual banquet of the State Pharmaceutical Association of Minnesota. Other talent included the Four Night Hawks and the Gold Dust Twins. . . . STONE AND VICTOR are in their third week at the Brass Ball, Mountain View, N. J. Buddy King is the maestro there.

CARMEN MIRANDA, now appearing at the Colony Club and in The Streets of Paris, is being loaned to 20th Century-Fox by Lee Shubert, who has her under two-year contract. Leaves for Hollywood May 4. . . . THE SIX BRUGETTES, produced by Bruce R. Bruce, are playing a two-week engagement at the Ohio Villa, Cleveland.

RAY WILSON in his 23d week at Miller's Restaurant, Conneaut, O., is

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Paramount, New York

(Reviewed Wednesday Evening, April 24)

Business here will undoubtedly be better than the show itself warrants, what with Jack Benny and several of his radio cast making sporadic personal appearances. Benny stars in the feature, Buck Benny Rides Again, which is not a very good feature, either. Rochester (Eddie Anderson), Benny and Phil Harris, his ork leader, made p. a.'s opening week.

Gene Krupa is on the stage, as he was with the last Benny pic. Opening day, at the last show, only one band number stood out, musically and in showmanship. Routine has the whole band playing drums on the dark stage, gloves and drumsticks being phosphorescent. Arrangement is good and occasionally the rhythm quite tricky. It's a very good stage number. Band's early work is entirely too draggy and it may have been that Krupa was making a concession to the anti-j-bug faction, but he's done better stage shows. Irene Day does a couple of vocals pretty well. Howard Dulaney, new male vocalist, is so-so. Band show is given a good impetus with a drum screen trailer synchronized with the ork's music. It's Krupa's third stand here.

Marjorie Day, blond contortionist, is on early to only fair response. Spits, hand-stand splits and so on. Repeating again is Al Bernie, whose mimicry is very good but whose comedy is atrocious. This comedy consists of an assortment of oldies. No help is given by Bernie's overly flip and self-confident manner, either. His attempt to take an imitation act out of the routine is commendable; but he ought to stay out of right field for his gags. Went over well with a long list of imitations well done.

Rock of the show is Connie Boswell, whose easy charm, both vocally and personally, and smartly designed arrangements are an aural and visual treat. Miss Boswell is wheeled out and off the stage. She is probably the number one female vocalist today.

Benny walked out while the lights were still off. Whether accidental or not, it was effective. His opening crack was the same as on the last p. a. he made here about his gray hair, but his easy style and general clowning, plus good old vaudey-corny violin playing, got the tremendous band to be expected for a radio comedian with his rating.

Business sensational. Jerry Franken.

State-Lake, Chicago

(Reviewed Friday Afternoon, April 26)

A fair bill as far as talent is concerned, but should prove a very good draw with Arturo Godoy, fistic notable; Stanley Fields, film fave, and the Schnickelfritz Band, which has gained wide popularity thruout the Midwest. Picture, Warner's Carlie on the Hudson, is good entertainment.

By far the best talent on the bill is the Gale Sextet, three men and three girls, who are whirlwind dancers. Beautifully costumed, they open the show with fast novelty routines neatly executed with perfect precision. In a second season they offer entertaining bits of ballroom, modernistic and adagio dancing. On both appearances they were roundly applauded.

George Moore, a handsome young fellow of pleasing personality, emcees the show, doing a nice job. George Downey, comedy bike act, is a master of pantomime and his comedy bits with and

Vaudeville Reviews

their numbers across in showmanly style. Nat Green.

without the bicycle won him a good hand.

Stanley Fields, screen favorite, got a big reception from the film fans. Fields has not too good material to work with, but his Hollywood patter and wise cracks put him over nicely. Fields has a winning smile and a practiced delivery.

Arturo Godoy, heavyweight title contender, came on to a nice reception and there ensued some sprightly repartee between the fighter and emcee Moore. There was a bit of comedy byplay when his bride, Ledda Godoy, came on. The rumba session of the pair was very ordinary. Real punch of the act is the shadow boxing of Godoy and his comment on the fight film which closes the act.

Freddie Fisher's Schnickelfritz Band, six-piece combo, doesn't pretend to be anything but corny, but it is entertaining. The boys have a number of trick instruments and indulge in a lot of crude comedy that garnered some laughs. Not as good on the stage as they are on either records or radio or in nitery. Nat Green.

Loew's State, New York

(Reviewed Friday Evening, April 26)

State this week should do good business. Milton Berle and pic, Northwest Passage, which should draw even the second run, packing them in.

State audience is a pushover for Berle, who emcees and clownes with all the acts on the bill. Berle is very sharp, and the some of his material is of ancient vintage, he still has enough to wallop over laugh after laugh. Gags at times are off color, but audience loved it. Act is introduced by a trailer, showing tick newspaper headlines concerning Berle. One read, "Plane Lands With Jerk—Berle Steps Off." This nonsense put the audience in receptive mood immediately. Thruout his session, Berle mugged, did his nut session with the acrobatic Honey Family, sang amusing parodies, conducted the orchestra and stooged for pitchman Clyde Hager. He is without doubt one of the stage's most amusing clownes.

Honey Family, three men and three girls, on first in a session of acro and dancing. Open with hoofing, then turn becomes mostly acro, including backflips, tumbling and extraordinary pyramid work. Berle tied in with them with excellent results and turn went off to a very good hand.

Lillian Carmen, warbler, sang three numbers and straighted for Berle, doing a pass bit with him. Miss Carmen is good looking and sings with delightful verve and rhythm. Her arrangements, including that of Dertown Strutters Bell and I Know That You Know, are ingenious, bordering on being too extreme, yet not overstepping reasonable melodic limits. Closed well.

Clyde Hager, doubling from the Diamond Horseshoe, did his inimitable pitchman routine, using Berle as stooge. It's unflinching comedy. Hager going into his sales spiel with no waste of time. Act shows no signs of losing its punch. Hager still uses his catchphrases, "That's all, brother," and "Get away from me, boy." Solid stuff.

Tip, Tap and Toe, Negro hoofers, are another standard turn. Work on a raised platform first as a trio and then each goes solo. Routines are intricate and tricky, and solo style varies them. Did well.

Berle came on for the closer with his mother, and fortunately did not do any sentimental stuff. Chatter with Mama Berle was kept in a high comedy vein and was not drawn out too long. Paul Ackerman.

Carman, Philadelphia

(Reviewed Friday Evening, April 26)

A weekie on the screen, Mo, He's Making Eyes at Me, stage run on this trip

augmented to six turns to bolster the bill. Gets away to a smooth and sock star: as the sheet's splitting discloses Arthur Lafleur perched on a trapeze prop for muscular control lifting. Unbilled fem follows for some smash contortion terping, filling until Lafleur returns for his breath-taking human top whirling. Hangs from the prop by his teeth and accelerates his own momentum without any mechanical aid to make for a literal human top.

Show-stopper is Cass Daley, on next to shut. A slap-happy songstress devoted to the violent-voiced vocalizing with antics that characterize a jitterbug bordering on the fringe of oblivion. Wows 'em on end with Yeah, Men, a parody based on a medley of song titles: My Family Album, with appropriate physical and pictorial illustrations, and, on the return, her Decca dishing of It's the Last Time I'll Fall in Love.

Finale clicker is the Kanazawa Four, males who bounce themselves and barrel props around from a squatted position.

Another show-stopper is Paul Nolan, comedy juggler in the tray spot, whose eccentricities with rubber balls and top hats make for hilarious moments thruout. Manipulated the individual ingredients for a cup of coffee from foot to head for an encore salvo.

Deuce spot gives the two Romano Brothers, playing guitar and banjo in street-serenader fashion. Pick their way thru swing songs, banjolets going in for some trick pickings, but it's mostly their motions rather than the music that puts 'em over.

Remaining round for the fourth lining brings on Helene Denison, toe danseuse, first for a balloon dance and then for her familiar conception of a game of tennis on toes. Assisting the ballerina are Andrew, Dewald and Madeline, mixed adagio trio. Make for few ripples first with their subdued hula tap but then take the lead over everything else in the act with a conventional adagio turn, the two males tossing and catching the fem member in sensational manner.

Louis Basil, from the trench position, does double duty in supplying the musical setting and emceeing the proceedings, both performed in gracious manner.

Big fair at late supper show. Running time, 75 minutes. M. H. Orosdenker.

Chicago, Chicago

(Reviewed Friday Afternoon, April 26)

A good solid bill with lots of popular appeal and the Jack Benny picture, Buck Benny Rides Again, presage an excellent week. Near capacity at first and second shows and with ideal weather the week-end should be big. The Benny pic has plenty of hokum that radio fans will go for.

The screwball, Red Skelton, weaves in and out of the show, emceeing amusingly in addition to doing his own act, which is a melange of comedy. The Jewellys, man and woman, open with some clever hand balancing and follow up with the man doing difficult balancing stunts on a board balanced on a cylinder. Girl works with him in head and foot stands, finishing with the girl doing a head stand atop two large rubber balls balanced on man's head. The pair is clever and act is nicely dressed and presented.

Red Skelton on next for some smart repartee with Edna Stillwell and a comedy magic session that garnered laughs.

The Debonairs, sextet of male tapsters and novelty dancers, appear in top hats and tails for a fast-stepping session, concluding with a marvelous novelty number called The Machine Age, in which the boys simulate machines in motion. They work up some splendid novelty effects that put them over to a smash hit.

Red Skelton is a master of repartee and comedy and tied 'em in knots with his tomfoolery. His television burlesque is a classic, but best of his routines is his burlesque conducting of a symphony. Act is a howl from start to finish.

Hattie McDaniel, the Mammy of Gone With the Wind, was a near show-stopper. She's a grand performer and her comedy hits, singing and scenes from the picture won repeated applause.

The always popular Andrews Sisters have gone a long way since they used to work around Chicago with Maury Sherman, and their singing session brought continuous rounds of applause. St. St. Chiribiribin, The Woodpecker Song, Tiredo Junction and other popular numbers were offered. The girls have excellent voices with plenty of volume and put

Roxy, New York

(Reviewed Friday Evening, April 26)

House this week will have to rely more on the stage bill, the pic, One Million B. C. being of doubtful b.o. value, containing no names. Stage fare includes only two outside acts, both of which show-stop.

On its first vaude date since the completion of its recent legit run, Podrecca's Theater of the Piccoli, a marionette troupe, opens the bill with an impression of an unhibited jazz band, with musical background supplied by a recording. Expert manipulation of the puppets and many comic twists provide a full quota of laughs.

The offering consists of seven numbers, best of which is The Concert Party. This scene opens with a pianist playing Second Hungarian Rhapsody. The manipulators have the player forgetting the score, turning pages and adding off-tone touches. This turn is followed by a wheezy soprano rendering Arditi's Kiss Waltz. The ribbing of this number should be instrumental in sending this trite classic into a well-merited grave. The same treatment is afforded the quartet from Rigoleto. This scene has been the most popular of the Piccoli's numbers for years. The troupe also does well by the sequences satirizing a grunt acro team, a ballet divertissement, an aria from Pagliacci and the closing rumba during which the Roxyettes enter to provide atmosphere. The staging is expert.

Other act is the return engagement of Jack Durant, who scores his usual show-stop with his deprecation of film names. It's the same act he did six weeks ago at this house. He scored once and could have done another bit.

The Roxyettes close with a well-executed number which has them tapping out tunes on miniature xylophones.

Plenty of vacant seats when caught. Joe Cohen.

More Vaude in Detroit Region

DETROIT, April 27.—Interest in vaude is reported from smaller towns thruout the Midwest.

Three to four-day shows have been added in five Wisper and Wetman neighborhood houses.

Henry H. Lueders, of United Booking Association, who has had only the Court at Auburn, Ind., since last November, expects six or more vaude houses within the next two weeks.

Seattle To License

SEATTLE, April 27.—The City Council has prepared for passage an ordinance that includes theatrical booking agencies under the classification of employment agencies and thereby subject to a \$100-a-year license fee. The ordinance was approved by the license committee.

FREDDIE AND BETTY ROBERTS recently returned to New York from Rio de Janeiro, Brazil, where they played the Casino Atlantico. They return in 1941 on a two-year contract. Will work as a team the first four months and then Freddie finishes the contract period as manager of the casino.

Princess and Baby YVONNE "PSYCHIC WONDERS" ANTI-BAY OFFICE with DOC. M. IRVING-SENSATION 433 Roosevelt Blvd., N.Y.C.

GEORGE DOWNEY Pantomime Cyclist in "Tramping Alone" Currently—STATE-LAKE THEATRE, CHICAGO Week of May 3—TOWER THEATRE, KANSAS CITY WEST—Jack Kalcheim Max Richard—EAST

JUST OUT! McNALLY'S BULLETIN No. 21 PRICE ONE DOLLAR NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club, Radio, Stage and Dance Band, Entertainment, Circuses: 15 Bewarming Monologues 8 Hearing Acts for Two Males 7 Original Acts for Male and Female 30 Sure-Fire Parodies Great Variety Act A Roof-Lifting Female Act Trio, Quartet and Dance Specialty Musical Comedy, Tap and Burlesque 16 Corking Minstrel First-Party McNally Minstrel Overtones 5 Grand Minstrel Finales 48 Monologues Blackouts, Fastest Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 21 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 13, 14, 17, 20 and 21 for \$4.00, with money-back guarantee. WM. McNALLY 81 East 125th Street, New York

Vaudeville Notes

SIX MEN OF MELODY, a Roy Campbell troupe, booked for four weeks at the Globe Theater, Boston. . . **HOLLYWOOD CO-EDS**, at the Copacabana, Rio de Janeiro, April 22 for eight weeks with options. Arranged by Eddie Smith. . . **DAVE APOLLON** unit set for the Tower, Camden; Shea's, Toronto, and Lafayette, Buffalo. Ben Berry has been with the unit 16 weeks. . . **THE COLSTONS**, who opened Monday (8) at the Belmont-Plaza Hotel, New York, may go to South America soon. Eddie Smith is negotiating eight weeks for them at the Casino Urca, booked thru Hal Sands.

HENRY ARMETTA returned to the Coast after eight vaude weeks, including the State-Lake, Chicago; Stanley, Pittsburgh; Riverdale, Milwaukee; Orpheum, Memphis; Paramount, Newark, and the Flatbush, Carlton and Windsor in New York. . . **EDMUND LOWE** played the Olympia, Miami, April 14 to 17.

JACK DEMPSEY was offered a date at the State-Lake, Chicago, week of April 25, by Eddie Smith, but Maxie Waxman, Dempsey's manager, nixed the deal. Waxman wants \$5,000 net and an overage; Smith offered \$3,000. **ESTELA AND PAPO** playing the Brandt time, New York.

WORLD PAIR POLLIES unit, produced by Louis Stutz and directed by Pede Worth, with costumes by Madame Rouda, played the 1,800-seat Mayfair, Portland, Ore., week ending Saturday (13). In the cast are Helen Wehrle, Irene Williams, Val Venters, Mignon, Lucille Ibersen, Sandra Lee, Dorothy DuVal, Jack Von Holtz, Billy Lyons and Johnny Jones, Loretta and Villa and Rhythm Queens, Merle and Gaylor and Mona Greer. Charles Kelso is at the piano, with Les Stevens conducting.

JAMES EVANS brings his juggling act to Weber's Hofbrau near Camden, N. J., nitery going in heavy for vaude and circus specialties. . . **E. M. CALVERT'S Egyptian Follies**, now in Ohio Warner houses, begins a trek to the West Coast early in June under direction of Kroger Babo, for the last eight months ahead of Sollic Childs' French Follies. In the unit, besides Calvert the Magician, are Pauline Penney, Linda Preston, Florence Bogar, Lester Lake, Frank Gallagher, the Walker Trio, Hazel Brown, Ann Stith, Louise

Richter, Dixie Darrell, the Three Demons and Milt Hurst's four-piece ork.

SIMONE SIMON plays her first vaude date at the State, Hartford, week of May 3. . . **JOHNNY LONG**, returning for a vaude engagement in his native Charlotte, N. C., was given a key to the city by Mayor Douglas.

DENNIS DAY, the Jack Benny tenor, in a performance at a band concert at the Metropolitan Theater, Providence, drew 3,000 people for a single engagement, with more than 400 being turned away. . . **STUART AND MARTIN** play the Tower, Camden, N. J., May 3 to 5. **FIVE MAXELLOS** are on the same bill.

ILLNESS of one of the Tryon Sisters, ndagio team at the State-Lake, Chicago, last week, had The Duffins substituting for part of the engagement.

Detroit Booking Office Expands; Lombard Hired

DETROIT, April 27.—In a move to expand its location band department the Delbridge & Correll office here has taken on Pat Lombard, formerly with CRA and Frederick Brothers. Offices were recently enlarged.

Lombard booked two stand dates this week—the Londonaires for the Hotel Whitler Gold Cup Room and Mac McGraw for the Club Lido, roadhouse spot. In addition, Lombard is taking over personal management of Carlton (Happy) Hauck, current at the Saks Cafe.

Sock in the Kisser Nets \$5,000 for Conn. Tootler

BRIDGEPORT, Conn., April 27.—Edward Antalick, local trumpet player formerly with Will Osborne and Ozzie Nelson, was awarded \$5,000 by Judge Carl Foster in Superior Court here this week. Tootler sued a bartender in a night spot here for socking him in the mouth, which resulted in a couple of upper teeth being lost, seriously impairing Antalick's ability as a musician. Judge Foster not only awarded him the full amount requested in his suit, but also suggested an amendment to the complaint to increase the claim for damages.

Tacoma Club Expands

TACOMA, Wash., April 27.—Rickey Ruffo's Club Moderne has added 200 seats. The club is on the Tacoma-Olympia highway.

Tubby Lavelle is emcee and show includes Davey Jamison, Lois Whitman, Joe Elsom Band and King and Allow.

Lockmans Eye Detroit

PHILADELPHIA, April 27.—Mrs. Harvey Lockman, who operates the local Cotton Club with her husband, has gone to Detroit to see whether it would be advisable to open a carbon copy of the local hot spot there.

N. Y. Para Finds 2-Day Break-In For New Acts, Bands Profitable

NEW YORK, April 27.—Despite disappearance of old vaude idea of break-in time to tune up a show for important circuit engagements, the local Paramount still maintains a break-in policy in order to bring in finished shows. Paramount is the only house to do this, using the Ritz Theater in Newburgh, N. Y., as the proving ground.

Para began using Newburgh for the purpose at the time it began booking a lot of new bands into its New York house. Anglo was to give stage experience to the new bands—such experience being considered vital to the band's first shot on Broadway and vital to the Paramount Theater. Break-in is also used for personalities who may not have had stage experience in a long time and need brushing up.

Shows play four performances in Newburgh. Harry Kalcheta, Para booker, and Bob Weitman, local Para manager, catch the Newburgh shows Mondays, revise on Tuesdays, and bring them to the local Para Wednesdays. Para execs try to arrange the Newburgh

Bad Weather Delays Opening of Chi Suburban Spots; Prospects Good; Many Conventions Are Due

CHICAGO, April 27.—Unfavorable conditions, including a cold, rainy spring, have put a crimp in the plans of summer club operators and few have definitely announced their intentions. Chances are another three weeks will see a general blossoming of suburban spots, most of them small cafes using little talent aside from four or five-piece musical combos.

Of the class spots first to open will be the Bon Air Country Club, near Wheeling, May 28. William R. Johnson again will be the operator. A name band and top acts will again be used. Villa Moderne, north of Chicago, is already open. Operator is Frank Hutchina, with Wendell Phillips and his orchestra featured. A floor show will probably be used for the summer. Preparations are being made to open the beach walk at the Edgewater Beach Hotel. As in the past, name bands and shows will be used.

Many of the suburban small spots are already in operation. Frank Mangam's Tower Inn at Lyons is using a band and acts, with a pianist and a vocalist for intermissions. Club Arcadia, in the Hotel Baker, St. Charles, is using a four-piece instrumental combo. Club is now operated by Louis Kucheras. A new spot, Ebbtide, has been opened in Calumet City by Sam Mitchell, who operates Rip-tide in the same town. The Skyrocket, run by the Anderson Brothers, is operating only as a ballroom at present.

N. Orleans Niteries Saved From Midnight Music Curfew

NEW ORLEANS, April 27.—Operators of 52 night spots of the Vieux Carre (Old Quarters) of this city sighed in relief last week when Judge Harold A. Maise in Civil District Court dismissed a suit filed against the Court of Two Sisters nitery, asking that the spot be forced to close or stop playing music after midnight.

In handing down a ruling against six residents of the surrounding area who charged that the club was a public nuisance, Judge Maise stressed that the 52 niteries of the Vieux Carre were permitted to operate after midnight under the zoning laws.

Maine Resort Unshutters May 4 for Summer Season

SOUTH CHINA, Me., April 27.—Lake-view Pavilion, popular dancing spot in Maine, unshutters May 4 for its third season, with Cecil Hutchinson's Ork teeing off for the summer.

Spot, according to its owner, Edmund Dove, has added 2,000 more feet of dancing space, now accommodating 1,000 people. As in the past, policy provides for dances on Tuesday, Thursday and Saturday nights.

Mickey Rafferty will open his Triangle Cafe in Forest Park early in May with a small show policy.

Mike Fritzel and Joe Jacobson are going ahead with their plans to open The Beachcomber in the near North Side sector in a couple of weeks.

Nothing has been forthcoming as to Albert Bouche's Villa Venice and the Del-Shore, last year two of the brighter suburban spots.

With both business and political conditions in this territory in a more or less unsettled state, operators seem inclined to shave their budgets. However, the general outlook is good, as there are many conventions scheduled for early summer and a large influx of tourists also is in prospect.

Review of Unit

"Oomph Parade"

(Reviewed Thursday Evening, April 18, at the James Theater, Newport News, Va.)

Harry Clark's Oomph Parade does a fair job of crowd pleasing. It has a minimum of the blue stuff, a reasonable percentage of good-looking girls, fair-to-middling talent and generous comedy. Informal atmosphere and performers' apparent honesty of effort went a long way toward getting a good reception.

Sans and Nixon contributed a large share of the comedy with their non-sensical Spanish skit. Their material is not shopworn, and the man is particularly versatile. He omcees, introducing the show and a few chorus members in a novelty recitative opening.

Terry Twins give the program novelty. Attractive black-haired young fellows, their boxing tap dance is out of the ordinary. Also get their share of laughs with a baseball skit.

St. John Brothers give out with an interesting exhibition of hand stands, and Jerry Lawton offers a smooth juggling novelty, drumming with tennis balls in accompaniment to the orchestra and catching cannon balls on the back of his neck.

Show probably could use one attractive girl specialty. Frances Kay looks nice, but her singing is strictly routine; Ann Glimore offers a toe-dance specialty which is pretty weak.

There are 10 ponies—with one or two notable exceptions passably pretty—and adequate dancers.

Film attraction was Oh, Johnny, How You Can Love. Warner Tugford.

SUGAR'S DOMINO

(Continued from page 4) and what is even more interesting is the admissions that are constantly made by talent buyers these days that they, too, must burn midnight oil and use up plenty of shoe leather to learn angles that not long ago they thought were foreign to show business. In fact, as foreign as the one-lung broadcasting station used to be to the booker of Proctor's Fifth Avenue Theater in a day when the word Hitler sounded like double-talk; when there wasn't any double-talk and when the sight of a woman smoking a cigaret was associated with an apache dance.

New Acts

Jack Lane

(Reviewed at the Tower Theater, Kansas City, Mo. Style—Master of ceremonies.)

This personable emcee, currently introducing acts at the Tower, Kansas City, Mo., was picked up by Joe Venuti when the latter went on a tour of the boards recently. Venuti played here about three weeks ago, at which time Lane made his local debut as emcee. His material was liked and when Venuti went on Lane stayed with the Tower. Now he alternates with Barney Grant, who has been waving on acts here since last fall.

Lane has an agreeable personality, youth and an abundance of energy. He sings and writes his own comedy ditties, words and music. While he has a tendency to mug too much, his youth gets him by and gets him friends. His novelty numbers are well presented and he clownes well, using trick falls and occasionally goofy make-up. B. L.

Cliff Edwards

(Reviewed Stuart Theater, Lincoln, Neb.)

Cliff Edwards, fresh from pictures, having supplied the voice of Jimmy Cricket in Walt Disney's Pinocchio, comes back as an extra box-office incentive on the Pinocchio openings.

Edwards' stage stint, a one-day four-show arrangement here, is a talk and songfest in the interests of Pinocchio. He opens after the film, picking up a few bars of the song, then launches into a session of patter telling how he got the part at the Disney studios and a little of how a cartoon picture is made. He sings two numbers. Give a Little Whistle and Wish Upon a Star.

Time of the act was flexible, 8 to 11 minutes. At no time does he resort to the familiar ukulele, his trade-mark of other days. The act sets well with all kinds of audiences, and the youngsters like it, especially during vocals imitating Jimmy. Oldfield.

SCENERY

Box Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SHELL SCENIC STUDIO, Columbus, O.

STANDARD ACTS

Coming This Way—Get in Touch With Me. Can Place Complete Review for May 12.

HARRY HUGO
P. O. BOX 548, GRAND ISLAND, NEB.

Cantor-Jessel Poor 34G; Sullivan Unit Strong; Benny Big

NEW YORK, April 27.—Broadway vaudeviliners the past week took rather slim grosses with the exception of Loew's State and the Music Hall. Greatest disappointment was the Capitol with a take of only \$34,000 for Eddie Cantor and George Jessel plus the picture, *40 Little Mothers*. This is exactly half the record-breaking gross of \$68,000 made last August by Mickey Rooney, Judy Garland and the picture, *Wizard of Oz*. Chief reasons for the Capitol disappointment were the weak picture and fact that Cantor and Jessel have appeared on Broadway more or less recently. Jessel's two-week stint at the State, completed only a couple of weeks before his Capitol opening, did not help. Cantor last July broke the State's record with a \$51,000 gross. Rainy weather, of course, hurt the Capitol as it did other Broadway houses, but this was partly offset by the passover holidays Tuesday and Wednesday.

Paramount opened to sensational business Wednesday (24) with Jack Benny doing two personal appearances in connection with his picture, *Buck Benny Rides Again*. Stage show includes Gene Krupa Band and Connie Boswell. According to the Paramount management, Benny pic set a new record with the opening day's receipts estimated at over \$11,000. Benny appeared at 3:30 p.m. and 9:30 p.m. opening day. A check-up at 3 p.m. showed receipts of \$4,100 and better than 13,000 admissions—this figure breaking the record set by *Wells Fargo* in February, 1938. Show will be held for a minimum of three weeks, and may go as high as \$60,000 for the first week. Para the week ended Tuesday (23), did \$26,500 for the second week of *Dr. Cyclops* on the screen and Mitchell Ayres Band, Lupe Velez and Red Skelton on the stage. *Cyclops* and stage show did \$38,000 the first week.

Music Hall continued very strong, the picture *Rebecca* taking \$86,000 for the fourth week ended Wednesday (24). First, second and third week's grosses, respectively, were \$116,500, \$100,000, \$93,000. Show goes into a fifth and last week.

Loew's State came thru with an excellent \$30,500 with Ed Sullivan unit for the week ended Wednesday (24). Pic was *Too Many Husbands*. Sullivan received \$7,500 for the engagement, out of which he paid the Hollywood cast and Dave Vine, latter appearing only for the last show each day. State's previous gross was \$17,000 with stage show including the DeMarecos, Sallie Puppets, Slate Brothers, Ruth Petty, Clare and Sara Sisters and picture, *I Take This Woman*. New bill went in Thursday (25) with Milton Berle headlining the vaude and *Northwest Passage* on the screen. Looks like big business.

Strand, with Wayne King Orchestra on the stage and *Till We Meet Again* on the screen, did a fair \$32,000 for the first week ended Thursday (25). Show holds over a second and last week. King's 32 grand compares with \$32,000 and \$24,000 made the two previous weeks by Eddy Duchin on the stage and *It All Came True* on the screen.

Roxy for the week ended Thursday (25) did a weak \$27,000 for the second stanza of Johnny Apollo on the screen and Raye and Naldi, Wences and the Lazanders on the stage. Gross the first week was \$45,000. New show moved in Friday (26) with *One Million B. C.* on the screen and a stage show including Jack Durant and Vittorio Podrecca's Theater of the Piccoli. A weak box-office layout.

"French Follies" Unit Draws Well

DENVER.—A better than double the usual picture gross was drawn by the Tabor Theater last week with the Solie Childs unit, *French Follies*. A second-run house, admission was upped to 25 and 35 cents. Saturday, Tuesday and Thursday were capacity nights. The unit was the first flesh the house has had in several years and may result in additional vaude bookings. Nice out-of-town trade was built by about 25,000 tabs in the surrounding towns.

Unit has two additional dates set, Greeley, Colo., and Waterloo, Ia.

Vaudefilm Grosses

Philly Camden Fair 63C; Fay's Sock 8C With Burly Girlies

PHILADELPHIA.—Since doubling and tripling the strip headlines for the bills, Fay's Theater has been finding an attending upswEEP at the ticket depot. For the week ended Wednesday (24), *The Garden of Girls* gave house one of its best grosses of the season in piling up a nifty \$8,000. Three sexy zrens shared the marquee, Eve Arden, billed as "Eve", Gracie Brian (Grace O'Brien) and Patricia Perry. Vaude's share included George Beatty, Bert Yorke and Beatrice Tracy, James and Lynton with Joe Dean, Fenwick and Cook, the house line and Harry Cohen's house ork. Screen showed *Free, Blonde and 21*.

Week previous, *The Sea-Getters Revue*, with Diana Logan and Crystal Ames for the epidermis display garnered a good \$7,700. Vaude portion comprised Eddie White, who cut his stay short by two days to meet previous commitments; Nina Olivette and Dimitri, Patti Fayne and Carlyle Foster, Martin and Allen, Larry Best and Charlie Chan in Panama on the screen.

Current *Show Girl Parade* unit promises to come close to an \$8,000 date. June St. Clair, Louise Stewart and Gypsy Nina share the limelight, with the vaude turns including Stuart and Martin, Val Sets, Bob Russell, and Taylor, Thorn and Post. Screen gives *Me, He's Making Eyes at Me*.

After having the gate climb to a towering \$8,000 figure the week previous, with *Grapes of Wrath* on the screen, Carman Theater dipped to a mediocre \$6,300 for a split week ended Thursday (25). Holding over the smash bill of the previous week for three additional days, holdover take amounted to a meager \$2,200. Hold-over vaude bill for the first two of the three days included Roy Smeck, Vera Nera, Don Rice and the Six Lucky Girls. For the remaining four days a light \$4,100 was registered by Eddie Roecker, Jed Dooley, Mazzone and Abbott, Doris Mae, Martin and Allen, and Louis Basil's house ork with *Free, Blonde and 21* on the screen.

D. C. Houses Off; 18Gs for Sullivan

WASHINGTON.—Weak opening for local theaters plunged expected grosses for the week ending May 2 to low figures. At Loew's Capitol, showing Johnny Apollo on screen and Columnist Ed Sullivan's *Star Dust Caldecote* on stage, probably will pull \$18,000. In the Sullivan troupe are Betty Jaynes, Douglass McPhail, Marjorie Weaver, Helen Parrish, Arthur Treacher, Bela Lugosi, Sullivan as emcee, and Vivien Fay and Walter Long to supply tap routine.

Warner's Earle for the same week expects a little \$14,000, showing *The Doctor Takes a Wife* on screen, with a minstrel revue on stage. Headlining the cast of 60 are Gus Van, Lou Lubin, Slim Timblin, Roy Smeck and Virginians plus the Roxyettes.

Last week, despite heavy competition from legit attraction of Alfred Lunt and Lynn Fontanne, Loew's Capitol, with Horace Heidt and *Pot o' Gold Recus* pulled a big \$20,000.

Warner's Earle, with *Till We Meet Again*, limped in with a poor \$13,000. A highly competitive feature during the last three days was the National Folk Festival, sponsored by The Washington Post, at Constitution Hall. It packed in spectators to the tune of \$18,000.

Riggs, Ebsen, 14G

CLEVELAND.—RKO Palace, for the week ended April 18, grossed \$14,100 with a stage show including Tommy Riggs and Buddy Ebsen, plus *Abe Lincoln in Illinois* on the screen.

House average is \$13,500.

Para, L. A., Diving

LOS ANGELES.—Paramount, for the week ended April 17, did \$11,000 with

Spokane Grosses Down, Despite Good Vaude Bills, Units

SPOKANE, Wash.—Opening of fishing season apparently was the reason for poor business at local houses playing vaude last week-end.

Post Street had worst Sunday since opening of vaude season last fall. Gross for April 19 to 21 was \$260 under average of \$1,750. The show was good enough, consisting of Gwynne and Co., Ross Brothers, Rhythm Ramblers, Birth and Courtney, and Jack Russell, plus pix. *Crashing Thru* and *Fugitive at Large*.

Orpheum, with the lavish A. B. Marcus shows, *La Vie Paris* April 20 and 21, and *Revue Continental of 1940* April 22 and 23, did only "fair" business, according to Manager Jim Ewing, who blamed rain opening day and fishing season beginning on Sunday. "Business was not in line with the quality of the show," he said.

Smiley Burnette, playing the Orpheum April 17 to 18, accompanied by Pala of West, pulled an "excellent" gross, Ewing said. "A milking contest for women on final night slayed them," he added, "there being more people outside than inside the theater."

Barron Ork Opens Strong in Buffalo; Grosses Going Up

BUFFALO.—With the advent of fine spring weather, vaudefilm houses expect attendance to increase accordingly.

The Buffalo opened week of April 26 to fine crowds, due to good publicity for picture, *Johnny Apollo*. Show, which is well rounded and includes some new talent, has D'Artega's house ensemble; Eight New Yorkers, a holdover; Vicente Gomez, concert guitarist, and Meyer Balsom and Gertrude Lutzi, vocalists. Gross is expected to reach \$14,000. For the week ended April 25, the Buffalo did only fair, but stayed well above average. *Strange Cargo* on the screen lacked the anticipated pulling power, drawing \$13,700, which is still good enough. House average is \$12,500. Show had D'Artega ensemble, the New Yorkers, Billy Blake and Gertrude Lutzi. Next attraction here is Wayne King show May 10 week.

The Century opened to excellent attendances with its first vaude attraction in several weeks. Blue Barron and band, featuring Russ Carlyle, Charlie Fischer and Three Blue Notes, should go over big, as they got their start some years ago at Buffalo's Colvin Gables ballroom. Advance promotion for the band was well planned, and included continuous playing of Barron music on a phonograph in the lobby for two weeks prior to the date. Vaude included Tito, Tiny Wolfe, Billy Wells and Four Fays, and Johnny Woods. Gross, according to Manager Richard Kemper, should be \$14,000 or more.

For the week ended April 25 the Century fell below anticipations with a rather slender \$5,500. Without vaude or a first-class picture, the gross was not too bad, however. Double bill had *Millonaire Flyboy* and *Son of the Navy*. No definite vaude bookings are on the Century schedule for the next month.

Ingape Ape Act Heads Okeh Bill

SPRINGFIELD, Mass.—Despite bad weather, the Coconut Grove Revue packed the Court Square Theater three days ended Saturday (20).

Feature was *Ingape and His Stolen Bride* act, which got good response. Also Russell and Christine, musical act; the Midshipmen, vocal sextet; Maude Hilton and June Hobart, comedians; Moriarty and Dell, dancers; Ray, Lou and Dunn, comedy acrobats, and a 10-girl line.

Picture, *Three Cheers for the Irish*.

Ray Kinney Orchestra and Fanchon & Marco show on the stage and *Dr. Cyclops* on the screen.

House averages \$18,000.

Sock Bill at Chi Should Draw 36Gs; Slow Start at S-L

CHICAGO.—Business was off last week at both State street vaudefilmers. At the Chicago, Ethel Shutta did not draw as expected, and the gross was a less-than-average \$33,000. The State-Lake, with a weak bill, failed to come up to its average weekly take, dropping somewhat below 12Gs.

For the current week the Chicago has started off well, playing to near-capacity audiences. The stage bill, with the Andrews Sisters, Red Skelton and Hattie McDaniel, has sock popular appeal, and the Jack Benny picture, *Buck Benny Rides Again*, should draw them in. Should hit around a satisfactory \$36,000.

Only fair business at the State-Lake on opening day, but business should build. Entertainment value of the show as a whole is low, but Godoy's publicity and Stanley Field's popularity among film fans may hold biz to a fair level. Will be lucky to hit \$12,000.

WLW Gang Big 16G At Lyric, Ind'polis

INDIANAPOLIS.—WLW Boone County Jamboree registered a terrific \$10,700 at Lyric Theater here for eight days ending Thursday (25), presenting five shows a day. Screen support was Zanabier, a weakie. House average is around \$9,000. Horace Heidt's Ork holds the house record with a \$17,884, made in seven days and six shows daily back in July, 1938.

Included in the Jamboree contingent were Lulu Belle and Skyland Scotty, Lary Jim Day, Lafe Barkness, Hal O'Halloran, Girls of the Golden West, Tex Owens, Helen Diller, Novelty Aces, Charley Dameron, Paul Arnold and Hugh Cross' Radio Pala, with Shug Fisher. Added turns were Faith Hope and Zingo, the Hollywood Horse, and the Wilson Family of hayloft dancers.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

PERRY WILSON—young legit actress now appearing with the American Actors' Co., experimental group. In an extremely difficult and badly written role in Paul Green's *Shroud My Body Down*, she showed an amazing ability to project varying moods, to see into even a highly muddled and obscure character and to offer a varied, sensitive, tremendously effective acting job under great difficulties. Has been in stock but has never appeared on Broadway—and so is also highly recommended to Broadway legit managers. One of the finest young talents in the theater.

For RECORDINGS

CHARLIE SPIVAK—ork leader who, after association as trumpet man with numerous top outfits, is now fronting a band of his own. One of the best bets around for platter pressing. Band in itself is good, delivering clean-cut, subdued sweet swing (the new trend), and Charlie's golden trumpet is in a class by itself. Neither hot nor corny, it's a beautifully toned, melodic horn. Spivak is to the trumpet what Tommy Dorsey is to the trombone.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

VIRGIL THE MAGICIAN, piloted by Henry Hudson Davis, winds up his season at the high school auditorium, Mayville, Ky., May 3. Virgil will vacation for six weeks, during which time he expects to finish two new illusions on which he has been working all winter. . . . **WORMALD THE MAGICIAN**, who reports success in Oklahoma schools, finishes up in that State this week to head eastward, with the possibility of making his headquarters in Chicago. . . . **PRINCESS ZEELLA**, mentalist, after concluding a four-week stand at Remler's Club Royale, Savannah, Ga., has joined the Mills Bros. Circus to work in the side show. . . . **BURGETTE THE MAGICIAN**, assisted by Mrs. Burgette and Rena Azzar, with A. O. Spitzer on the advance, brings his season to an end at the Paramount Theater, Fremont, O., May 11. Operating within a radius of 150 miles of Fremont, Burgette played 42 dates on the season. . . . **MAGIC HOBBY CLUB**, Columbus, O., celebrated its first anniversary, April 10, with a party and election of officers. Following were re-elected for a second term: Bob Nelson, president; Frank Knoderer, vice-pres.; Dr. Finsterwald, second vice-pres. and Bob Fillmore, secretary-treasurer. The club has arranged for parties for Blackstone and Dr. Tarbell, slated to play the town soon. . . . **GEORGE SARKIS** has returned to the field after a two-year absence and is now putting on two shows a week for the New York City Police Athletic League. . . . **DUKE MONTAGUE** has severed his connection with the Elwyn Spook Party and is back on the road with his own show, currently routed thru Colorado. . . . **L. E. SWALLOW**, lycium magish, is fooling the Utah school kids.

MILBOURNE CHRISTOPHER sailed on the S. S. Brazil April 19 for South America. . . . **HOWARD BROOKS** is back in New York after a visit to Canada. . . . **OLEN POPE** also is back in the Big Town after a lengthy absence. . . . **PETER CRICK**, who has gained an enviable reputation in England with his blindfold routine under the name of Paul Graham, has been called for service in the British Army. . . . **GEORGE MARQUIS**, who has recently perfected what he claims to be a foolproof version of the Hindu rope trick for outdoor consumption, tells us he'll premiere the nifty under commercial sponsorship in Dallas in October. . . . **JOAN BRANDON**, after winding up at the Billmore Bowl, Los Angeles, April 16, jumped to Portland, Ore., for a theater date. . . . **WILLIAM W. LORD**, mentalist, with the Ringling show in 1938, is doing club and school work in the Pacific Northwest. He was principal speaker at the annual banquet of the Olympia, Wash., Chamber of Commerce April 24. . . . **ON THE PROGRAM** at the SAM Ladies' Night festivities at the McAlpin Hotel, New York, April 15, were Bill Williston, emcee; Sam Horowitz, Milbourne Christopher, Charles Carter, the Redhills, Dell O'Dell, Misco, Bunin's Puppets and Al Baker's son-in-law. . . . **THE MAGIC EXHIBIT** at the Museum of the City of New York, arranged by John Mulholland and consisting of lithos, memorabilia, books and apparatus pertaining to magicians who have played New York, is an excellent layout and a "must" for visiting magi. . . . **THE GREAT DANTINI** has joined the Art Lewis Shows to present his magic on the midway. . . . **BILL BAIRD** winds up a fortnight stand at the South Bluff Country Club, Peru, Ill., May 1. During his stay there he was guest at a meeting of the Knights of the Ebony Wand, made up of magic enthusiasts in the Peru territory. . . . **MILE GERMAINE DE LA HOUSSAIRE** is a new comedy magician playing the New York area. She is a French society woman, formerly a painter and recently taking up magic as a profession. **CINCINNATI MAGICIANS** gathered at the Hippodrome Theater, Newport, Ky., Monday night, April 15, to catch the performance of the Great Raymond & Co. An all-night party at the Glenn Hotel, Newport, capped the event. Those who caught the Raymond performance say the old master hasn't lost any of his old whip. . . . **J. ELDER BLACKLEDGE** was a visitor at the magic desk April 13, after showing the night before at the Rubber Division of the National Chemists' Association in convention in Cincinnati.

Hirst Unit Review

Beef Trust Beauties

(Unit 26-B)

(Reviewed at Troc Theater, Philadelphia, Thursday Evening, April 25)

There's a nostalgic ring to the riot of fun brought in by this new unit. The comics have made standing space a premium, the house a sellout before curtain time when caught.

The biggest noise is the appearance of Billy Watson, for decades a great favorite with local fans, reviving his familiar Krensmeyer's Alley episode. The vet has with him another burly vet, Billy (Oregon) Spencer, along with his daughter, Ann Watson, and the Murphy Sisters, four fetching beef-trusters. It's the old Irishman and Dutchman crossfire of alley gossip. And while it pre-dates the dated material most burly comics use today, it all has a distinct flavoring of the good old days, and as such strikes home. This historic burly piece not only draws veteran burly fans but also a generous sprinkling of ladies.

Watson is spotted in the second act, giving the unit a two-shows-in-one character. Comics have it all to themselves for the first half as well, bringing Billy (Cheese 'n' Crackers) Hagan, ever a local fave, and Frank X. Silk, another who needs no introduction here. It's one long laugh between the two, altho the material and mannerisms are deep blue. Herbie Barris does yeoman duty in straight roles, sharing the assignment some with Denny Lyons, who gives raspy bary voice to the ballet bits for the most part.

Aileen Dale is the fem foil, with stripper Dot Darling sharing the talking lines.

Strippers three all do an unadulterated undress. Miss Darling, blond, is first on, also turning in neat tap for the opening Kingdom of Swing scene. Ballet scenes have the benefit of Ruth Cavanaugh, dancer, plenty smooth on spins and splits. Chorus of nine ponies and five show are adequate. However, production numbers are no standouts.

Bunny Mitchell, stately looker, tops the torso with auburn tresses, while Jeryl Dean, top billed, goes into a lackadaisical stage of undress.

It's a Frank Bryan production, scenes by Johnny Kane. Merrick Valinote provides the music.

Next unit in brings Noel Carter, Arlene Stewart, Hap Hyatt and Loony Lewis.
M. H. Orodener.

Midwest Unit Review

Road Show No. 36

(Reviewed at the Rialto, Chicago, Friday Afternoon, April 26)

Attendance was light at second performance, and show was not up to the standard of the last two companies playing here.

Red Marshall deserves mention for his ad libbing ability. He pulls some comic mugging on occasion, but material was very weak. Kenny Bronna and Jack Buckley's burlesque on unionism was the best of the comedy offering, but it would have been better without the trite business of ripping straw hats. Even a burlesque audience can get fed up with endless repetition. Another good bit, short but punchy, was the parade of characters singing different versions of the song, I'm Following You. The climax, of course, was a rather frightened milk-wagon nag, followed by Red with a shovel. Irving Benson could sell his pathos if his work weren't subordinated to that of his assistants. Jess Mack was the straight man.

Myrna Dean, a seductive stripper with plenty worth showing, did her work glamorously and got a big hand. Lorraine Carroll introduced her strip with a song, but her voice is too thin. Otherwise she offered a Mae West figure, sultry rhythms and a fetching wink. The other two strip acts, Ann Hendricks and Irma Voegel, had more to offer than strips. Hendricks, tall and thin, did commendably in a toe dance and ballet specialty. Voegel, very petite and always selling herself with her smile, surprised the audience with a very good soft-shoe tap.

Production was good, especially the number in which the girls carried Valentine hearts fitted with reflecting mirrors, which they aimed coquettishly into the eyes of the front-row patrons while they sang Who's That Knocking at My Heart? Norman Modell.

Bookings by Rosenberg

NEW YORK, April 27.—Phil Rosenberg's placements: Elmer Dade's Harlem On Parade unit for Union City, May 6, featuring Fess Williams' Band and including Dusty Fletcher, George Williams, Dewey Brown, Dollie Armenia, Margaret Watkins, Flash and Sunda, Myra Anderson, Pep and Pepper, Bill Green and 13 in the chorus.

Also for May 6, Rose LaRoe in Washington; Ann Corio, Newark; Lola DePee, Baltimore, and Noel Carter, Pittsburgh. Aloha, Jeryl Dean and Marlane for Boston, May 6, and Isabel Brown for Union City, April 28, and Boston, May 6.

April 25 openings have Rudy Horn in Boston and Amy Fong in Detroit. Local bookings comprise Georgia Sothorn and George Murray, April 26 at the Olety; Dick Richards, April 26, and Harry Levine, May 3, at the Eltinge, and Virginia Jones and Adra Cooper, April 26 at the Republic.

Raze Former Burly House

NEW YORK, April 27.—Gayety Theater, Coney Island, vacant for more than three years, is being razed to make way for an apartment house. The house was erected in 1892 and was in continuous operation until 1929. Richard Hyde and Louis C. Behman formerly operated it. In recent years the Gayety operated as a legit house producing Yiddish and Italian fare.

St. Louis Burly Out

ST. LOUIS, April 27.—Garrick Theater, playing Hirst Circuit units, closed for the summer yesterday.

Corio Best Paid Of Burly Names; Jaffe Optimistic

PITTSBURGH, April 27.—Burly business is up 18 per cent over last season, owner George Jaffe of the Casino revealed during conference with Izzy Hirst in town to help set the hotbox's bookings the next six weeks.

Planning to stay open until at least the second week of June, Jaffe informed that one reason for this theater's gain in a woman attendance almost 25 per cent of the total.

Best grosses in his 18-theater circuit, Hirst added, are Newark, Washington and the Philadelphia Troc, besides Pittsburgh.

Cost for the Casino units varies from \$1,100 to \$1,500 weekly. Chorines draw \$25.50, plus traveling, and principals get from \$50 to \$500, with a couple of stars pulling more than \$300. Top salary, Hirst stated, goes to Ann Corio.

His circuit can guarantee 35 to 40 weeks a season, with prospects for next year bright, Hirst claims, barring international complications. One reason for burly's popularity this year, Jaffe holds, is the increase in novelty acts. The Hirst chain employs approximately 500 performers this year.

Revision of the four-shows-a-day policy, plus short films, was discussed by Jaffe and Hirst, but no change will be made at present. Hirst's contention was that in cities showing two matinee shows at general admission prices and one nightly at an increased reserved scale grosses offset the loss in attendance. Casino policy is 25 cents and 40 cents, all seats unreserved.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

BERT CARR, comic, who shed his Hebrew makeup and dialect for a more nearly straight character upon advice of Izzy Hirst, is perfecting a musical electric apparatus he will use next season. Will apply for a patent. . . . **LUCILLE BAXTER** (Mrs. Bennie "Wop" Moore) convalescing at home in Oak Park, Ill., following a recent operation. . . . **MARIE COSTELLO**, showgirl with the Sachs-Kennedy show on the Hirst Circuit, used as strip principal in emergency cases, will emerge from the chorus next season as Marie Marr. . . . **OLGA BRACE**, thru Donna Davis, opened April 26 in Toronto on the Midwest Circuit, but under her new moniker, Lynn Sinclair. Other recent Davis Midwest Circuit bookings include Faith Arlington and Clay Lee. She also placed Dolores and Rosalind, dance team, for the Eltinge here, opening April 26. . . . **JOAN RYDELL**, of the Eltinge, who talks and sings in Spanish, having been brought up in South America, has taken up magic, which she will incorporate in her strip-tease specialty. Will call herself "The Vanishing-Gown Girl." UNO.

CHICAGO:

BOB FERGUSON and **MARY MURRAY** will open in Los Angeles after they finish their 35-week engagement on the Midwest Circuit in May. . . . **GLORIA GALE** closed on the Midwest Circuit at Toronto April 25. . . . **MAC DENNISON** opened in stock at the Palace, Buffalo, April 26. . . . **CHARLIE COUNTRY** returns May 3 to his old camping ground, the Rialto Theater, here. The Rialto will drop circuit shows next month and go stock over the summer. . . . **JOHN CRAWFORD**, who closed at the Roxy, Cleveland, last week, opened at the Grand Opera House, St. Louis, Friday (26). . . . **MARION MORGAN**, at the same theater the same week, makes it her finale on the Midwest Circuit. She is going to her home in Los Angeles, where she will open in stock at the Folies later in May. . . . **BILLY B. MACK** and **JUANITA BATES** open at the Capitol, San Francisco, May 3. . . . **RIALTO, CHICAGO**, has set for week of May 3 Charlie Country, Lou Black, George Schiller, Diane Shaw, Val Williams, Jess Chadwick and Lynn Sinclair.

FROM ALL AROUND:

BILLY (BOOB) REED, current at the Folies, Los Angeles, has just finished work in *The Million-Dollar Marriage*, RKO flicker starring Leon Errol, and is slated to do more RKO film work. . . .

CHARLIE KAY, juve with the Henry-Moore show, missed two shows last week to get rid of three abscessed teeth. . . . **MARJORIE ROYE** celebrated a birthday in Cleveland last week, with the Roxy cast tossing her a shindig. . . . **AL RIO** and wife, Dottie Wahl, stopped off at Grand Canyon, Ariz., last week en route to Los Angeles, where they opened at the Polies for the Dalton Brothers April 27. . . . **WALT COLLINS** opened Friday (19) at the Roxy, Cleveland, as house singer.

GRACIE BRIAN

What J. H. (JEFF) KEEN, of Philadelphia Daily News, Has To Say:

"Miss Gracie Brian at Fay's Theatre in Philadelphia brings us something from Europe that is new and colorful in Strip and Dance."

What MISS GRACIE BRIAN Has To Say:

"It's nice being in America where they have Freedom of the Dress."

WEEK OF MAY 3 GLOBE THEATRE

Boston, Mass. Midwest Circuit To Follow.

Direction: SAMMY CLARK

BERT CARR

Now working in natty clothes—cost make-up—no dialect and making 'em like it.

Thanks to IZZY HIRST A CHANGE FOR THE BETTER.

Detroit's Tenter Is Definitely On; May 5 Opening Set

DETROIT, April 27.—The 18-week season of dramatic stock under canvas, to be produced by the Veterans of Foreign Wars at Livernois and Kimbark avenues, is set to open Sunday, May 5.

Opposition to the show from local picture interests apparently did not materialize in strength when it was indicated that the tent show would draw largely from VFW members and would not affect any one theater seriously. The mayor's office instructed the license department to issue a permit as soon as compliance with fire regulations had been checked.

Opening production will be *The Little Cafe*, comedy-drama, interspersed with vaudeville between acts. Weekly change of bill is planned.

Staff includes Allan Miller, producer; William Maloney, stage manager; Norman Randolph, business manager; Johnny Murphy, publicity, and Dick Egan, boss canvasser.

Cast will include Dorothy Farley, leading woman; Ennio Conley, leading man, and Johnny Watson, Gertrude Winer, Mennette Oney, Douglas Morris, Milton Haskin and Betty Goodrich. Additional players will be drawn from dramatic stiffs of local radio stations.

Admission will be 10 to 40 cents, with one show a night. There will be a Saturday matinee for children only.

Ted North Players May Not Take Road

HOLLYWOOD, April 27.—With the signing of Ted North Jr. to a long-term contract by 20th Century-Fox, it seems that final has been written to the old and popular Ted North Players in Kansas and surrounding States. Both Sr. and Mrs. North came west from Wichita two months ago after closing last fall and going into the barn with no particular plans for the future.

Ted Jr. has been given the fastest "go" sign by the 20th Century-Fox studio of any young player in months, having been fronted for by Warner Baxter, who was a one-time member of the old North Bros. stock company. Young North's first film job is in *Young People*, latest Shirley Temple picture.

Ted Sr. has an offer to lecture in the Ripley Believe-It-or-Not Odditorium at the San Francisco fair this summer, and if he takes it it will mean his tent show won't take to the road this season.

Hunter-Pfeiffer End Partnership

CHURCH HILL, Md., April 27.—The Showboat Players, under the management of Charlie Hunter and Jack Pfeiffer, will not take to the road this season, Hunter announced here this week. Hunter and Pfeiffer launched the Showboat Players under canvas in 1937. That season was good, but 1938 and 1939 were very disappointing, so the boys decided to call it quits.

The outfit, which is stored here, will be divided and both boys will put out smaller shows, possibly in conjunction with motion pictures.

Deulah Adams (Mrs. Charlie Hunter), who entered Parrot Hospital, Kingston, N. C., in March suffering from pernicious anemia, has responded well to treatment, altho she's still under the doctor's care. She has decided to hang up her wardrobe permanently.

The Hunters celebrated their 23th wedding anniversary April 20 and were entertained by Mr. and Mrs. Harry Massey, of the Church Hill Motor Co., here. The Hunters have their trailer parked at the Massey race track in Church Hill and will remain here until the third week in May.

WANT

Colored Musicians, one A-1 Trumpet who can read and fake, First Chair Man, John Perry, answer, A-1 feature Blue Blazer. Must join on wire. State lowest salary; set on lot. Pay your wires, I pay mine. Address:

JIMMIE SIMPSON'S MINSTRELS

Charlottsville, Va., west April 23; Alexandria, Va., west May 6.

A. J. Barron Digs Up Old Names In Interesting Thesis on "Tom"

Peoria, Ill.

Editors *The Billboard*:

Can "Tom" be revived? Very probably, for a big reason—*Uncle Tom's Cabin* is not just a show or form of show, it's an institution. Its historical background, with its relation to a national issue in which it was a formidable factor, gives it a place in American life that cannot be supplanted. Such was the gist of the discussion on the Kitty among the veteran ones (Kitty was the "possum-belly" car that was our domicile with the Al W. Martin Show, 1902-'03). It was generally agreed that, as literature, *Uncle Tom's Cabin* was not a great book, but that it was so distinctively American that its presentation would prosper, tho possibly in cycles, far beyond the life of any of us. We did not dream then of the super-movies dealing with various phases of America's development that were to come and so convincingly substantiate the box-office wisdom of giving the public, in good production form, a story dealing intimately with our national life. Who knows but that this is a propitious time to revive "Tom"?

I joined the Martin show in the fall of 1902. I was a windjammer with a good embouchure (and appetite), just fresh from a grift show (that did not redlight its musicians) and at that impressionable age which records persons and incidents with considerable accuracy. Looking over the personnel for that season, we find Frank Leo as Tom, and a good one. In a subsequent season he was supplanted abruptly and unceremoniously for reasons best known to himself and the management. Woody Van doubled Phineas and Legree—and brass. Everybody knew Woody Van (as well as Billy and Billy B.). George W. (Polly) Parks was an outstanding Marks. Florence Ackerman, who loved "that drip coffee we used to get in New Orleans," did a clever Topsy. The Dallman children (child labor laws seldom applied in those days) alternated as Eva. Their mother accompanied them. Homer Barton was St. Clair. Ass Cummings (now long deceased), stage carpenter, doubled Skeggs and Haley. Bobby Broillet was George Shelby. I do not recall the Eliza or George Harris of that season. I have a clear picture of Mrs. St. Clair (thus addressed in the show) but cannot recall the name, nor that of Casey. Sambo and Quimbo were colored. Of the musicians, Tom Bryn (siddle and baritone) later had the orchestra on

the Al G. Field show. By the way, what ever became of Joe Norton and Steve?

A brief season under canvas in the summer of 1903 was uneventful except for a clem on a Chicago lot. Billy Mason's street corner of that season reminded one of the old Gene Wack. In 1903-'04 Dick Barker was stage director, doubling Legree, and a rather dramatic Legree. I do not recall that Barker and Charles Langstaff were "with it" simultaneously, but I do remember that Langstaff was one of the ablest stage directors I ever saw and that he knew a lot of Tom. Julius Backman, orchestra director, is now in Rochester, N. Y., my own native town. Johnny Reilly, clever hoop juggler, headed the parade that season as drum major. "Pop" Daniels, second fiddler and alto, and his son, Harry, bass player, of Pittsfield, Mass., had trouped with John L. Sullivan as Simon Legree (thus billed in huge letters). It is not generally known that the ex-heavyweight king—the Old Gladiator, the Boston Strong Boy, the Old Roman, the Champion of Champions (yours truly and always on the level)—was once the hard-fisted Legree, for which role, of course, he was supremely equipped physically.

Thru negotiations with Woody Van—peace to his ashes—I returned to the show in 1907. I regarded Dave Boyer's Marks and Guy Kibbee's St. Clair as the outstanding delineations of that season. Boyer coached me in George Shelby, in which he could see, if not a juicy part, at least an impressive bit I shared his—their—dressing room. "Their" is meaningful, the other being Kibbee. Yes, the Guy Kibbee whose name now appears in big lights for the movie fans. Another of the "Tom" people to reach the heights. I cannot forget the fine work of Mrs. Sutliff in Topsy. Where's Elmer? I know of no person being in Tom longer than Elmer Sutliff. The season of 1907-'08 was the depression season. We were not obliged to see scrip, but the show closed early at East Liberty, Pa. Let me say, in passing, that Eddie Martin was referred to as "Minister Plenipotentiary of the Side Show" in *The Stake-and-Chain News*, a publication for the people of the circus. Among my treasured possessions is a copy of that finely composed sheet.

Hoping this may be read with warmth by some oldtimer, and hopefully by many, and that I haven't rattled a single skeleton, I remain, yours sincerely,

ARMAND J. BARRON.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Smiths Contest Ejection From Ross Show, But Lose

ALBUQUERQUE, N. M., April 27.—Two former contestants in the Hal J. Ross Derby show here were denied damages in District Court after alleging they were restrained from continuing in the show. Billy Smith and wife, Mickey La Delle, testified that Mr. and Mrs. Jack Sells, attendants, kept them from the floor. Contest officials testified that Smith was too tired to continue and insisted on leaving the contest.

In his decision, Judge Bryan O. Johnson held that no question of law was involved, as the plaintiffs had no contract. The court could not become a floor judge in any dispute, he said.

In the running at the 384-hour mark were Sammy Allen and Pat Gallagher, Billy Steele and Maxine Lang, Lee Sullivan and Marge Clark, Gordon Haring and Jean Long, Johnnie Crowder and Roma Terry, Johnny Reed and Chad Alvin, Hughie Hendrixson and Rella Finney, Mario Alessandro and Margie Van Raam, Bobby Sells and Buttons Slaven, Joe Nalty and Gloria Wear, Harry Hamby and Helen Tyne, Johnny Makar and Opal Perdig and Jack Kelley and Bessie Young. Mack McCluskey and Tommy Loring are solos.

C. J. MIEZALA, better known as Cass Miller, inks that he would like to read some notes here on his walkathon friends.

ED MILLER, inks from Sparrows Point,

Rep Ripples

TOM (WILD CAT) AYTON is still warning the lobby chairs in that Ninth and Vine street hotel in Cincinnati, waiting for the outdoor show weather to break. . . . THE CRAWFORDS have added a 16mm. picture outfit to their trick, and report business fair in Western Ontario. . . . ORIFF AND HI recently renewed acquaintances with Page and Kuhn in Knoxville, and George Barlett and Jerry Meschum, of the Hillroy Comedians, also stopped off for a visit with Page and Kuhn while jumping thru town recently. . . . BILLY SHARP, out of the business the last four years, now has a dance studio in San Antonio. . . . COSTA PLAYERS, four people unit, are one-nighting it thru Ontario with E. P. Hannan's *The Ghost of All Fads*. . . . BALLOU'S Vaude and Picture Show recently closed its season of halls and schools in Lane County, Ore. Business was fair. . . . WORD FROM Hillroy's Comedians has it that the show has been enjoying bang-up business since cracking the season April 8 at Tifton, Ga. Pull houses nightly have been the rule, with several stands bringing turn-away crowds. . . . FRANK CAGGAN, after four months on Station WFBO with the Vim Herb Hi Neighbor program, has rejoined his old partner, Dan Rigo, to produce 16mm. local movies. They're currently in Greenville, S. C. . . . FLOYD WINTERS opened with his novelty turn on the "Seabee" Hayworth North Carolina circle April 29. . . . "SEABEE HAYWORTH" typewrites from Goldsboro, N. C.: "Caught Winstead's Minstrels at Newbern, N. C. It's one of the best colored minstrels I've seen in years. His use of eight high-yallors would put the average chorus to shame with its rhythm and precision. And they're powerful on looks, too. Show has a swell top, big stage and good rolling stock. They played to around 1,500 people, two-thirds white, when I caught the copy, with easily 500 more trying to get in. It looks as tho it may be a good season for the tent boys."

HY HEATH, veteran tab and rep comedian and producer, for the last 18 months engaged in songwriting in Hollywood, inks that *The Little Red Fox* song, on which he collaborated, won the ASCAP award for the first quarter of 1940. The most important factor, he typewrites, was that a check for \$25 cartwheels accompanied the award certificate. The Fat One says, too, that he's feeling fit again after ailing for the last two months. . . . DONALD MARLOWE, juve lead, now playing clubs in Cleveland, rejoins the Ralph Shaddock Players in Pennsylvania this month. The Shaddock troupe closed recently, due to a fire which destroyed props and sets.

FRED HORLOW was a recent visitor at Mr. and Mrs. Clyde J. White's place at South Boston, Va. The Whites, incidentally, are sporting a new Chev. . . . PEARKE AND GRIFFIN, tumbling turn, worked as added attraction with "Seabee" Hayworth's North Carolina circle last week. . . . NOXIE TUCKER, manager for the Gene Atasin tent, Models and Melodies, has been in the show's quarters at Cadwellville, Tex., the last three weeks, looking after repairs and getting the show in order for an early opening. According to reports, show will this season carry a cast of 35 performers, with a crew of 24.

HERRIN, Ill., April 27.—H. Kay Lewis' *Hollywood Varieties* is now on the Rodgers Circuit in Illinois and will soon invade Indiana and Ohio. Business has been good since the unit opened its season in New Orleans January 1, Lewis reports.

The Lewis troupe recently played the new auditorium at Barksdale Field, Shreveport, La., America's second largest aviation base, showing to more than 3,000 people in three one-hour performances, according to Manager Lewis.

WANTED

First-class Mental and Magic Act that can do something besides kid stuff for first-class Picture Show under canvas. Only act and must be a feature. Prefer Team with Trailer. Wife for tickets. Salary sure until middle of November, so make it reasonable. Tickets set unless well secured. Write and state all. Join on wire. Bobby McLean, wire.

TEXT SHOW, McEwen, Tenn., all week.

Roadshowmen Can Show Films Same Day Pictures Are Taken

Home processing enables operators to save time in offering local newsreels and short subjects—equipment is offered at low prices

SOMERVILLE, N. J., April 27.—More and more roadshowmen are shooting local newsreels and short subjects to supplement regular programs and increase attendance at their shows. Those operating in sections not served by rapid film processing firms are doing the work themselves, as are others who want the films ready for showing two or three hours after the shots are made. That the field of cameraman-finisher-operator is growing was revealed by Stanley Tompkins, who has been associated with the film processing field since 1920, when he was with one of the largest film research libraries in the United States.

Film Costs Down

Cost of 16mm. film has gradually been reduced until at present films for outdoor shots are offered for approximately \$2.50 per 100 feet and a better grade for shooting indoor pictures may be bought for \$4.50. These prices include processing. Roadshowmen in out-of-the-way sections who cannot rush exposed films to a laboratory and have them returned for showing within 96 hours are finding it comparatively easy to process their own films. Operators who want to give their audiences fast service on local newsreels are setting up darkrooms in basements, backs of stores and even in the kitchens and bathrooms of their homes in order to be able to shoot scenes in the forenoon and have them on the screen late that afternoon or night. Those doing this work are buying films that cost between \$1 and \$3 per 100 feet, depending on the type of stock and whether the pictures are to be taken outdoors or indoors or both.

Developing may be done by almost anyone who can follow instructions and is willing to study the finished product in order to produce better pictures as the work continues. While a darkroom equipped with red or green safety lights, according to the type of film used, is necessary for the first two steps of the process, the remaining steps may be followed in any kind of light, except direct sunlight. Developing equipment, consisting of a spiral reel and round flat tank, is available to the roadshowman. This costs between \$30 and \$50 but is not absolutely necessary, as a wooden drum revolving in a metal tank can be easily constructed and will give good results. The sets on the market generally handle 100-foot lengths of film, and each batch must be carried thru to completion before the next lot is processed. While Tompkins has his own laboratory and tanks, his device for drying films is made from three 20-inch bicycle wheels with wooden strips, 3/4 by 1 inch, bolted thru the rims. The strips are five inches apart and the capacity of this device is several hundred feet of film.

Similar Film Exposures

Roadshowman planning to process their own films for the first time should take special care in shooting this length. Since all exposures on the reel are to be

developed in the same solution at the same temperature for the same length of time, the shots, as near as possible, should be made under the same conditions.

The first step in processing film, Tompkins says, is to develop the exposed film by immersing it in a solution containing metal, 125 grains; sodium sulphite, 14 ounces; hydroquinone, 2 1/4 ounces; sodium carbonate, 10 ounces; potassium bromide, 1/2 ounce; potassium thiocyanate, 2 1/2 ounces; water, 2 gallons. This gives enough solution to process 100 feet of film. This step is generally referred to as developing for a negative. Safety lights are necessary.

The next step is to dissolve the metallic silver which forms the negative image. This leaves the plain gelatine in which the silver was suspended, plus the unexposed and undeveloped emulsion that is ordinarily fixed out when making a straight negative. Up to this point the work must be done in a darkened room and only safety lights of red for verichrome and green for panchromatic film can be used. Red light cannot be used for panchromatic film or green for verichrome.

Light Can Be Saved

From this point on the operator is able to watch the processing with ordinary lighting or indirect daylight. Step three is to destroy the color of the dissolving solution. Since potassium bichromate was used, the film will be orange. It must be bleached by washing it in a solution containing potassium bichromate, 1 1/2 ounces; sulphuric acid, 2 1/2 ounces; water, 2 gallons. Acid is added last in mixing.

Following the bleaching, the positive appears. It shows the tones of the original subject as they were; that is, the whites are white, the blacks are black, and the intermediate tones take on their true value. Turning the image black with a solution of sodium hydrosulphite, 2 1/2 ounces; sodium bisulphite, 2 ounces, and water, 2 gallons, is the next step. It is followed by fixing in a wash which contains hypo, 4 pounds; water, 2 gallons. The hardening solution contains potassium alum, 4 ounces; sodium sulphite, 4 ounces; acetic acid, 28 per cent, 12 ounces; water 20 ounces.

Intermediate Washes Needed

Film is run thru clear water washes between each step and given a final wash of 10 minutes, which makes it necessary for an operator to have an ample supply of running water available.

Tompkins says that films treated with a good fixing and hardening solution, as in step five, will stand a lot of hard wear—except that of a dirty gate, which will harm any film. He gives his films a laquer treatment, but for ordinary use this is not necessary, he says.

Tompkins suggests that roadshowmen, when buying raw film for shooting their own pictures, should specify positive film or single coated films which are designed especially for reversal, the combining of the two actions on one film as just discussed. Many of the films on the market are not adaptable to this work because the negative is double coated, which requires a very high-powered lamp to give even average projection.

While 16mm. film can be used for blow-ups, Tompkins suggests that roadshowmen use a still camera for making shots for lobby displays. When an exceptionally clear negative is found on the reel, it can be blown up. Shots made with a still camera can be sufficiently enlarged to provide a flashy and eye-catching lobby exhibit. He has made 8 by 10-inch enlargements that were made into newspaper cuts with a satisfying degree of success, but, he adds these negatives were of exceptional quality.

Danville Prepares For Merchant Show Season of 6 Mos.

DANVILLE, Ill., April 27.—Roadshowmen in this section were reported today preparing for the biggest free merchant show season in years. The initial program will be given at Kingman, Ind., May 1 and the season is expected to end about October 1. Attendances are expected to range from 1,000 to 1,400 nightly.

Movies are shown in small theaterless communities under the sponsorship of local merchants. Tickets are sold to storekeepers, who in turn distribute them among their customers, or the merchants pay a flat fee and open the show to all. Place of showing is designated by the sponsors, who pay for advertising and electricity. Jack Butler, a roadshowman operating a circuit of seven spots weekly and filling in Sunday with a park date, said service includes slides for the merchants, projector, operator and a different program each week. Contracts are signed months in advance of the play date.

Butler operates the Butler Movie Service and soon begins his ninth consecutive year on the road.

Engineer Praises 16MM. Economies

ATLANTIC CITY, April 27.—John A. Maurer, of the Berndt-Maurer Corp., speaking Tuesday (23) at the 46th annual convention of the Society of Motion Picture Engineers here, pointed out the growing use of 16mm. motion pictures in the commercial field. Using film subjects to illustrate his talk, Maurer declared that the advantages of 16mm. films in terms of simplicity, portability and freedom from fire risk have led to economies that have been decisive in opening up vast new fields for motion pictures in industrial applications.

Additional talks on 16mm. films were delivered by L. Thompson, of the Calvin Co.; D. R. Canady, of Canady Sound Appliance Co.; J. F. Clemenger and F. C. Wood, of Sound Masters, Inc.; E. A. Betram, of DeLuxe Laboratories, and D. B. Joy and W. W. Lowler, of National Carbon Co. These dealt with commercial and professional applications of 16mm. films, as well as with laboratory production and the use of high-intensity carbon arcs for projection.

REVIEW OF RECORDS

(Continued from page 14)

clarinet, saxophone and cornet, which standardized his Pennies platters of old.

LOUIS ARMSTRONG has two sides tailored for his trumpeting and raspy vocalizing, making a dandy Decca item with Harlem Stomp and You're Got Me Woodoo'd. SONNY DUNHAM, as proficient on the trombone as he is on the trumpet, again scrapes the ceiling with his high notes on Memories of You and Blue Skies for a Varsity doubling.

More Boy Meets Horn

REX STEWART, Duke Ellington's trumpet ace, surrounds himself with a small band on Vocalion to demonstrate his instrumental virtuosity on "Fat Stuff" Serenade, which makes up for the mediocracy of the mating music. I'll Come Back for More. And in passing, there are two DUKE ELLINGTON items worthy of much consideration, offering new but not better versions of Solitude and Mood Indigo for a Columbia label, and for Victor, Duke's jungle jazz played the way you want it played, Ko-Ko and Congo Brown. It's Duke at his best when his hot horns unfold those rare shades of tonal and orchestral colors rarely achieved by any other orchestra.

ERSKINE HAWKINS, on Bluebird, tips his hat to the Duke, fashioning a fast swing affair in the Ellington pattern to show-case his own trumpet patterns, and appropriately titled Gabriel Meets the Duke. The swing is subdued for the mated music, offering a Whispering Grass ballad.

CLYDE MCCOY, master of another school of trumpet playing characterized by the plunger and wah-wah mutes and cups, makes his infrequent impression

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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 publisher's office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 52 MAY 4, 1940 No. 18

on wax for Decca, highlighting his horn for I Found You, Loved You, Lost You and in a marching tempo, You're the One. JOHNNY MCGEE, devoted to the same brand of trumpet playing, gives Varsity a goodie in Somebody Stole My Go!, sharing the label with an inferior rendition of I Surrender, Dear by FRANKIE TRUMBACHER. And since the mention of Clyde McCoy invariably brings his Sugar Blues to the fore, ELLA FITZGERALD gives that famous trumpet piece vocal color in her standard swing style, making it a worthy Decca item with imagination.

SHOW TALKIES
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THE BIGGEST THING IN THE AMUSEMENT WORLD TO-DAY. \$1,000.00 and More Clear in 15-20 Weeks. Portable Sound Equipments — Weekly Programs Routed — Reasonable Rates — Join Up With the Most Progressive Organization in the Business — In the Movie Business Since 1908 — WE SERVE THE NATION.

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711 Stauber Bldg., Chicago, Ill., Now Open.
1112 Midland Bldg., Kansas City, Mo.

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Cash Price \$159.00 Terms
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OTTO MARRACH, 630 8th Ave., New York City

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by KEVIN BRENNAN, 188 City Tavernette Building, Pitt Street, Sydney, Australia. Office of THE BILLBOARD.

The Final Curtain

AHEARN—Charles A., 54, odd-time vaudeville and burlesque performer, April 26 at Bellevue Hospital, New York, of tuberculosis. He had played vaudeville for 30 years as a stunt bicycle rider and also at the head of a tramp band in burlesque. While in burlesque he played the Columbia Wheel. His vaude act was known as "Charles A. Ahearn and his Millionaires." Ahearn also played in musical comedies, having appeared in a Gertrude Hoffman production and in Anna Held's *Jubilee*. He leaves his mother, two sisters and a brother in Wallingford, Conn. Buried under the auspices of the Will Rogers Memorial Fund at Kensico Cemetery, Westchester, N. Y.

AVERY—Juanita, 20, featured singer with Walter Barnes' Orchestra, and one of the nine members of the band who perished in the fire which destroyed the Rhythm Night Club, Natchez, Miss., April 23.

BAILEY—Charles L., 42, sales manager for Station WHP, instantly at his home in Harrisburg, Pa., April 15 of accidental gunshot wounds.

BARNES—Walter, 33, well-known colored Chicago band leader, burned to death in a fire at the Rhythm Night Club, Natchez, Miss., April 23, in which eight other members of his band and over 200 dance attendants also perished. Barnes organized his band 10 years ago and was an exponent of the Chicago style of jazz. He had played at the Savoy Ballroom and Apollo Theater in New York. Only five members of the band escaped. Survived by his widow, Dorothy, of Chicago.

BAUER—Stephen, 60, operator of Bauer's Recreation Parlors and Alleys and former Wisconsin exhibitor, April 20 in Milwaukee. Bauer at one time operated the Roxy, Atlas, Roosevelt, Vixen, Venus and Avenue theaters, Milwaukee, and the Majestic, Plymouth, Wis., and was also associated with Chaffee W. Trampe in operation of Film Service, Inc. He was business manager of the former Motion Picture Theater Owners of Wisconsin and Upper Michigan. Survived by his widow, a daughter, a son, three brothers and two sisters.

BEALL—Hattie, 52, burlesque performer for the past 20 years, April 23 at her home in Brooklyn of a heart ailment. She had also played dramatic stock and vaudeville, and had been with Sam Howe, the Minakys and Hurlig & Beamon. She leaves a daughter, Mrs. Leonore Kidwell. Buried at Evergreen Cemetery, Ridgewood, L. I.

BINKERD—George, 79, formerly with the old Col. B. E. Wallace Circus, in a Wabash, Ind., hospital, April 11, after amputation of a leg. Survived by his widow and four sons, Von, George, Justus and Mark, all of whom for many years were drivers with the American Circus Corp. Interment in Wabash April 14.

BRINKLEY—Grace, 35, musical comedy actress and wife of Joseph T. P. Sullivan, attorney, April 20 in New York.

CANGELISI—Mrs. Marie, 28, night club performer, killed when hit by a taxi in New York April 19. She leaves her husband, Salvatore, who was with her at the time of the accident, but escaped injury.

COLLES—James, musician in Walter Barnes' Orchestra, in the fire which de-

stroyed the Rhythm Night Club, Natchez, Miss., April 23.

IN LOVING MEMORY OF
Mrs. G. C. Crowley
WHO PASSED AWAY
APRIL 23, 1939
PERSONNEL OF
CROWLEY'S UNITED SHOWS

DEEMER—James H., 77, former superintendent of Iowa State Fair for 30 years, in Iowa Lutheran Hospital, Des Moines, April 17 after three months' illness. He went to Des Moines 50 years ago from West Liberty, Ia., and served as superintendent of Iowa State Fair from 1891 until his retirement in 1921. Survived by two sons, Erwin, Des Moines, and Edward, St. Paul, superintendent of Minnesota State Fair. Services in Des Moines April 19.

IN LOVING MEMORY OF
MRS. G. C. CROWLEY
Who Passed Away April 23rd, 1939.
Daughter, **GEORGIANNA**, and
C. C. CROWLEY

EMERY—Edward Shepler, 64, who operated the Royal Theater, Mansfield, O., until 1925, April 14 at his home in that city after a lingering illness. He had also operated the Emery Poster Co. in that city for many years, disposing of the business in 1923 to the Sammons Advertising Co. His widow, Grace, and three daughters survive. Services at the residence, with burial in Memorial Park, Mansfield.

IN LOVING MEMORY OF
GENE DE KOS
Who Died May 6, 1934
IRENE

EUBELE—Mrs. Mary, mother of Cleo LaPrey, burlesque dancer, March 29 at her home in Chicago of a heart ailment. Survived by two other daughters, Blanche and Alice, and a son, Henry Jr. Burial in Oakwood Cemetery, Chicago.

EVANS—Mrs. Yolande, 27, theatrical agent, suddenly April 14 at her home in New York.

FERGUSON—Dave, drummer in Happy Pelton's Band, of injuries sustained in an automobile accident while en route from Reading, Pa., to Bradford, Pa., April 15. He was formerly with Will Osborne's Band. He leaves his wife, Eleanor. Burial in New Haven, Conn.

PINNEOAN—John A., 61, tenor soloist who had made concert tours and had appeared with Victor Herbert, of a heart ailment April 12 at Jackson Heights, L. I., N. Y. For nearly 35 years Pinneogan had been soloist at St. Patrick's Cathedral, New York. Survived by his widow, Mrs. Julia Pinneogan, and a daughter, Florence.

FORDE—Florrie, 65, former music hall favorite, who introduced and popularized the song hit, *Tipperary*, suddenly in Aberdeen, Scotland, April 18. She had been entertaining patients at the naval hospital there when stricken. She also popularized *Pack Up Your Troubles and Down by the Old Mill* and *Bush*, and had appeared in command performances a few years ago.

GARNELLA—Mrs. Florence M. (Maud), 71, retired actress, April 12 at her home in Coldwater, Mich., after a long illness. She began a long and successful stage career at an early age, and in 1890, as Flo Harris, played the lead in *Peach Blossoms*, and subsequently appeared in other hit productions under the direction of Cecil B. DeMille, father of the present Hollywood director-producer. She had been in shows for Sol Smith Russell and appeared with such stars of her time as Pete Daly and May Irwin. Later she married Richard Walker Garnella, of the Garnella Brothers, one of the best known two-man acrobatic acts of its time. With her husband she appeared with such stars as Weber and Fields, Lillian Russell and

others. They appeared in vaudeville as the Garnellas until Garnella's death in 1914. She then worked six years with her daughter, Naomi, as Garnella and Harris. After retiring in 1930 she worked seven years for Western Union in Chicago. Deceased was a member of St. Mark's Episcopal Church and Eastern Star. Survived by her daughter, Naomi, who with her husband, Jack Healy, are known as Healy and Garnella. Services in Coldwater April 15, with burial in Oak Grove Cemetery there.

HALE—J. Robert, 65, veteran British stage actor, April 18 at his home in Maldenhead, Berkshire, England. His first stage appearance, when 17, was made at the Theater Royal, Weymouth, England, in *Mr. Berner of New York*. The same year he made his London debut, as Jack, the circus clown, in *Hoop La*. The next 10 years he toured in stock. After returning to London to play in *The Medal and the Maid*, he joined the Gaiety Company and appeared in several plays. He next was seen in the revue *Everybody's Doing It*, his greatest success, which ran for 12 months. Some of his other roles were in *Eightpence a Mile*, *Keep Smiling*, *Not Likely*, *Sons o' Guns*, *The One Girl* and *Shall We Reverse?* In January, 1930, he toured in *I Can Take It*. He acted in a number of motion pictures during the past four years. His two children, Binnie and Sonnie, are London performers.

HERTZLER—K. Luella, organist, April 11 at her home in Lancaster, Pa., of a complication of diseases after an illness of four years. Her mother survives.

HESS—Gabriel L., 50, attorney for the Motion Picture Producers and Distributors of America, Inc., April 13 at his home in New York. Hess had been associated with Paramount Pictures Distribution Corp. and Goldwyn Pictures and was an expert on legal matters affecting the film industry. He leaves his wife, Linda Watkins Hess, an actress who had appeared on the screen and in Broadway plays, and a son, Adam. Other survivors are two children by his first marriage, Mrs. Elizabeth Hess Wolff and Thomas Hess.

In Remembrance of Your Birthday

Dear Julia: I miss you so, so much, I remember you on your birthday as I always have in the past and I hope and pray there is peace in heaven for you always. We all loved you so much and always will. Our hearts ache for you, Dear Julia.
Your boys, Kenneth, Jimmie, Leslie and Dad,
RAY E. HIGHSMITH.

HUBBER—Jack, Scotch Plains, N. J., amusee wonder of Dick Miller's side show with the Mighty Monarch Shows, in an Esloy, S. C., hospital recently of pneumonia, which developed from internal injuries sustained in an auto accident. A sister, Mrs. Alice Rush, resides in New Jersey.

INMAN—Charles, 70, retired New England manager of Trans-Radio News Service, April 19 in Boston of a heart ailment. He had retired four years ago. He leaves a daughter, a son and a brother.

JARVIS—Van Zandt, 67, banker and cattleman and one of the founders of Southwestern Exposition and Fat Stock Show and Rodeo, Fort Worth, Tex., and president of the show since 1922, found dead in his automobile at his ranch near Fort Worth April 17, death having been due to a heart ailment. Success of the exposition since its inception in 1896 was attributed largely to Jarvis' work. He had been mayor six years, a city councilman 10 years, president of West Texas Chamber of Commerce, Fort Worth Chamber of Commerce and Texas Short-horn Breeders' Association and chairman of trustees of Texas Christian University. Services April 18, with burial in East Oakwood Cemetery, Fort Worth. Survived by his widow, three daughters, a son, two sisters and a brother.

JUSTICE—Gaylord, 25, former truck driver with the Art B. Thomas Shows, in Roslyn, S. D., March 21. Survived by his widow, Myrtle, of Roslyn, and his parents, of Bee Heights, S. D.

LACIAR—Mrs. Lillian Robinson, wife of Samuel L. Laciari, music editor and critic for *The Philadelphia Evening Public Ledger*, April 18 in a sanitarium near Philadelphia, where she had been seeking recovery from a heart ailment. Mrs. Laciari was also active in Philadelphia musical circles.

MCDONALD—Mrs. Opal, 36, secretary to John Roy, manager of the Rainbow

Room, New York, of a fractured skull April 18 in New York Hospital, New York.

MEREDITH—Mrs. Helen Derby, 34, divorced wife of Burgess Meredith, actor, suddenly April 13 at her home in New York.

MILES—Mrs. Anita Hendrie, 72, actress and scenario writer of early silent pictures, April 15 at her home in Brooklyn.

NELSON—Mrs. Peggy, wife of Myla Nelson, of Hilderbrand's United Shows No. 1 Unit, recently after a two years' illness. Burial in the family plot, Olympia, Wash., April 21.

O'DOWD—Mrs. J. M., 52, former professional pianist and organist, known by her maiden name, Vera Wilson, and wife of J. M. O'Dowd, co-publisher of *The Morning News*, Florence, S. C., in Saunders Memorial Hospital, that city, April 7 after seven weeks' illness. Survived by her husband; two children, Betty and Jack; two sisters, Mrs. Beatrice Lower and Mrs. Ernest Chadwick, and a brother, David. Church services in Florence April 9, with interment in Mount Hope Cemetery there.

O'NEILL—Joseph J., 61, former widely known New York newspaper reporter and for the past five years feature writer and member of the public relations staff at Warner Bros. Hollywood studios, in a Los Angeles sanitarium April 17 of a heart ailment. He had been ill five months. Born in Philadelphia, he joined the staff of the old *Philadelphia Press*, where his writings on the Harry K. Thaw trial brought him distinction. In 1911 he joined *The New York World*, where he remained until 1922, when he became publicity representative of Will H. Hays, president of the Motion Picture Producers and Distributors. He went to Hollywood in 1927, and at various times had been a reporter and copyreader for *The Los Angeles Examiner* and *The San Francisco Examiner*. His only survivor is a half-sister, of Newark, N. J. Services in Hollywood April 19, with burial in Calvary Cemetery, Los Angeles.

OWENS—Alice Maude, 48, former actress, of pneumonia at Fairmount Hospital, Oakland, Calif., April 10. She and her husband, Walter (Clancy) Owens, were formerly known as the team Owens and Knight. Her husband is a burlesque comedian on the Pacific Coast. Body was cremated at Cypress Lawn Cemetery, San Francisco, April 12.

PERMENE—Charles C., 51, retired vaudeville performer and at one time considered one of the country's best concertina players, April 23 at Milford, Mass. He was the son of the late Henri Permane, prominent trapeze artist. He leaves his wife, a son and daughter.

PORTER—Clarence, one of the nine musicians of Walter Barnes' Orchestra, who died in the Rhythm Night Club fire, Natchez, Miss., April 23.

RANOUS—Rodney, 54, stage actor, April 23 at his home in Chicago. Starting with the People's Theater, Chicago, he played stock in various other theaters. In 1920, he and his wife organized a stock company at the Wilson Avenue Theater, Chicago. In 1922, he played the lead in *The Hat* on Broadway. Survived by his widow, Marie, who is active in radio drama; a sister, Lyell Ranous, and a stepdaughter, Tanyah Corday.

REED—John Jr., member of Walter Barnes' Orchestra, burned to death with eight other members of the band at the Rhythm Night Club, Natchez, Miss., April 23.

ROBERTS—Calvin, Chicago musician and member of Walter Barnes' Orchestra, burned to death April 23 in the fire at the Rhythm Night Club, Natchez, Miss.

ROMAGOSA—Dr. Sebastian B., 62, father of Sebastian B. Jr., veteran outdoor showman and operator of the Casino Arcade, Wildwood, N. J., April 18 at his home in Philadelphia. Survived by his widow and another son.

SANBORN—J. A. (Red), years ago with the old Lemon Bros. Circus and later with the John Robinson Circus, at his home in Richmond, Va., April 17. For the past 40 years he had worked on various Southern farm periodicals. Survived by his widow, Beale.

SAVAGE—James Sr., 78, former Buffalo theater operator, at his home in that city April 16. Survived by a son, James Jr., owner and operator of the Conso Tavern, Buffalo. Services and burial in Buffalo April 19.

SCOTT—Russell, musician, and one of the nine members of Walter Barnes' Orchestra who died in the fire which destroyed the Rhythm Night Club, Natchez, Miss., April 23.

SELDEN—Jack H., 22, magician and member of the Society of American Magicians, April 13 at Lynn, Mass. He was

(See FINAL CURTAIN on page 32)

Mme. Luisa Tetrazzini

Mme. Luisa Tetrazzini, 65, famed soprano whose voice and popularity ranked with the greatest, died April 28 in a Milan, Italy, hospital, where she was being treated after having suffered a cerebral hemorrhage.

Mme. Tetrazzini, who shared the spotlight with such greats as Caruso and Melba, was born in Florence, Italy. She studied music under Sigismond Cecherini at Milan and made her operatic debut in the role of Ines in Meyerbeer's *L'Africaine* when 16. She scored triumphs throughout Italy, South America, Lisbon, London and many other cities. Her first appearance in this country was with the Metropolitan Opera Co. in New York in 1908 as Violetta in *La Traviata*.

In 1932, many years after she had attained the peak of success, she made a come-back tour thru the United States. Altho she was said to have earned more than \$5,000,000 during her long career, she had been living in comparative poverty in recent years.

She was married twice, first to J. G. Bazelli, an Italian tenor, then to Pietro Vernati. Her last public appearance was in January, 1938, when she broadcast over a Milan radio station.

Cold Mars Hunt Bow

Attendance decidedly off at two-day engagement in Trenton, N. J.

TRENTON, N. J., April 27.—Hunt's Three-Ring Circus (formerly Eddy Bros.) moved to Lambertville, N. J., after a two-day showing here, April 22-23, was marred by cold weather. The circus lot (the old Earl Pitman farm) has been used as winter quarters by some of the circuses. The remainder moved into Trenton last Thursday from Havre de Grace, Md., but rainy weather hampered the final preparations and prevented rehearsals so that the show went into its opening Monday afternoon without a get-together.

Despite the cold, bleak weather, some 500, mainly school children, were on hand. The evening performance drew only a handful. Tuesday was a bit warmer, but only about 300 attended the afternoon show. Teachers were afraid to allow children to attend because of the cold. The night show had fair attendance. Circus was staged as a benefit for the Kusling Hose Co.

The show moved far from smoothly and adjustments will have to be made, the management has lined up some stellar acts that were given a big hand. Harry and Charlotte Levine, in a high perch and acrobatic act; the Nelson family, Risley number; Six Knights, wire and teeterboard, and the Smalls, double trapeze and comedy rings, were among the outstanding acts. Buck Steele and company presented the concert. Charley Mitchell, Eddie Hunt and Billy Wallace are among the clowns. Charles Hunt Jr. directed the show and did the announcing.

The show is using the same top as last year. It has added performers and help. A number of new trucks have been obtained and the one ones discarded. However, the wet weather prevented their being completely repainted before the opening. Present plans are to remain in the metropolitan area until June.

The show has a few concessions, all handled by the staff, but no side shows. It travels by truck. The Hunts have long been in the show business and are starting their 48th year.

Cole Departments Ahead of Schedule

ROCHESTER, Ind., April 27.—All departments at Cole Bros. Circus quarters are ahead of schedule in preparing for the show's opening here May 3. Mrs. Josephine McFarland, wardrobe mistress, states that costumes and decorations lost in the winter-quarters fire have been replaced and are ready for the road now.

Jack Biggers, trainmaster, states that moving equipment will show one of the best artistic jobs ever attempted. Twenty scenic artists and painters have been busy for weeks. Coaches are red and black, and flats, stock and baggage cars are in platinum and blue, with gold trimming. More than 800 gallons of paint have been used to date.

Charles Young, big top superintendent, will have all new canvas. Anthony Dunn, side-show superintendent, is busy readying props. Captain Seymour, lot superintendent, is busy in all departments. Victor Robbins, band director, is here from Bangor, Me., with his 18-piece concert band, rehearsing daily. Tomamy Poplin, chief electrician, has lighting units working perfectly.

Milt Carl, steward, and J. W. Nix, head chef, are using a Pullman that has been converted into a "come-and-get-it" kitchen. The coach has seating accommodations for 64 and six seatings are required three times daily.

Second floor of the administration building has been transformed into a dormitory, affording 60 employees comfort and housing all attaches except a few officials and clerks.

Elephants and lead animals will be brought from Peru winter quarters to the manager's top shortly.



HERE IS SHOWN the Bud E. Anderson family. From left to right, Anderson, who opened his show, the Bud E. Anderson Circus, at Emporia, Kan., April 12; his wife; Norman Anderson, their son, and his wife.

St. Louis Police Show Sets All-Time Attendance Record; Pulls 335,640 in 14-Day Run

ST. LOUIS, April 27.—The St. Louis Police Circus closed on Tuesday night, April 23, setting an all-time attendance record for the show.

According to officials of the Police Relief Association, under whose auspices the circus is held annually, attendance was 335,640 during the 14-day run. Last year the attendance was 327,000, the previous high record. An audience of

24,100 persons witnessed the Sunday matinee, April 21. This was believed to be the largest audience ever at a single performance. Previous record of any individual performance was 23,100, set at a Sunday performance last year.

According to figures now available, total receipts will exceed \$125,000.

John Agee was equestrian director for the second successive year.

Big Show To Move to Hub With Dream Record From Garden Run

NEW YORK, April 27.—When Ringling-Barnum invades Boston next Thursday for a 10-day run (May 2-11) it will have behind it an opening engagement drawn from the dream books. This 26-day Garden run which ends next Tuesday (30) has even had the program hustlers, butchers and vendors pointing to the fabulous business, an almost unheard of occurrence from this cynical tribe. In other good box-office years the vendors have not necessarily gained their share, but this trip it's different with a capital D—the D stands for dandy.

Early days of current week, aided by the Jewish Passover period, produced long lines at the ticket stalls, but when the take continued to soar for the bal-

ance of the week, even the wise hands threw up their arms in a sort of gesture of resignation, meaning that they couldn't account for the unexpected revenues. No one can. Tomorrow's matinee already figured to be a sellout a few days in advance. Even next week's two-day layover is expected to bring in nice box-office reaction.

H-M Again Playing Quebec City, Can.

QUEBEC CITY, Que., April 27.—The Hamid-Morton Circus opened its date here at the Arena Monday afternoon and will continue until April 30. Spot is a repeat for H-M, which played to big houses last year.

Show was promoted by Nap Cobo, Quebec sporting goods merchant and owner of the Arena. Bob Morton is running it, with a native repeating the announcements in French.

Art Deutsch handled the advance details and Roy Halpin, local newspaper man, worked the press.

Montreal Shrine date will follow Quebec City. Montreal exploitation is directed by Henry M. Robinson.

Beatty's Act Featured

Clyde Beatty's wild animal unit, following the successful Rink Wright Shrine Circus in Omaha April 8-13, is featured with H-M in Quebec City. Baggage car, under Arky Scott's supervision. (See H-M PLAYING QUEBEC on page 53)

Wirth Show Draws 30,000 in Wash.; Weather Is Bad

WASHINGTON, April 27.—Despite continuous cold and wet weather, the Frank Wirth Circus was a success, according to Rear Admiral C. Russell Train, chairman for the Children's Hospital committee which sponsored the show, April 15-21. Showing indoors in the Riverdale Stadium, the charity show played before 30,000 patrons, which only partially represented the entire ticket sale. The Wirth show put on the only Sunday circus ever to be seen in this city.

Schools arranged staggered holidays to permit children to attend. Civic organizations held large blocks of reserved seats, but no figures have been compiled other than to indicate that there was a net profit.

Jerome T. Harriman, who handled press, is remaining in Washington for the next week. He plans to visit his home State, Maine, shortly and will join his friend, Frederick G. Payne, mayor of Augusta, in a campaign for the governorship. Harriman will help publicize the Republican campaign up to election day, June 17.

Biz Good at Bow Of Mills Bros.

EUDORA, Ark., April 27.—Mills Bros. Circus (formerly Richard Bros.) opened its season at Tallulah, La., April 20, under auspices of the local fair association to very good business. The next stand, April 23, was Eudora, under auspices of the Garden Club. Despite rain in afternoon, biz was fair, and night house was big.

Show is transported on 10 trucks and has two light plants. It is routed to play Indiana, Illinois and Ohio in May and June.

The program, which runs an hour and a half, follows, in order: Tournament. Single traps, Misses Myrtle and Hays. Wire-walking dog, presented by Pauline Jones. Barrel kicking, Willie Clark. Clowns. Banner announcement. Web, Miss LeBoeuf. Concert announcement. Elephant act, Miss Myrtle. Clowns. Swinging ladders. Clown magic act. Wire-walking elephant. Concert announcement. Wire number, Pauline Jones. Clown walk-around. Iron jaw, Jerry Burrell is in charge of the Wild West concert.

Side show line-up: Chanda, manager, who also does magic and handles the front; J. Sivart, inside lecturer; I. G. Page's Cotton Club Revue (minstrels); Princess Zeella, mentalist; Bertie Wade, tattooed woman; Dolly Davis, blade box; Flamo, fire-eater; Maxine, elephant, with trainer, Blackie; Polly and Dottie, Hawaiian dancers; ticket sellers, Davis and Keene. Buster Hays is in charge of No. 2 side show.

The staff: Jack Mills, owner-manager; Pauline Sylvester, secretary-treasurer; Ernie Sylvester, in charge of tickets; Jake Mills, big show band leader; Harry Mills, concessions; Ida Mills, concession cashier; Bill Spaulding, No. 1 stand; John Wall, boss canvasman and lot superintendent; Carl Cain, light department; William Black, cookhouse; I. G. Page, side show band leader.

Anderson's Animal Show Organized in New England

BOSTON, April 27.—Captain Anderson's Wild and Domestic Animal Circus is a new organization formed in New England with Dan Mortarity as general manager. Among other acts there will be Buster, somersaulting dog; Pee Wee, educated pony, and goats on a trick saw. Three clowns will be carried. The miniature circus is being booked for carnivals, fairs and special events.

Mortarity was formerly at Norumbega Park here and later had his animal acts with federal circuses.

Christiansen Has New Act

CHICAGO, April 27.—Jorgen Christiansen, now appearing in the Greater Olympia Circus at the Chicago Stadium with his Liberty horses, has an entirely new act. He has 10 new Argentine Criollo horses, beautifully marked and trained to perfection, and they are making a big hit.

Greater Olympia Take Tapers Off

CHICAGO, April 27.—Greater Olympia Circus at the Stadium here ended its first full week of operation last night. Business has been "below expectations," according to officials. Attendance started off ahead of last year's first few days' take, but a definite sliding off has been in evidence from mid-week on. Matinees, offered daily, have been unusually light. Publicity and promotion has been light, which might be reason for absence of large crowds, altho amusement business generally has taken a drastic dip around town during past two weeks.

Performance has been trimmed somewhat since the opening, altho it still extends over the three-hour mark, which is a lot of circus in any arena. Visiting showmen have been numerous and consensus is that it is one of the largest and best circus programs ever offered in Chicago. Many experts have marveled at the line-up of acts and general routining and appearance of the show. Show is presented by the Stadium corporation under direction of the Barnes-Carruthers office.

Accidents have been minor, with virtually same line-up of performers working last night that opened the show a week ago. Frank Buck received the biggest break circus has had in the papers when python and monkeys roughed up attendants between shows.

Circus closes May 5.

Near-Capacity at Opening of Gainesville Community Circus

GAINESVILLE, Tex., April 27.—With ideal weather, the Gainesville Community Circus embarked on its 11th season Wednesday night, with an 83 per cent house under its big top on the county fairgrounds. The performance surprised veteran showgoers with its smoothness, running only 10 minutes over normal time. Show also was here Thursday and yesterday.

Mishaps with rigging were kept at a minimum by painstaking rehearsals of the previous week, and only two performers suffered minor injuries, which did not interfere with their continuance in the program.

Highlights are the tournament, in Old Mexico, in which 85 costumes, manufactured especially for the show in Mexico, three tableaux wagons and a burro-drawn water cart are used; 16-girl aerial ballet, using eight swinging ladders on track, double ladders in end rings and three revolving ladders and Roman rings in center ring; Verne Brewer's fine six-horse Liberty act; three double-trapeze numbers and the concluding steeplechase, featuring Gerry Murrell in a fire-hurdle leap.

New physical equipment includes the 650-chair grand stand with starbacks slanted to the back side, giving the show a seating capacity of 2,500; new calliope, which is used with band, and tableaux wagon for same, used for street bally; new office tent in the backyard; new floodlights for the rings and many

minor improvements. The show carries six horses, 16 ponies, two monkeys and several dogs and fowls.

Maverick Honorary Ringmaster

Mayor Maury Maverick of San Antonio, CFA, acted as honorary ringmaster, wearing top hat and tails and blowing a gold whistle, presented by President Roy Stamps of the circus. Among other Circus Fans on hand were Dr. H. H. Conley, Park Ridge, Ill.; Mr. and Mrs. Bruce Helfrich, Wichita, Kan.; Mr. and Mrs. Cecil Crow and Mr. and Mrs. Holt Massey, Waco, and A. A. Marx, of Houston, worked the entire engagement in clown alley.

Altho suffering a broken bone in his left foot seven days before the show opened, J. D. Stephens went thru his double-trapeze and high-perch routines without a bobble. Roy Stamps worked a four-pony drill furnished thru courtesy of Vernon Pratt, Hugo, Okla., circus enthusiast.

The Program

No. 1. Tournament. No. 2. Rolling globe, Terry and Perry Stephens, Doris Marie Norman and Craighton Hatfield; horizontal bars with cradle, Bud Lucas, Bill Ritchie, Jimmy Haynes, Bill Westbrook. No. 3. Buddy, high-wire dog, presented by Portia Sims; Dexter, high-diving dog, by Alex Murrell. No. 4. Upside-down footloose, Dorothea Cox; teeth slide, Ernestine and Imogene Kaps. No. 5. Big-head walkaround with 25 clowns participating. No. 6. Aerial ballet with 16 girls on single and double ladders and Roman rings. No. 7. Sharpshooting, Sheriff Luther McCollum. No. 8. Jargo giraffe, presented by Benny Saylor, Ray Van Duker and Billy Kemplin; comedy acrobats, Bill Ritchie and Stephens Bros., Bud Lucas, Jimmy Haynes and Bill Wingert. No. 9. Three pony drills, worked by Roy Stamps, Gerry Murrell, Mabel Cunningham. No. 10. Iron jaw, Hall Sisters, Kaps Sisters and Catherine Fischer. No. 11. Six-horse Liberty act, Verne Brewer. No. 12. Perch pole, Bill Ritchie and J. D. Stephens. No. 13. Monkey, dog and pony riding acts, Elsie Harrell, Annabelle Hull. No. 14. Clown band, led by Bunk Yarbrough. No. 15. Tight wires, Kaps Sisters, Sims and Sis, Gerry Murrell and Verne Brewer. No. 16. Contortion, Darleen Hatfield, hand-balancing, Bud Lucas; foot-juggling barrel, Jimmy Haynes. No. 17. Chic Sales, clown number. No. 18. Single trapeze, Helen Ryan; heel-and-toe-catch trapeze, Doris Marie Norman; contortion trapeze, Darleen Hatfield. No. 19. High-school horses, Verne Brewer, Gerry Murrell, Portia Sims, Mabel Cunningham. No. 20. Clowns' coupe, using 19 jocks. No. 21. Double trapeze, Catherine Fischer and J. D. Stephens; Jimmy Haynes and Jane Sims; Dorothy Cox and Billie Ritchie; steeplechase, Gerry Murrell, Portia Sims, Jim Rowland and Verne Brewer.

The show uses a 100-foot round top with three 40-foot middles, with horse top, dressing top, office tent and cook-house tents in backyard.

Concert featured Gelle Austin, Gainesville-born star of films, radio and stage, and his company of musicians, who will open their season shortly under canvas in North Texas. On the midway were Ed Roche's CongoLand and Curioettes, framed by E. C. Haynes.

Staff and other rosters will appear in a later edition.

Former Barnum & Bailey Performer Back to Germany

DETROIT, April 27.—Mrs. Wilhelmina Kubern, 75, who was with the Barnum & Bailey circus from 1902 to 1918, left this week from her home here for Germany, where she will live permanently. She came from Germany 38 years ago and has lived here since her retirement in 1918. She was with circuses in Germany in her youth as an acrobat.

She is being voluntarily deported at the government's expense.

Wants Article Entitled "Lay Off the Circus"

Editors of The Billboard:

I have read with a great deal of interest P. A. Sullivan's article, *Tap for the Circus, Unless*. I have also read numerous other articles during the past several months criticizing the circus and suggesting various changes in it. Now why don't you have a writer tap out an article entitled, "Lay Off the Circus?"

I have been going to circuses for the past 25 years and I cannot remember any performance that I enjoyed more than Ringling-Barnum the past season, even when compared with the performances that headlined Lillian Leitael and May Wirth.

Mr. Sullivan tacked on a suggestion that local high school majorettes be used in the spec at a circus. Well, Ringling-Barnum had five majorettes that would surely take the starch out of any high-schoolers that I've ever seen twirl a baton.

Mr. Sullivan vigorously attacked the circus advertising and said: "Give us 40 elephants when 40 are advertised." Of course, it is a matter of opinion, but in my mind the colorful, overdrawn ads reading the "one and only," or "first time in America" are as much a part of the circus as the tents or band. Is circus advertising so much more overdrawn than the various soaps, cosmetics and mouth washes that claim the use of their product is the sure path to romance, marriage or a raise in pay? Or the automobiles that advertise, "you don't know what a real riding thrill is till you've driven the Gaseater Ten?"

Truck Shows Essential

Practically every article written on the various ills of the circus takes a slap at the motorized show. Why not lay off the motorized show? It certainly has its place. They can't all ride on special trains and have matched teams of horses. People don't criticize the ice companies for using delivery trucks, tho the old horse-drawn ice wagon used to be quite a sight. Neither do they boycott a company because it ships goods by freight trucks rather than by rail.

Last fall I saw a pretty ragged little truck show. The seats wore the height of discomfort, the band wheezy, and the wind howled thru the battered tent. But the performance was surprisingly good, and what's more, it was strictly clean and it brought the old thrill of circus day to the residents of a little country town. So, I say, if motorized circuses can play the country, provide employment and satisfy the old hunger for circus entertainment, more power to them and maybe when times get better they will ride on "four trains of double-length, all-steel cars crammed with wonders from every land."

Maybe I love the circus too much to see its faults. Maybe the sight of the tents and sawdust blinds me to its shortcomings and I overlook things that annoy the average customer. But I have yet to see anything under the big top that wasn't a strictly clean performance, and that's more than can be said for lots of amusement.

J. M. YOWELL.

Wirth's New Haven Program

NEW HAVEN, Conn., April 27.—Talent for Frank Wirth's Circus at the Arena here, sponsored by the Knights of Columbus, includes Melvin Koontz's Hons, Four American Eagles, Five Eltons, Les Lettres, Bella Brengk and her Golden Horse, Christy's unit of 12 Liberty horses, eight pony drill and football horse, Ness Troupe, Dobus Family, Flo Mayo, Liddle Lamont, and the following clowns: Frank Prevost, Roy Barrett, Rip Raymond, Bert Turner and Chester (BoBo) Barnett.

General admission is set at 50 cents; reserved seats, 75 cents and \$1.00. George Poll, vice-president of Wirth Circus, Inc., is handling the promotion of the show.

Providence Shriners' Show

PROVIDENCE, April 27. Palestine Temple, Shriners, will again use the Narragansett Park racing layout for its annual circus. J. C. Harlocker will put on the show, with Earl G. Whelden, past potentate of local temple, serving as chairman of the committee in charge.

Proceeds, as formerly, will go to Shriners' Crippled Kids' Hospital. Bill Morton is doing local publicity for the show.

Scandinavian Show Season Is On; 14 Circuses Are Set

STOCKHOLM, April 20.—The Circus Schumann is playing at the arena here, after which it goes on tour. Circus Scott opened at Helsingborg the end of March. The Circus Mijares-Schreiber opened at Eskilstuna March 21, with Ernest Carre, Liberty and high school horses; Four Haratons, acrobats; Harlem Dancers, a sepien tap duo; Swinging Jonny, dance comedian, and other acts. Circus Altenburg also opened the end of March.

Circus season in Denmark is set to open this week, with Circus Belli beginning April 14 at Horsens, and Circus Bergman-Madsen opening April 12. Circus Mielhe-Kolzer also opens under canvas this week and starts the indoor season at Copenhagen May 13. Circus Mielhe-Glauert, Circus Schmidt Bros., Circus Loula Schmidt, Circus Robert Daniels and Circus Bennewels are all scheduled to open before the end of April.

Only two Norwegian circuses, Circus Bony and Circus Continental, are reported ready to hit the road this season.

Pickups From Europe

Circus Knie has opened its season in Switzerland. European acts as well as a limited number of American circus acts, are making their headquarters in Italy. Among such acts playing the Leon circuit of picture-raude houses are Giretti, unsupported ladder; Two Horodeschi, bar act; Le Pomme and Sister, wire walkers; Leon Kremo Family, tumblers; Lulu Perexoff and Niko, jugglers; Anagrase Trio, tumblers; Codanti and Maria, jugglers; Billy and Dedy, tumblers; Gischi Duo, jugglers; Four Ardemira-Zacchini, comedy bike; Two Valors, acrobats, and Alessi and Dante, tumblers.

R-B 1st Circus on Sunday in Boston

BOSTON, April 27.—The Ringling-Barnum circus, which will open at the Boston Garden May 2 and close May 11, will play on Sunday, May 6, the first time for a circus here on the Sabbath. Two performances will be given on the Sabbath. The experiment will be watched with great interest, for heretofore all requests to obtain a Sunday license have been turned down. Mayor Maurice J. Tobin and his associates have decided, however, that if picture shows and concerts are allowed to operate on Sunday, as well as Sunday baseball and ice shows, then it is high time that the circus be permitted to do so.

Twenty performances are scheduled instead of the 12 of the preceding years since 1930. Scale of prices runs from 75 cents to \$2.50, plus tax. The show will arrive here May 1 and leave on the 12th for Baltimore, when it opens under canvas on the 13th for a three-day stay.

Rowe Show To Begin At Attica, Ind., May 10

DAYTON, O., April 27.—Rowe Bros' Circus will open at Attica, Ind., May 10, under a 70-foot round top, with three 30-foot middles. Side-show top will be 40 by 60. Nine trucks, mostly semis, will transport the show. Two T-k. w. light plants will be carried.

Acts engaged are E. E. Coleman's elephant, Mena; Pink's dogs and ponies; J. C. Admire's baby elephants, Gladys and Fonda Troupe, Tyrell and Tyrene, Legaar Family, Raymond Duke and the Sylvesters.

The roster: H. J. Pullen and Fred and Walter Rowe, owners; J. C. Admire, secretary-treasurer; Roscoe Ingle, manager; E. E. Coleman, equestrian director and big show announcer; D. C. Hawn, general superintendent and manager side show; Mrs. Coleman, reserved seat tickets; Gladys Admire and Gracie Palmer, promoters (30 days in advance); C. C. Smith, general agent; Clarence Beard, manager advertising cars; Sugar Ingle, band leader and calliope player; Loyd Hopkins, electrician; Mr. and Mrs. Harold Jinkens, cookhouse; Mrs. C. C. Smith, big-show ticket office; E. B. Sterchl, legal adjuster and concessions.

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Under the Marquee

By CIRCUS SOLLY

THE TOPPERS, unicycle perch act, headlines the floor show at Weber's Hofbrau, Camden, N. J.

VICTOR FOSTER, former general agent of Mighty Haag Circus, is now with the advance of Russell Bros.

W. MAX WHITE caught Russell Bros. Circus at its night show in Jonesboro, Ark., and said that it moves smoothly and quickly.

McCALL BROS. Dog and Pony Show began its season at Middletown, Mo., April 15. Weather was okeh and attendance good.

KEN MAYNARD, Bertha Denham, Ernestine Clarke, Dick Gerald and Mr. and Mrs. Ernest Clarke recently visited Hermosa Beach, Calif.

GENE AUSTIN appeared in the concert of the Gainesville Community Circus, Gainesville, Tex., April 24-26. He was born in that city.

THE SHEBOYGAN (Wis.) Gymnastic Society will again sponsor an indoor circus. Program of 25 acts will be under the direction of Ervin Lange.

R. W. COULS and wife, who visited Lewis Bros.' quarters in Jackson, Mich., April 21, inform that the show is well painted and the stock looks good.

AFTER BEING away from the circus business for 15 years, Bright Jones will soon leave Reading, Pa., to join Bell Bros.' Animal Exhibition in Virginia.

WALLACE BROS. Circus, motorized, will be the first in of the season in the Upper Ohio Valley, playing East Liverpool, annual stop for the show, May 4.

GEORGE FICKETT and Rube Simonds clowned at Wirth's Circus in New Haven, Conn., last week. Elmer Lindquist, who has all new clown numbers, also worked the show.

GORDON AND OLIVIA, knife throwers, after working Shrine circuses and Sportsmen's shows in New York and Ohio, are now playing theaters in Northern Ontario.

CLARENCE E. PFEFFER, of Johnstown, Pa., attended the Shrine Circus in Altoona, Pa., and visited with friends on the show. Charles E. Doelker also saw the circus.

J. RUDOLPH CONWAY and Herbert A. Douglas, saw the Big One at the

Garden and report the wild animal acts and new elephant numbers very interesting.

LESTER RODGERS, who has had the outside peanuts concession with Cole Bros. Circus for several seasons, accompanied by Jim Crawford, spent several days at Peru, Ind.

THE AMERICAN BELFORDS, Risley act, for many years with major circuses, are appearing in the 52nd Street Jamboree, musical unit show, playing Sun Time thru Ohio territory.

DETAILS of the unveiling of the granite shaft memorial in New Britain, Conn., as a tribute to Dexter Fellows, will be found in the "Out in the Open" column in the General Outdoor Section.

MRS. SAM T. POLACK (Genevieve Hughes), who underwent a major operation (See **UNDER THE MARQUEE** on page 54)

Heckenberg's Circus Now Fossett & Sons Show

LONDON, April 20.—Edward Fossett & Sons Circus Cavalcade opened under canvas at Carlow, Ireland, Easter Monday, with a program which included sea lions, presented by Ted Fossett; Clement Merk lions; Madame Diana's dogs and monkeys; the Transfields, in two riding acts (comedy and pas de deux); trick ponies, unridable mule and Liberty horses, by Ted Fossett; Les Gerboles, humpati humpati, doubling as Tom and Tina, musical clowns; Glaward Troupe of Arab acrobats; Two Marlowes, comedy conjurers; Solar and Lady, contortionists; Don Gomey, yodeling guitarist; Daring Dennis Mahoney, head balancer and ladder; Peteris Bukelko, "human pin cushion."

The show was to have a Continental troupe of 13 doing four acts, but permits to land in England were not granted. Neither could a British trapeze act leave England, as two of the members are of military age. It was partly to offset these disappointments that Fossett bought the group of sea lions, the first time such animals have been seen in Ireland for many years. This year also sees a change in the title, the show having hitherto been known as Heckenberg's.

Blackpool Tower Program

LONDON, April 20.—Annual preliminary two weeks' Easter season at Blackpool Tower opened March 16 with Madame Truzzi and her horses, Tommy Keyes and bouncing lions, Chapman's elephants; the Gridneffs, unsupported ladder act; Jix, Jax and Max, Pepino's Miniature Circus, Darlo Barlo Family of musical clowns; Rao Brothers, Indian roller balancers; Four Balatons, Three Van Notmans, Doodles and water show with Paul and Earl Rollo and Carole.

A new promotion known as Anglo-French Circus will tour the south coast towns this summer, playing a week or more in each place. Under direction of Stewart Cannon, the company will include British and Continental talent.

Another new promotion has taken ice rinks in Scotland and will play a month in each with carnival and circus.

Bertram Mills Circus has a Western route, including several one-week stands in Wales.

Bertram Mills' Show Begins Canvas Tour May 1

LONDON, April 20.—Bertram Mills' Circus will begin its canvas tour at Slough May 1. Few inroads have as yet been made on the personnel by service calls, but some of younger artists are expecting to be enrolled before the summer is over. Wallace Gibson will again be manager.

Of the few circus animals included in Mills' stock sale March 29 the highest price paid was \$570 for a high-school gray gelding. A black horse from the riding act fetched \$293 and Shetland ponies as much as \$160 a piece.

Robert Fossett opened his show April 15 at Rugby.

AGVA Shop for R-B; Minimum Wages? Yes; No

NEW YORK, April 27.—House organ of American Guild of Variety Artists in issue dated April 13 ran the following head: "AGVA Signs Ringling Show." Story then proceeded to state that the Guild on April 4 signed an agreement with John Ringling North, representing Ringling-Barnum, "recognizing AGVA as exclusive bargaining agent for circus performers. It was agreed in writing that because of the press of activity attendant on the circus premiere, North and AGVA will meet to work out complete details covering wages and working conditions within one week after the circus opening in New York City on April 5. Agreement will be retroactive to the opening of the circus."

Next issue, dated today, has following head: "Ringling Contract Is Signed." Story says that "AGVA has signed an agreement with Ringling Bros.-Barnum & Bailey Circus providing an AGVA shop for all performers. Because of the press of activity within AGVA and the fact that performers are signed up in advance of the season, the new agreement does not cover minimum wages. The circus management has agreed that it will sit down with AGVA representatives not later than November 1, 1940, and negotiate a contract that will cover wages and working conditions for the 1941 season. The basic minimum for performers set last year remains in effect."

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, April 27.—In The New York Herald-Tribune of April 21 there is an article titled Meet the Circus Clowns, by Helen Ormsbee. It carries pictures of Lou Jacobs, Paul Jung, Felix Adler, Paul Jerome and Jack Le Clair. Drips and Drabs; Tex O'Rourke saw that animal of Alf Court do its dirty work that brought the show reams of publicity. Jim Schonblom writes from Bradford, Pa., that the John Ringling North initiation was the greatest show his gang had ever witnessed. They begged for some of the props, as did Charles Sonoma, who was up from Richmond, Va., as the guest of George A. Hamid. Hats off to Prexy Hal Hoffman for the splendid set-up, and heaps of thanks to Sam Steward, who is a genius when it comes to building props. In front of the dais Sam had the southern exposure of about six different kinds of animals and from the center of each a tail of real hair or rubber as the case demanded. It looked so real in perspective that many were fooled. Many thanks, too, to Freddy Benham for the tremendous amount of work he did in making the Dexter Fellows memorial grow from a dream to a reality. It is one of the finest pieces of architecture representative of the circus that the country has ever seen. The next fall (See **Circus Saints-Sinners** on page 54)

Mack's Small Fry Circus Scheduled for Coast Towns

BOSTON, April 27.—Captain Mack's Small Fry Circus exhibited at Filene's department store here April 18 to a great kiddie reception. It will remain in New England for a few more dates, then push on to the seashore area, Ashbury Park, Ocean Grove, N. J., etc., for special events. As a special publicity feature at the Boston showing, Mack had as guest stars several child performers who had been starred in the F. D. R. Charity Circus here last winter. Filene's store sponsors a kiddie circus annually and is a real booster for the circus.

1,000 Kiddies Attend Gangler Show in A. C.

ATLANTIC CITY, April 27.—To the delight of 1,000 youngsters, Gangler Bros. Circus, with 30 animal performers and two clowns, was presented at the Auditorium here last Saturday under the auspices of the Association for Children Education. Joseph Gangler was ringmaster. The clowns were Frank Chesser and Charles Kessler.

The Corral

By ROWDY WADDY

CHEROKEE CHARLEY informs he is operating the Beverly Hills Studio and indoor midway in Pensacola, Fla.

DOG-HOUSE DAVE and his Range Riders began an engagement this week at Totem Ranch near Maple Shade, N. J., where rodeo acts and vaudeville combine to make the entertainment.

NEW HAVEN (Conn.) Foreman's Club will sponsor the JE Ranch Rodeo at the arena there. Local officers include F. J. Georkler, W. G. Devlin, P. J. Cochrane, S. G. O'Patrick and E. K. Rider.

LLOYD JENKINS, of Fort Worth, Tex., will furnish stock for the Pecos (Tex.) Rodeo this summer in addition to serving as arena director. Several permanent improvements are being made on rodeo grounds.

DUBLIN RODEO ASSOCIATION, Inc., recently filed charter of incorporation at Austin, Tex. Organization lists no capital stock and incorporators include C. E. Leatherwood, Raymond Reid and Warren Hughes.

REGINA (SASK.) **LEADER-POST** carried a good-sized byline story with a two-column cut when Harry Hourie, Wood Mountain, Sask., cowboy, came out of a Regina hospital after being abed (See **CORRAL** on page 54)

Peru Pick-Ups

PERU, Ind., April 27.—Edgar Howard, for many years with the American Circus Corp., who last season booked the Dallas Review and Dixie Minstrels, is here from Atlanta, Ga., for a visit with his mother. Clarence Keyes, senior partner of Keyes Bros. Indoor Circus, and Pat Kramer are booking in Indiana and adjoining States. It is claimed that 18 troupes will be worked. The Keyes brothers, Kramer and Mr. and Mrs. Nick Carter caught Barnes-Carruthers' Olympia Circus in Indianapolis.

Joe Hodgini Troupe of riders is back from winter dates, having closed at Omaha, and is breaking in a new routine at South Side Stables. It booked for several weeks in Canada before opening road season.

"Whispering Mike" Tabor, here from Omaha, states he will be with Lou Lotanger, superintendent of props with Cole Bros.

Ray Collins is emcee at the Circus Night Club, gathering place of many troupers.

Mrs. Walter E. Kelly, mother of Ted Kelly, oak leader, is in a serious condition at Duke's Memorial Hospital here.

It is stated that Ralph Clark, rider and roper, will be with the Cole show. Grant S. Ray, former Hagenbeck-Wallace federal tax-box official, is Republican candidate for nomination for sheriff.

Don Harter, of Downie Bros. Circus, and Jess Murden are back from Macon, Ga., and Houston, Tex. Murden's pti- (See **PERU PICK-UPS** on page 54)

Carlos Show in the South

REIDSVILLE, N. C., April 27.—Carlos' Society Circus gave two performances here in the High School Auditorium recently, sponsored by the local Junior Service League. Net proceeds went to underprivileged children.

Rex M. Ingham, former circus and carnival trouper, now in the sheriff's office here, visited Manager Charles Carlos. Carlos and Ingham were together on the K. F. Ketchum show in 1923.

WANT RODEO PEOPLE

Bronk Riders, Male and Female, All people engaged, acknowledge this call by mail and report at winter quarters, Jackson, Mich. Cook House open May 10th. Wild West People at Eberly, come on; will take care of you. FRANK BLAND wants contest ticket Banner and Program Men.

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With the
Circus Fans

By THE RINGMASTER

C.F.A.

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Secretary: W. M. DUCKINGHAM, P. O. Box 4, Galen Ferry, Conn.
(Conducted by WALTER HORNADDEL, Editor "The White Tops," care Heberadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 27.—Elmer C. Lindquist, historian of the Black Landoff Tent, clowned at the Waterbury (Conn.) Grotto Circus week of April 15. He made all shows, including a special Saturday morning performance for children. On Saturday night he used his famous Fatima make-up and received a tremendous ovation. In clown alley he renewed acquaintances with Rube Simonds, George Fickett, Abe Goldstein and Charlie Frank. Performance was presented in one ring. Acts were furnished by Frank Wirth, and Mack Kamow was equestrian director.

At the annual meeting of the directors of the Des Moines Union Railway on April 17, J. A. Wagner was appointed general manager for the 48th time.

Burt L. Wilson, of Chicago, writes: "Harry Bert, Mrs. Wilson and myself caught the St. Louis Police Circus night of April 17. Building was packed to the rafters, with 3,000 seated in the aisles. It was reported that 2,500 were turned away that night. Three hours of grand (See **CIRCUS FANS** on page 55)

MAFA Stands Pat on Betting

Mutuels Law Change Bucked

Big spring meeting talks pooling of publicity as aid to smaller annuals

NORTHAMPTON, Mass., April 27.—Going on record as being unanimously opposed to any change which would remove the exemption period on pari-mutual betting in Massachusetts, the spring meeting of Massachusetts Agricultural Fairs Association voted to stand firmly for the present law which prohibits pari-mutuel betting, except at recognized fairs, between August 15 and September 13.

The law was originally designed to aid agricultural fairs and has been steadily fought by Suffolk Downs and its operator, Eastern Racing Association, which now is compelled to close its 60-day meeting on August 14 each year. For the past three or four years the racing association has endeavored to get the sanction of the fair managers to promote repeal of this part of the racing law so that the pari-mutuel track might have the benefit of Labor Day.

Fewer But Better

Meeting was attended by 95 delegates and visitors, largest attendance in many years, and was held in the Hotel Northampton on Wednesday, first time in many years that the spring meeting has been held in any place other than Worcester. Twenty-seven fairs were represented, another record, and discussions were called the most interesting and comprehensive in many seasons.

The feeling was ripe on every side that fairs, county and others, have not only "come back" but that the public has awakened to the fact that fairs have actually never been gone. That there are fewer fairs in some localities was cheerfully admitted, but as one speaker said, "There are also fewer hardware stores in my town than there were 10 years ago, but those which remain are doing a greater volume of business. The same thing is true of fairs; there may be fewer of them but they are larger and are drawing bigger crowds. Last year's attendance records show that New England fairs have never been so prosperous as now."

Association voted to recommend adoption of a standard weights measure for eggs in egg shows. Massachusetts has an egg-sizing rule which is followed at all such shows and something of this sort will be adopted to make all fairs conform to the same regulations. President Warren V. Bodurtha, Blandford, was instructed to appoint a committee to "streamline and modernize" Grange exhibits and bring them to a point where they would more accurately conform to modern conditions. Robert P. Trask, Topsfield, who was named chairman of this committee, said his committee would at once meet with representatives of Granges and attempt to bring these exhibits up to date for all fairs.

New Type of Publicity

There was little discussion of amusement policy of fairs, but in some quarters where extra-curricular activities (See MAFAs on Mutuels on opposite page)

Mineola Back to Nature

MINEOLA, L. I., April 27.—Restoration of Mineola Fair to "a truly rural type of authentic farm exhibits and exploitation" for its 98th renewal this year has been officially decreed by the society. All popular amusement features will be retained and so placed as to not interfere with easy accessibility to farm features. J. Alfred Valentine, president, was authorized to function as manager with a full-time assistant, Charles Bochert, press agent and 1939 pilot, on duty at grounds. Frank Wirth, free-net booker, who is a director of society, has been appointed to the committees controlling amusement features. Goat exhibit will continue, but eliminated are fine art, flower and oat exhibits in favor of "more pronounced" rural activities.



E. E. IRWIN, general manager of Illinois State Fair, Springfield, who has been in conferences with Charles E. Miner, Illinois WPA administrator, and Byron W. DeBord, assistant State director of agriculture, which have resulted in a \$1,000,000 project to improve fair grounds in the State. Manager Irwin has long been active as head of Illinois Association of Agricultural Fairs as well as pilot of the State show.

Ill. Boards Can Tap WPA to \$1,000,000 Tune

SPRINGFIELD, Ill., April 27.—A \$1,000,000 WPA project for improvement of county fair grounds in all parts of Illinois, has been approved here by Charles E. Miner, WPA administrator for Illinois after conference with Byron W. DeBord, assistant director of the State department of agriculture, and E. E. Irwin, general manager of Illinois State Fair here.

Under the project, county fair associations can obtain labor for almost any kind of improvement to their plants if they will make the grounds available for public use the year around for such purposes as recreation, sports, entertainment, exhibitions and public meetings.

Pugh Takes 5-Year Dallas Contract for Concessions

DALLAS, April 27.—A five-year contract for operation of concessions on the midway has been closed here by the concession committee of the State Fair of Texas and Dennis Pugh, said Roy Rupard, State Fair secretary.

Pugh, who operated the concessions at the State Fair on a year-to-year basis since the death of Paul Hunter several years ago, plans some permanent fronts, and architects are making plans for beautification of the Pugh midway.

He will operate some concessions in the park during summer and will leave Joe Murphy, his lieutenant, in charge while he is away managing concessions on Henness Bros.' Shows, unit of the Amusement Corp. of America.

Barnes Gets Three Big Ones

CHICAGO, April 27.—M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, announced on his return from a Midwestern trip that he brought back contracts for grand-stand shows for Kansas Free Fair, Topeka; Kansas State Fair, Hutchinson, and State Fair of Louisiana, Shreveport. Barnes says rebuilding of grand stand and other buildings damaged recently by a tornado in Shreveport is in progress.

Ozarks Back to Paid Gate With Boyd New Pilot

SPRINGFIELD, Mo., April 27.—In line with its policy to make Ozarks Empire District Fair here an outstanding regional annual, the fair board has voted to employ G. B. Boyd, assistant secretary of Missouri State Fair, Sedalia, as manager. After three years of a free gate, the fair will have a pay gate this year and will offer its first free act, Selden, "The Stratosphere Man."

An after-show night club also will (See OZARKS' PAY GATE on page 59)

Agricultural Situation

Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

SPRING planting is under way and 9,000,000 workers, farm family workers and hired hands are in the fields. Farmers report they intend to plant less corn and more soy beans this year, less tobacco, fewer peanuts, more spring wheat, more flaxseed, more grain sorghums. In Washington, meanwhile, the agricultural economists watch the business curves for clues to the domestic demand for farm products. They see some signs of improvement this spring. Less satisfactory is the outlook for foreign demand. Little wheat and tobacco are going abroad, limited quantities of pork products, sales of cotton for export have tapered off. Prices of a number of farm products, with the notable exception of hogs, hold at fairly good levels, all things considered, but continue below the purchasing power goals set by Congress. Farm cash income in the first quarter of this year was a little larger than in the corresponding period of 1939. Second quarter also may show some gain.

DEMAND: DOWNSWING HALTED?

Conditions affecting the domestic demand for farm products continued to deteriorate in March, but at a considerably slower rate than in the two preceding months. The general rate of industrial activity may slacken more, but slowing of the recession in some lines of activity and in prices of several commodities sensitive to changes in underlying economic conditions suggest that

the end of the downward movement is about due. However, there are as yet no signs pointing toward rapid recovery hereafter.

In contrast to the sharp contraction in industrial activity during the first quarter of 1940, consumer income apparently averaged almost as high as in the final quarter of 1939. Usually it takes several months of cumulative changes in industrial activity to appreciably affect consumer income. A portion of such income is dependent on corporate earnings of preceding months, pay rolls of persons engaged in the trade and service industries are little affected by temporary fluctuations in industry, and factory working forces are not adjusted as rapidly as output. Unless the decline in industrial activity is more prolonged than is now expected, consumer income and the domestic demand for farm products probably will not be substantially reduced.

Conditions in important industries indicate that the downward trend of industrial activity will be halted this spring. Inventories in the hands of manufacturers and distributors increased by \$1,219,000,000 during the last half of 1939, according to Dun's survey, but this increase was not accompanied by speculative price advances comparable to those preceding the 1937-'38 relapse in business. Commodity prices do not appear to be in as vulnerable position as in 1937 and there appears to be less danger of serious (See AGRICULTURAL on page 59)

'40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, April 27.—Safe bet that Bay Bridge toll will be reduced from 50 to 25 cents. With the 25-cent parking fee which has been set, one of the main objections to the fair site will have been removed—excessive cost to get to the island by auto. And there is strong probability that ferry fare will be reduced to 15 cents a round trip. Tough breaks. Al Mulligan and wife, Helen, who have been top souvenir ticket sellers for Ted Rosequist, rushed up to him within a half hour of each other the other morning. Al with a check for \$12,000 and Helen with one for \$9,000 in payment for tickets, the deals for which they had just concluded. Ted said, "Sorry, we are not only completely sold out but we are 32,000 books over sold." And the Mulligans saw their commissions go a-glimmering. Marvels of modern transportation and communication. Mrs. Max Schwartz, advised by wire that her niece was to be married the next day in Chicago, 45 minutes later was seated in a plane 15 miles from her home. Arrived in Chicago in time to give her niece away. Back in San Francisco the next day. First elephant train appearing on the island brings us to the fact that in 30 days this Garden of the Gods will be open. Jerry Whitney, who has been working in the Mission burlesque house in Sacramento, will be one of the front men on the Nude Ranch Show under Chuck Bedell, who will have charge of talkers.

A thousand plates were set for the "30 Days Before Opening" banquet in the Mark Hopkins Hotel on April 25. Marshall Dill, the GGIE president, was guest of honor, and Art Linkletter was emcee. If the officers of the fair are not careful they will eat themselves to death before the opening. Twenty new acts have been engaged for the Ripley show, none of which have been on the Pacific (See GGIE GLEANINGS on page 59)

Lease in Beaumont Extended in a Move For Retiring Bonds

BEAUMONT, Tex., April 27.—South Texas State Fair Association will reduce its operating expenses one-fifth or \$10,000 and will be given a new one-year lease on the present plant under an agreement reached early this week between fair officials and city commissioners.

Mayor George Morgan announced the proposed new set-up and said that the fair association will keep down its obligations to the city, assumed in 1931 when a \$100,000 bond issue was voted for grounds improvements. At that time, the mayor said, the fair association had agreed to retire the bonds, yet has contributed only \$3,000 since. He added that on December 31, 1939, unpaid back installments on the bond retirement totaled \$41,215.89 due the city.

Fair President Howard Gardner declared the curtailment would not greatly handicap the fair and he pointed out that the city government had highly praised the fair as a civic institution. "We will trim corners all down the line and will not curtail thru major eliminations," he said.

Timonium Renames McCaslin; Outlook Brighter for Annual

TIMONIUM, Md., April 27.—John T. McCaslin has been reappointed midway director for 1940 Timonium Fair by Manager M. L. Dalger. Assisting him will be J. J. Burns, Margie (Judy) Hofer, L. M. Sandy, Dorsey Donan and Al Raymond.

Prospects for the 1940 fair are best in 62 years and indications are it will exceed the record fair of 1939. Grounds improvements have been made and new buildings erected. There will be a number of free acts and a policy in favor of merchandise concessions has been established. George Deer, Howard Thompson and Dave Woods will hold the same positions as heretofore. Fair will run eight days and nights, including two Sundays and a holiday. Racing will continue four days after the midway closes.

Fair Grounds

CLARKSVILLE, Tex.—Re-establishment of an annual fair was proposed at a recent meeting here after a suspension of several years. Group formed Red River County Future Farmers' Fair Association and elected directors made up of school trustees.

HARLINGEN, Tex.—Sidney Kring has resigned as manager of the local Chamber of Commerce and Valley Mid-Winter Fair to become manager of Wichita Falls (Tex.) Chamber of Commerce.

LUFKIN, Tex.—Texas Forest Festival Association here plans erection of exhibit and automobile buildings at estimated cost of \$3,000. President Jean Shotwell appointed Secretary-manager M. D. Abernathy to the building committee. H. J. Shanda, chairman of public relations committee, has set three days for an

advertising campaign. Buses will travel 500 miles in covering 50 towns in the area.

SPRUCE PINE, N. C.—Demand for more exhibit space brought about plans for improvements to grounds and buildings for the 1940 Toe River Fair here, said Secretary W. M. Wiseman. Free acts and Crescent Amusement Co. for the midway have been booked.

SHREVEPORT, La.—Directors, officials and members of the convention committee of Louisiana State Press Association will hold their annual "feast" in the Elephant Room of Louisiana State Fair Association on the night of May 2, Fair Secretary-Manager W. H. Hirsch having granted use of the room, which is in the grand stand. Altho the tornado of March 12 stripped the grand stand of its roofing, it did not damage the Elephant Room.

REGINA, Sask.—Arrangements for use of exhibition buildings by Canadian forces have been completed between the board and federal government, which will pay an amount equal to loss of revenue the board ordinarily received in rentals. This will amount to \$3,800 this year, and government will pay \$800 for road repairs and remove army equipment from buildings required by the board for the summer exhibition.

SPRINGFIELD, O.—"Just returned from a visit to Wharton, Tex., the guest there of H. C. Copenhagen, secretary-manager of Wharton County Fair," said Doc Waddell. "I was on the ground and helped start this fair with publicity stunts in 1928. Copenhagen was chief moving spirit and has cleverly directed it since then. It was launched under canvas on temporary grounds. It grew each year and now the plant is one of the best equipped in the Lone Star State. It is now known as Wharton County and Gulf Coast Live-Stock and Agricultural Exposition with seven other counties participating. President is H. H. McDonald; H. E. Wilson, C. A. Davis, vice-presidents, and L. F. Worthing, treasurer."

MONCTON, N. B.—City council here has ratified sale of Moncton Fair's race track and ball field to Dominion government for \$20,000. Grounds will be used for an airplane school and repair plant for Royal Canadian Air Force. Government has also acquired the stadium, fair's indoor base, for aviation schooling.

BOSTON.—Under direction of Paul G. Richter, a New England headquarters for the New York World's Fair has been opened downtown here to bring the fair more directly to attention of New Englanders. Souvenir ticket books are being peddled and business organizations are being urged to send employees in groups.

ALBION, Neb.—At a meeting of Boone County Agricultural Society on April 22 it was voted to establish a free-gate policy for the 1940 fair, reported Secretary E. J. Millie.

GRANTSBURG, Wis.—In a drive to save Grantsburg Fair, which has been held annually more than 60 years, over \$2,500 has been raised in donations. Holders of mortgages totaling \$9,000 against fair property have agreed to cut debt to \$4,500 and it is hoped to raise about \$300 more than the required sum to make improvements on buildings.

LITCHFIELD, Ill.—Premium list for 1940 Montgomery County Fair here has been enlarged so as to comply with State laws regulating agricultural fairs, said Secretary J. Marvin Larkin. At an association meeting on April 22 department superintendents and operating committees were appointed.

INDEPENDENCE, Ia.—Contract has been awarded for erection of new judges' stand on Buchanan County Fairgrounds above the band stand. Railing will be installed across the front and stand will be decorated in white, with green roof and flagpole. A feature of the 1940 fair will be Children's Day, when 10 bicycles will be given away.

WAUSAUKEE, Wis.—WPA officials have allotted \$8,463 for erection of an exhibition building on Marinette County Fairgrounds here. Building will have 52 by 100-foot halls on each side, joined in the center by a 40 by 40-foot room. It is expected to be completed in time for the 1940 fair.

Fair Elections

LITCHFIELD, Ill.—Montgomery County Fair Association on April 22 elected W. H. Martke, president; W. P. Allen, vice-president; J. Marvin Larkin, secretary, and M. M. McClurg, treasurer.

ZANESVILLE, O.—Putnam Amusement Association, sponsor of annual Putnam Pumpkin Show here, elected Charles P. Goetz, president, succeeding the late R. R. Robinson; Frank Claudy, Frank Bowen, vice-presidents; George Popp, treasurer, and re-elected Secretary George Wageman.

LUFKIN, Tex.—Texas Forest Festival Association re-elected Jean Shotwell, president, and named H. E. Rogers, vice-president; M. D. Abernathy, secretary-manager.

MAFA ON MUTUELS

(Continued from opposite page)

were being discussed, in corridors and at luncheon, the opinion was voiced that a return to old-time fair amusements would be seen in many instances. Prospect of booking a complete circus for a grand-stand attraction this year was voiced by at least one of the larger fairs represented. Paul Denish, Boston, was on hand to represent the Hamid-Moston Circus. Regret at the passing of Dr. C. A. Gilman, of Rochester (N. H.) Fair, was expressed, and a formal note of sympathy will be voiced by the association.

On the subject, *Publicity for Fairs*, there was much discussion of the wisdom of employing reliable and well-informed publicity men to combat any fallacy that "fairs are slipping or dying out." Milton Danziger, assistant general manager of the Eastern States Exposition, Springfield, led this discussion, declaring, "It is time we let the people know that fairs are showing to more people than ever before in history and that we tell the people what wonderful entertainment there is to be had at fairs. Eastern States Exposition has, of course, always subscribed to such a policy, as have some of the other larger fairs, but smaller fairs also should do this and should combine if necessary to spread such publicity." It was the consensus that some new form of publicity should be devised to further educate the public as to entertainment and educational value of fairs and that perhaps in some instances it would be wise for several small fairs to combine resources in this respect and form a pool which would permit use of the proper type of publicity.

Nantucket Comes Back

While on the subject of part-mutuels it was learned that probably only two fairs in Massachusetts will have part-mutuel betting this year, Marshfield Fair and Great Barrington Fair. Marshfield Fair has had part-mutuels for the past

four years and Barrington Fair for the past two seasons. Both reported much success. One new fair, or rather the return of an old fair, was announced. Nantucket Fair Association, with its grounds on historic Nantucket Island, and with H. P. Smith as general manager, applied for 1940 dates.

Dates for the 1941 annual meeting were set as January 22 and 23 in Boston. Secretary A. W. Lombard, Boston, was instructed to arrange details of the sessions. Delegates were also present from Connecticut, Vermont, New Hampshire and Maine. Among visitors were Leon Dietz, East Granby (Conn.) Fair; Hiram Bolton, Ashuelot (N. H.) Fair; Herman Walther, president of Goshen (Conn.) Fair; Russell P. Perry, Hartland (Vt.) Fair, and George Nevius, secretary of Danbury (Conn.) Fair. Paul Denish was the only attraction representative present.

Meeting adopted uniform rules for governing stoneboat contests at fairs. It was reported that at Gummington Fair last year there were 41 yoke of oxen in the parade. Stoneboat contests are featured at numerous New England fairs and attract much attention.

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P.S.: Bryan Woods and Side Show that was at Hagerstown last year, write. Will buy Tents at a bargain.

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NOD TO PRE-SEASON

Profitable Year Is Viewed by Gurtler

Bows in Detroit Crimped in Cold

Inside attractions get call in biz registered—tower in Eastwood night flash

DETROIT, April 27.—Detroit's park season opened last week-end under handicaps of cold weather and high winds, making business poor along open stretches of midway, altho inclosed attractions, particularly in Eastwood Park, did better. In Edgewater Park, where the midway is more open in construction, concession and ride takes were considerably under last year's. Only inside attractions, especially arcade and roller rink, did well. Rink, drawing slightly better than at the 1939 opening, is probably a truer index of business conditions for 1940 than the total park business. Number of persons coming to the park appeared nearly as large as a year ago, but they did not stay long because of weather. Manager Paul Helme said, "Business was good under the conditions."

Penny Arcade has been doubled in size and rink has a new office suite of three rooms and is to be equipped with heating by fall. Picnic promotion is active, with first school picnics in Edgewater starting as early as May 15, and a fairly steady schedule for remainder of summer.

Major picnic promotion is slated jointly by managements of Eastwood and Edgewater. A chain of stores has sponsored 21 programs on Monday nights and has started distributing tickets in every loaf of bread sold, as well as in other ways. Tickets are good for rides and other attractions at a nickel in either park on any Monday thruout the season. This idea is a proved success here. Tom Sanger and his somersaulting dog, Wonder Bar, are doing a clown bally for the House That Jack Built.

Veterans in Eastwood

DETROIT, April 27.—Eastwood Amusement Park opened for the season on Friday, with business, due to cold weather, about 25 per cent off from 1939. Park (See COLD IN DETROIT on page 40)

Staton Shoves Off At Oklahoma City

OKLAHOMA CITY, April 27.—Roy Staton opened Springlake, only amusement park here, for a four-month season on Friday with improved rides, enlarged seating around dance floor and name bands set for six weeks. Opening band is Bill Carlson, with Jan Garber, Anson Weeks and Paul Pendarvis to follow. Others will be booked for short spots according to routes.

Park has 19 rides, all repainted, and (See STATON'S OPENING on page 41)

Steel Pier Starts; AC Cinching Meets

ATLANTIC CITY, April 27.—Steel Pier started its pre-summer schedule today, to operate on week-ends until Decoration Day, when it goes on daily schedule. Saturday and Sunday offerings will include a first-run film, Alex Bartha's Or- (See AC AFTER MEETS on page 41)

Cedar Point Bows on June 8

SANDUSKY, O., April 27.—Ted Weems and his orchestra will open Cedar Point-on-Lake Erie with a week's engagement starting on June 8, and name bands have been booked for the entire season, extending thru Labor Day, for the resort ballroom. NBC's 50,000-watt WTAM will carry several programs weekly and many of them will be broadcast from Coast to Coast. Hotel Breakers' 1,000 rooms will soon draw vacationists. Cedar Point's Midway Amusement Circle will have numerous new attractions and picnic facilities are large. There will be parking for over 5,000 cars. Management also reports a heavy schedule of conventions.



CONY ISLAND, CINCINNATI, had another drop-in from Old Man River last week when the Ohio went to a flood stage of 60 feet on April 24 and 25. Annual spring inundations have been quite regular for several years and park crews are kept in readiness to remove loose property. President and General Manager Edward L. Schott said the floor of Moonlite Gardens had been raised by inches and so park damage was nominal, altho the clean-up job would be big. Photo, taken from the air by Charles Kerpel, chief photographer of The Cincinnati Post, shows Coney as it appeared on April 22 after flood water had reached the park at the 51-foot stage on April 20, filling the swimming pool.

Hamid Takes Back White City; Plans General Overhaul

NEW YORK, April 27.—George Hamid, owner of White City Park, Worcester, Mass., on leased basis the last few years, has taken active control again, he announced from his booking office this week. Henry Berger, former co-lessee, has been retained as resident manager. General improvements are planned, including complete asphaltting, overhauling of structures and streamlining of Fun-house and Wildcat Coaster with fronts and lighting.

With old ballroom leveled by fire, new dance spot will be constructed beginning about June 1 and year-round operation will be sought. Ballroom is leased by Danny Duggan, vet operator there. Part of building will house new bowling alleys. Great emphasis will be laid on free acts at White City. Sam Hamid, superintendent, is readying place for May 25 bow.

Hamid also announced engagement of Phil Spitalny and his All-Girl Band as Memorial Day attraction for Hamid's Million-Dollar Pier. Atlantic City, plus Teddy Powell's Ork. Holiday week-end (See HAMID WHITE CITY on page 41)

NAAPPB Presses for Coverage Of Whole Industry in Risk Plan

CHICAGO, April 27.—A. R. Hodge, executive secretary of the National Association of Amusement Parks, Pools and Beaches, speaking of success thus far achieved thru the association's public liability insurance plan, prophesied even greater results in future. "A saving of more than \$148,000 to policyholders in four years, plus the participating dividends for policyholders for 1938-'39, is in itself a most enviable record of economy and efficiency," he said.

"Procrastination seems to be one of the failings of outdoor showmen, be they owners, managers or concessioners. We have been conducting a strenuous campaign thru my office ever since the last convention of the association in the Hotel New Yorker, New York City. It looks as tho we are going to show at least a 50 per cent increase over last year's premium volume, but I am frank to say that I am surprised to note how many, even of our biggest operators, delay such an important matter as arranging for

Galveston Pier Up to Electors

GALVESTON, Tex., April 27.—A loan of \$1,000,000 to the city for construction of a \$1,200,000 pleasure pier was approved early this week by the RFC in Washington, announced Mayor Brantly Harris, who said the next move will be a special election within 30 days to authorize issuance of \$300,000 Galveston city bonds to contribute to cost of erection, loan to be repaid out of pier revenues.

Designed after Atlantic City Steel Pier, work will require about nine months and will extend 1,400 feet into the Gulf of Mexico. Pier will include a theater for pleasures and acts, concession area, ballroom, aquatic stadium and at the far end a fishing pier.

The mayor said general admission probably will be set at 25 cents, pier to be under direction of Galveston Beach Association when completed.

BIRMINGHAM.—James H. Dickson was awarded the concessions at East Lake Park and Easley municipal swimming pool by the park board for 10 per cent of gross receipts with minimum payment of \$100 for each concession for one year. George C. Tutt Jr. was awarded North Birmingham pool concession.

public liability insurance until the last minute.

"I am confident that another year or two will see this plan in operation and working for the benefit of a vast majority of park, pier and beach operators all over the United States. We have been working for years in our association to do more for operators of smaller parks and individual concessioners, and this public liability insurance plan offers the greatest benefit to them which we have been able to provide, and, while the response thus far has been more gratifying, it is not what I hope will be realized in the immediate future.

"This year's policyholders will enjoy a flat 10 per cent reduction on manual rates and minimum premiums where State laws permit, with the same experience credits allowed. The usual 15 per cent additional charge for contingent liability is waived and a material saving is afforded on excess coverage. At the (See NAAPPB RISK PLAN on page 41)

DENVER, April 27.—In Elitch Gardens here, bustling with activity, President and General Manager Arnold B. Gurtler, president of the National Association of Amusement Parks, Pools and Beaches, declared this should be a profitable year in park operation.

"With the situation as it is in Europe," he said, "this should be a good year for parks all over. Since the tourist trade to Europe will be at a minimum, people will be seeking amusement in their home spots."

Lack of space in Elitch Gardens prevents any great expansion, but he is considering addition of automatic bowling. Much reconditioning, painting and replanting are being completed for the opening on May 18. Pre-opening dates will be May 16 and 17. Work is being done on the floral gardens, among the finest in the country. Plans are completed for the season of the Elitch Theater and Tommy Tucker will head an array of band names for the Elitch floor. Picnic reservations are far ahead of last (See Gurtler Sees Profit on page 41)

New Attractions Are Planned For Chi's Riverview

CHICAGO, April 27.—Thousands of dollars are being spent to put Riverview, Chicago's only amusement park, in readiness for its 1940 season, said George A. Schmidt, president of the park company. Season begins May 15. Park's three-mile midway of rides and attractions is being transformed into vivid, brilliant beauty by a corps of painters. Foremost among innovations from a decorative standpoint will be the "Magic Trees," an ingenious lighting system illuminating the park's beautiful shade trees, of which there are scores. Each tree trunk in Hippodrome Garden will glow with soft, indirect shades of pastel-colored tints. This unique system has been perfected by the park's electrical engineers under direction of Art Cleary, superintendent, and (See CHICAGO RIVERVIEW on page 41)

Beach Body Will Back Ops on Game Control at Myrtle

MILFORD, Conn., April 27.—Myrtle Beach Improvement Association will give official backing to amusement-stand operators at Myrtle Beach this season, it has been decided. A petition, asking the association to "assist and vouch for the amusement section, including the refreshment stands, other concessions and rides," was accepted. Petition, bearing signatures of 121 concessioners, other business men and cottage owners, cites the amusement area as a "definite asset" that has added to the influx of summer residents in the past.

Support of the beach association was enlisted in a move to forestall a repetition of the situation last summer when (See BEACH BODY on page 40)

Suit for Damages Against Pontchartrain Is Dismissed

NEW ORLEANS, April 27.—Orleans Parish Court of Appeals on Monday affirmed a Civil District Court decision dismissing a suit brought by a patron against Playland Corp., operator of Pontchartrain Beach, seeking \$25,353.20 alleged damages for injuries. Plaintiff claimed that in 1937 while she was on a ride it stopped so suddenly that her neck was violently jerked and a fracture ensued.

Opinion in the case, written by Judge E. Howard McCaleb Jr., sustained Judge Nat W. Bond in lower court, who, after a personal inspection of the ride, ruled that the defendant was not to blame.

"A proprietor of a place of public amusement," read the opinion, "is not an insurer of the safety of his patrons but he owes to them only what, under the particular circumstances, is ordinary or reasonable care."

PHILADELPHIA.—In Woodside Park, open for the regular season here, a new Stratoship ride has been installed.

EXHIBIT'S NEW 1940 MONEY MAKERS FOR SPORTLANDS and PENNY ARCADES

BIG BANNER SEASON AHEAD

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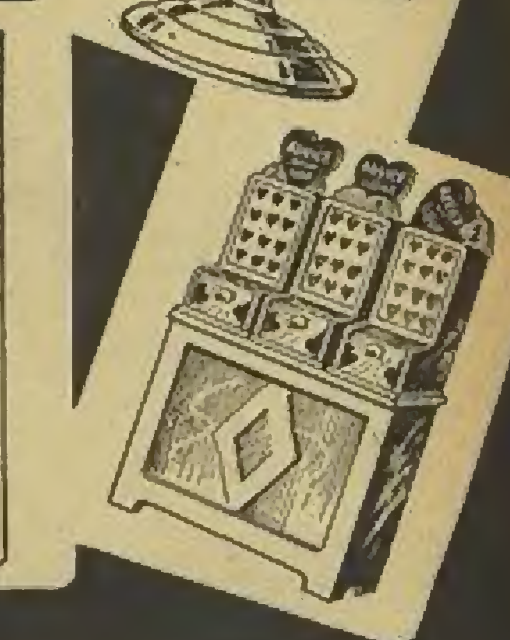
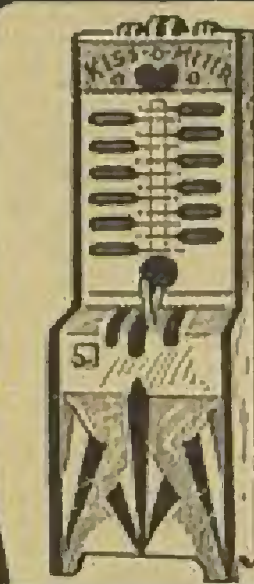
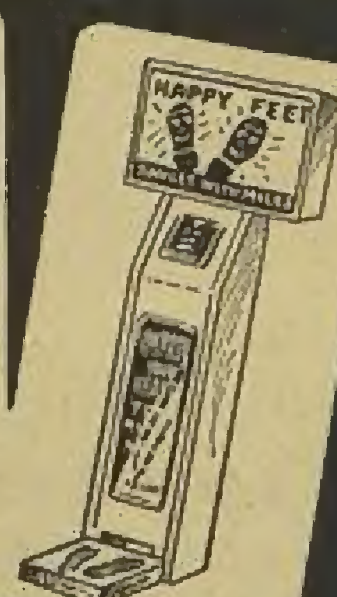


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The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Be Charitable

With the outdoor swim season soon to embark on its merry (we hope) way, it might not be amiss to urge outdoor pool operators right from the start to be charitable. Let me hasten to add that I don't mean tank men should run right out and plank down some do-re-me for local charity chest drive. There are various ways one can be charitable without donating money.

Every town and hamlet, regardless of size, has a group of organizations devoted to underprivileged citizens. These associations have members galore who would greatly benefit from a swimming party, deriving not only health benefits but a psychological reaction that would make them happier despite their handicaps. Therefore pool men are urged to stage as many parties as possible during a season, permitting people who ordinarily could not afford to visit a commercial pool or park to avail themselves

of all the beauties that should be rightfully theirs in this great free land.

Some pools have devoted swim sessions to underprivileged children and adults. More should. To say that one can get a lot of publicity as a result of such free swim offers would be in poor taste. Fortunately all such affairs do attract reams of publicity. Make such offers out of the goodness of your heart.

However, if you must have practical reasons for being charitable there is still another very important reason why you should cater to some charity swims. I have already conceded the publicity angle. Now consider the good-will phase. Unquestionably, you ask the local city fathers for favors of one kind or another. Many times you attempt to play down commercial aspects of your swim establishment, in order to prove a point, attempt to show the good the pool is doing the community. Well, Mr. Pool Man, the best thing you can do for your city is to help the hundreds of less fortunate enjoy themselves some time. If privately owned pools made a concentrated effort to help the poor, construction of municipal pools often might be averted, because then you might be able to show powers that be that a city tank is not really needed. Think it over. Be charitable!

Men and Mentions

As exclusively reported here months ago, New York dailies last week confirmed announcement that Buster Crabbe would replace Johnny Weissmuller in this year's New York World's Fair Aquacade. Also, as this department scooped, it is announced that Weissmuller will be featured in the San Francisco Aquacade.

Al Albajan, former swim teacher for Jefferson Park Boys' Club, who is new manager at Park Central indoor pool, New York City, is an energetic worker and has achieved great results in the short time that he's been there. Harry Lanzner is trying something new at Park Central, offering free dancing in gym on Sunday nights. Should go over.

FOR SALE CHEAP 15 USED DODGEM CARS

IN GOOD OPERATING CONDITION.
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GAMES—WHEELS—BINGO

A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO CAGES. HUNDREDS OF OTHER CONCESSION GAMES.

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Operated at New York World's Fair, 1939.
Excellent Condition — Price \$2,500
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NOTICE

Newly renovated park with 50,000 drawing desires to book rides on percentage basis.

KISHACOQUILLAS PARK
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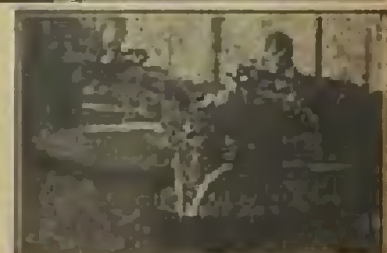
Tricky construction, that pool at Shushan Airport, New Orleans. Fire protection is the primary purpose of the tank, which was designed out of a water reservoir to serve a dual purpose. Immaculately clean pool with concrete diving stands and seats add to attractiveness of the site.

New York City municipal pool, Astoria Park on Long Island, was converted into a play area last winter by the park department. On the surface of the pool floor facilities for games like basket ball, paddle tennis, handball and shuffle board were provided during non-swimming months. Wondering what to do with your outdoor pool in winter?

Another tricky bit of pool construction, which, while not new, is interesting, concerns that employed at Ritz Park pool, operated by Chicago's park department. T-shape at this tank is used to separate divers and bathers. Understand it has proved a perfect preventive of diving accidents.

Dr. J. K. Marcus, International Vitamin Corp., is having an open-air pool built on his estate. Mack Rose, boss man of Cascades twin tanks, New York, designed it.

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LUSSE BROS., INC., AUTO-SKOOTER RIDE

WAKE UP Lazy Locations by adding 1940 GLAMOUR and PEP UP your receipts with the POPULAR and PROFITABLE AUTO-SKOOTER RIDE.

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HYLAND GARDENS

Has open owing to disappointment, Roller Rink, 50-50; Dance Hall, \$300.00; Popcorn, Shooting Gallery, Game of \$400. Will buy Arkansas Kid Ball Game. Hurry—long letters taboo! Best come first served.
H. HUSTLING HAYNES, Grand Haven, Mich.

American Recreational Equipment Association

By R. S. UZZELL

John T. Benson is back on his wild animal farm but still convalescing. A less vigorous man of his years could never have undergone his affliction and made the grade as he is doing. We hope for more sunshine on his New Hampshire valley so that he can be kept out in it.

Wallace St. C. Jones has moved his factory because modern progress of Boston demands his space. It is only the second move of his concern since 1867. Each move has been because of the city taking the location for public improvements. Now he has the finest quarters his concern has ever had.

Threats of Rivers

We were anxious about all of our friends near the flood hazards. The Ohio at Cincinnati was in flood stage. The Connecticut and Merrimac in New England were cutting capers. Excessive rains and cold weather have retarded outdoor construction and repair generally throughout the East, putting amusement parks behind in essential spring work. The water supply is now assured in abundance so that grass and flowers can be kept at their best. New York City and East Jersey were apprehensive all winter. April rains put water over the dams again.

S. B. Ramagosa, of Wildwood (N. J.) Casino Arcade, lost his father last week. The doctor had been in failing health for some time. His home was in Philadelphia, but for the summer months he had been enjoying sunshine and sea air at his son's ocean-side resort.

Charles Keller will operate Coaster and Funhouse again this year at the San Francisco exposition. July and August are the coldest months of the year at this Pacific Coast city. After crossing the burning desert, tourists, unwarned of such cold midsummer weather, are seldom ready with sufficient heavy clothing and consequently suffer severely and frequently become ill. Keller can loan an overcoat or sweater to his intimate friends but cannot supply all applicants, as he is not in the clothing business. He knows how to dress for that climate and can tell his inquiring friends just what to carry.

Promising for West

Harry Illions is in from Montreal to confer with the World's Fair concession

WANT

CONCESSION MEN WITH RIDES, SHOWS, GAMES

Beautiful Seaside Park and Beach next to Baltimore City-Downed Beach. 15,000 to 20,000 weekly attendance. 1 1/2 miles from the heart of Baltimore City. If you have 2 or 3 good rides and are tired of traveling, here is your summer spot.

BALTIMORE CONCESSION CO.

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For 1940, 1200-Capacity Ballroom, overlooking ocean. Also Linen and other stores for rent. Catering to Delaware, Maryland and Virginia clientele. Real opportunity for live operator at Maryland's only ocean resort.

SINEPUXENT PIER COMPANY,
Ocean City, Md.

WANT

Merry-Go-Rounds, Ferris Wheel, Whip. Work on commission, starting June 1st. Thompson Sea-Girl House. Reply:

CHARLES DOUGLASS

1330 Hanover St., BALTIMORE, MD.

department. He seems more interested in Ferris Wheels now than anything else and has definitely decided not to put in the Bozo ride. He tells us of snow and sleet in Montreal. This does not preface an early spring.

Richard (Dick) Lusse is getting into the harness as Eastern representative of Eyerly Aircraft Co. After getting the Florida winter, this cold spring must seem mild to him. He will be circulating as usual among outdoor amusement men but still remain responsible for his amusement park in Bucks County, Pennsylvania.

The West is just about sure of a crop this year, which means the lean years and amusement parks in the former dust bowl should put on weight after a lapse of so many lean years.

Despite the cold spring, floods, wars and rumors of more wars and political upheavals, the Eli Bridge Co. pursues the even tenor of its serene existence and goes right on turning out Ferris Wheels for the constant demand it has always known.

Phil Addison chirps from Marshall Hall, Md. He stays put and each year scores an advance for the resort on the Potomac.

Atlanta Bill To Be Varied

ATLANTA, April 27.—Two new rides and installation of 10 bowling alleys in the dance pavilion will be among new features in Lakewood Park here when it reopens on May 18, said Mike Benton, president, and Virgil Meigs, secretary Southeastern Fair. Boxing will be staged by Jim Downing. Among prelin features before the opening are appearance of Lucky Teter and his Hell Drivers on May 5 and May 12 and visits of students from Lakeside High School, Hot Springs, Ark.; Lanette, Ala. Schools, and Fort School, Sentinel, Okla., who will camp on grounds while here. On June 2 Bobby Walthour, vet. bike rider and holder of many records, will stage a bicycle field day on the race track.

New Penny. Spot To Open

WILLIAMSPORT, Pa., April 27.—Memorial Park here was scheduled to reopen as an amusement park on April 29 under management of W. G. Updegraff Enterprises, Inc., newly formed entertainment corporation. Mr. Updegraff, head of the company, leased the park from the city for a 10-year period, it being stipulated in the contract that the firm is to provide maintenance of park buildings. Contract covers operation of concessions and use of dance hall, for which Manager Updegraff plans to book name bands bi-weekly. He was successful in promoting dances in Elk's Auditorium here during the past winter, when he brought in a number of name bands. Spot will not operate on Sundays.

Big Biz Seen for Fla. Spot

JACKSONVILLE BEACH, Fla., April 27.—Construction of a \$15,000,000 air base here is expected to boost business at Reid's Playland Park over that of last year, which Mr. and Mrs. Earl A. Reid, proprietors, report was successful. Management is beginning its fifth season here. The Reids formerly operated Reid's Greater Shows, Park's Auto Skooter, Merry-Go-Round, Eli Wheel, Octopus, Tilt-a-Whirl and concessions were repaired and painted during the winter and opened on April 1. Location is on the driving beach, which has had rapid growth since 1938. Season is to remain open until late October. The Reids recently purchased a home in Melbourne, Fla.

PROVIDENCE.—Crescent Park, East Providence, opened its midway on Sunday, April 21, but weather put the kibosh on with cold, wind and rain.

Early Biz Is Drawn In Buffalo District

BUFFALO, April 27.—Of parks in this area preparing for early openings, some are already partly in operation. General outlook is declared bright. Glen Park, owned and operated by Harry Altman, opened its Casino ballroom early in April despite poor weather, and business is reported good, especially on week-ends. Owner Altman also just opened Glen Barn, beer garden-nitery type, and with a strong line-up of entertainment has been drawing excellently.

Casino has Ray Keating's Band for dancing and Vic D'Anna on novachord for intermission. Promotional ideas employed include a Ladies' Night on Monday, when girls go in free; Waltz Night on Tuesdays for anti-jitterbugs and a Treasure Chest Quiz on Fridays, a tie-up with WERN, Buffalo. Pete Krug, chief announcer of that station, pilots the show and cash prizes are given. Six participants are used each time, with consolation prizes going to losers. Admission to Casino, which operates on the social plan, is 25 cents per person every night except Sunday, when 35 cents is charged. Oscar Zimmer, from Waldmeier Park, Erie, Pa., is new ballroom manager. Natalie Altman is cashier.

The Barn, with 700-person capacity, features continuous entertainment in "nuthouse" style. At present 15 people work in the show, besides a five-piece colored band. Irving Fox is the Barn's manager and park press agent. James Phillips is chief bartender and there is a staff of 25 waiters. Interior has been improved with addition of elevated stage, but otherwise maintains its rustic set-up. Arthur Radka and Ernie Wall head the park police. Park proper is expected to open on May 15.

Celeron Park, near Jamestown, N. Y., owned and operated by J. H. Campbell, is readying a big opening in May. Improvements in the big roller rink and Pier Ballroom are under way, including installation of ceilings to aid acoustics. Pier Ballroom, which featured name bands Saturday nights for the past years, will adhere to the policy. On week nights the ballroom is expected to be run like a night club, with a band and variety floor show. Henry Gettman is park general manager and assistant of Owner Campbell.

New Coaster for Agawam

SPRINGFIELD, Mass., April 27.—Discovery that \$50,000 would be necessary for rehabilitation of it has led Edward J. Carroll, managing director of Riverside Park, Agawam, to cancel plans for opening the Roller Coaster this year. It probably will be torn down and a new one built next year. Work on grading the movie lot is finished and open-air theater and roller rink will open on May 1. Animals for the park farm, quartered in Georgetown, Mass., will be brought here about the middle of May and will be in a street parade ballyhoo. Main entrance arch is almost complete and workmen are installing neon signs around the park. Almost all concession space has been taken.

Pontchartrain Bows May 4

NEW ORLEANS, April 27.—With Bee Kyle, high fire diver, set for the opening two weeks, Pontchartrain Beach will get under way on May 4 with fireworks display and special events. Manager Harry J. Batt contracted with Art Blease, Thearle-Duffield Firework Co., for the pyro display. Improvements include new restaurant and casino, two new rides and enlarged parking. Manager Batt believes laying out new picnic grounds at both ends of the resort will augment patronage.

BEACH BODY

(Continued from page 35)

Some concessioners, after receiving their licenses, were closed by police. James English, member of the governing board, told the meeting that the board will go before Milford police authorities and seek approval of concession games, which, it is claimed, are banned at the beach altho permitted at other amusement spots.

It was also indicated that the board will assume control over the district in accordance with a clause in the charter granting the association special police powers, so as to regulate games and assure their proper operation. George Merwin, Murry Altman and Morris Gold, stand owners and operators, were among those at the meeting.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

More of promotional division of New York World's Fair to tie in resorts in this section by means of "special days," etc., is meeting with cool reception here, municipal officials declaring that last year's experiences showed Pushing Fiesta strong on promises but off on delivery. This, coupled with the fact that the fair is only 50 miles away, brought from officials the opinion that the fair last season strongly counter-acted tourist trade which normally came here.

Entire 25-mile shore resort sector from Atlantic Highlands to Point Pleasant is going in for heavy face-lifting. Completion of \$1,000,000 government-sponsored breakwater at Atlantic Highlands, scheduled for late this season, is expected to stimulate traffic from New York by permitting quicker and cheaper boat trips, coupled with rail and bus feeder lines to resorts all thru this area. New beach-front improvement programs at Long Branch, Deal, Asbury Park, Bradley Beach, Belmar and Point Pleasant include boardwalk modernization, additional jetties and improvement of public beach-front buildings costing about \$2,000,000.

Louis Levinson, head of Palace Amusements here, announces additions to Ferris Wheel and Carousel layout on Wesley Lake near the boardwalk, with addition of a monkey house, similar set-up being planned as a stronger bid for kid trade. Heavy accent will be given the annual Tulip Festival scheduled here for the middle of May.

Operation of parking meters, officially started along the beach front, resulted in a slight downturn in traffic but most boardwalk ops are of the opinion that the gadgets will be taken for granted in a short time, with no appreciable effect on visitors.

Meyers Lake Pushing Work

CANTON, O., April 27.—Inclement weather has delayed construction work in Meyers Lake Park here, where entire midway is being revamped. Extra workmen were drafted this week in an effort to have major construction completed in time for opening on May 30, said Manager Carl Stelclair. Framework for new Merry-Go-Round building in center of the midway has been completed and will be under roof soon. It will be ready for the season's inaugural. Only minor details remain on the bath house project, started last fall. Work also started on a new outdoor dancant, which will accommodate several thousand.

COLD IN DETROIT

(Continued from page 35)

is again under management of Henry Wagner and Max B. Kerner. Ben Mow, formerly with Wagner on the old boardwalk in Riverview Park and a concessioner in Eastwood the past five seasons, is new assistant park manager. Harry Stahl continues as superintendent.

New construction includes the Rocket Ship, with a tall central tower finished in multi-color vertical neon tubing in rare pastel shades, visible for miles, on site of the former airplane ride. New neon tubing has been tripled, from 5,000 to 15,000 feet. Old arches and posts along the midway have been removed and replaced by neon-tubed world's fair type columns. New cars have been placed on the Dodge.

Realistic touch is added by Harry Stahl's Keeney machine-gun concession and E. R. Knodell's long-range shooting gallery, latter with a sandbag-trenched front, with tree trunks, gun wheels and similar debris strewn over the range and with moving soldiers and tanks as targets. Swimming pool and outdoor gardens will open on May 24, with Eastwood Gardens, 5,000-capacity ballroom, operating under a name band policy, while the Indoor World's Fair Ballroom will provide popular-priced dancing.

Principal departments remain in the same hands, with Rilla McLean and Charles Rosenzweig operating the rides; Sam Kutzen, refreshment concessioner; Frank Kutzen, manager of roller rink and ballroom; Frank Kay, manager of Gardens, and Louis Wish, principal concessioner. While weather hurt rides and other outdoor attractions seriously, the roller rink and ballroom drew close to capacity for the opening.

YOUNGSTOWN, O.—Management of Idora Park here announced re-signing of annual Mahoning Valley District Italian Day Celebration for July 28.

**Here's How To Get High-Profit
Extra Summer Business! Install a**

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**The Only Automatic, Sanitary
SNO-BALL DISPENSING MACHINE**

A marvelous money-maker! Brings steady flow of business on sno-balls, sno-cones, drinks . . . wherever shaved ice is used! Ideal for resorts, drug stores, concessioners, etc. Pays for itself quickly.

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L. I. Beachers Lower on Hopes For WF Callers

By ALFRED FRIEDMAN

PAR ROCKAWAY, L. I., N. Y., April 27.—Long Island is set for the season with about the same kind of optimism that each year precedes start of a new season. Expectations are a bit lower than last year's motivated thru presence of the World's Fair at Flushing and because the expo didn't bring the harvest of gold that the amusement groups (and others, for that matter) had tilted their caps for. Just the same, one has to do plenty of searching for a person who can give solid reasons "why this won't be a good year."

Give Long Island's beaches a good measure of hot weather and it will evaporate the red ink. There has never been anything wrong with the beaches locally that hot weather couldn't cure. As for rainy week-ends, one concessioner once said of them that they were the only reasons for suicide.

Rockaway, which considers it a poor season if it fails to draw more than 20,000,000 visitors, sees no reason why it shouldn't do so this year. Jones Beach and the rest of the Long Island State Park system forecasts about 7,000,000, while Long Beach would be contented to lure about 10,000,000.

Last year the Island was agog with plans to greet the "millions" who'd be here for the fair and who would want to get on the beaches. The "millions" didn't show up, and all the plans that were made for their accommodation and amusement was just so much misused energy. This year no special plans are being made, and one wonders what will happen if the fair did bring a rush of out-of-towners to the shore.

Rain Hits Early Biz

Continuous spell of rain may be cheer-up stuff for farmers, but it has the amusement contingent at the sea shores here upset, with a lot of pre-season biz missed.

Extensive improvements are being made at Atlantic Beach Club, which has been leased for five years at a sum near \$200,000. House-warming for Lido Beach Club, near Long Beach, now owned by the Frank Seiden interests, brought hundreds of well-wishers from New York City.

Interests behind Great Neck Beach Club, Roslyn Beach Club, Atlantic Shore Club and Hempstead Beach Club are planning extensive improvements at each spot. Columbia (Par Rockaway) Open-Air Theater is now an auto parking lot.

Clean-Up Set for Mich. Spot

GRAND HAVEN, Mich., April 27.—Task of preparing Hyland Gardens on Lake Michigan here for its opening on May 30 is to get under way immediately, said Manager R. W. (Hastling) Haynes, who arrived with his family today. Interior and exterior of park's two big buildings are to be repainted. Roller rink will be redecorated and its floor resurfaced. Mrs. Anderson will again have the restaurant.

NAAPPB RISK PLAN

(Continued from page 38)
request of our public liability insurance committee, the participating feature has been discontinued and as a substitution a more equitable experience rating is arranged by our insurance committee, who sit down with officials of the Associated Indemnity Corp. and check the actual records of each assured and arrange his credit rating accordingly. Never before has such a privilege been extended to policyholders and never before therefore have they been assured such honest classification according to their own operating results. By this method operators enjoy the best possible rates immediately rather than waiting for possible dividends, and the new plan has met with universal approval.

"During the New York convention Leonard B. Schloss, vice-chairman of the public liability insurance committee and vice-president and general manager of Glen Echo (Md.) Park, stated: 'My own experience during the last four years was most gratifying and both the inspection and claim service ran far beyond my optimistic expectations. I have saved in the neighborhood of 45 per cent of

my former premium costs and this without the slightest sacrifice and the finest protection and the best possible service.'

"We of the association have no quarrel with any other carrier or carriers. We have set out to provide the members of our industry with first-class coverage at moderate cost. This we are accomplishing and on behalf of my fellow directors and members of the public liability insurance committee I extend a most hearty invitation to all park, pier and beach men and their concessioners to join with us now to bring about at as early a date as is possible our proposed universal coverage for the industry. We are glad to handle any inquiries, either by letter or on the standard questionnaire form, promptly and to see that the brokers interested render prompt service when addressed at Suite 1130, 201 North Wells Building, Chicago.

Better Service Given

"John Logan Campbell, the association's official insurance consultant, the public liability insurance committee, our board of directors and numerous of our larger operators investigated the Associated Indemnity Corp. of California very thoroughly before our board of directors and our membership authorized the committee to enter into a contract with it. Best's Insurance Reports have always given it a most exceptional rating and on all sides where inquiry was made only the finest reports were received. As satisfied as they were with these preliminary investigations, I am frank to admit that its inspection and claim service has far exceeded our fondest expectation and, after all, these services are the very foundation of the cost structure. Our four years of association and participation in this plan in co-operation with the corporation have been most happy and profitable to our policyholders."

In commenting on foreign carriers, Secretary Hodge declared that he knew nothing of a "whispering campaign" referred to in *The Billboard* of April 27 by Charles A. Loux, but that many operators had brought up the question as to the safety of foreign coverage carriers regardless of the sincerity and stability of certain foreign carriers.

"I have on my desk," stated Mr. Hodge, "several notices from banks regarding checks from foreign members which say 'Present restriction in the source of remittance prevent our handling this item on a cash basis. It is being entered for collection. Until further notice please direct all foreign items to our collection department.' These items have been pending for some time and, regardless of trust agreements and the best of legal opinions regarding their validity, many operators wonder just what might happen when governments that do not seem to be bound by the same laws as cover individuals see fit to take over the property of their citizens wherever and whenever located. I am not posing as any legal expert in the situation, nor did the matter originate among our officials. It has been brought up countless times by interested operators who, quite naturally, have the right to ask the question and who have their own opinions regarding the hazard of foreign coverage under existing conditions."

STATON'S OPENING

(Continued from page 38)
new shock-proof seats have been put on Big Dipper. Most popular holdovers are Skooter, Clipper Planes and train. For skill games Manager Staton has 14,000 pieces of plaster on hand and about 2,000 pieces of china.

Improvements include removal of cast wall to dance hall to provide about 20 per cent more seating, tipping capacity over 2,000. Parking space of 10 acres has been leveled and graded. Swimming pool was done over and park has its own wells, a good thing now since the city supply is lowest in years. There are also a filtration plant and air conditioning inside ballroom. Playground near pool has been enlarged, due to a good play last year.

Publicity includes newspaper, street car cards and radio. WKY will use 15 minutes nightly for park's band music. Manager Staton and son, Marvin, will be in charge.

AC AFTER MEETS

(Continued from page 38)
chestra for dancing in Marine Ballroom and exhibits.

That the city means business in regard to getting the 1942 American Legion convention was evidenced when Mayor C. D. White appointed a committee headed by Bennett E. Tousley, beauty

pageant chief, and including Mortimer P. Lewis, representing amusement men. It was estimated that the convention would bring \$5,000,000 to \$8,000,000 into the resort. Another choice convention for 1941 was bagged, the Variety Club's next April annual conclave.

Louis Cunningham, city publicity chief, has turned over the Chamber of Commerce plans for an Atlantic City Day to be held during the New York World's Fair. He said tentative plans of fair officials are for staging a beauty contest to select Miss New York for the annual pageant here and final selection to be made on Atlantic City Day at the fair.

More than two miles of new decking have been placed on the Boardwalk by WPA labor since January 1, 1939, and work is expected to continue some time. Director William P. Casey said about \$1,000,000 has gone to workers. He pointed out that the new boards will last for 10 years or more as against five years, for much of the planking laid before this project started.

HAMID WHITE CITY

(Continued from page 38)

will find the spot attractions such as theaters and net haul open, with daily season to begin June 22. Hamid announced purchase of a 10-year-old, 50-foot, 60-passenger yacht, Aquila, which will run from the pier on a frequent schedule for a fee not yet fixed. Additions are planned for Funhouse and many picnic, transportation and hotel tie-ups have been made, Hamid stated.

GURTLER SEES PROFIT

(Continued from page 38)

year's. Elitch baseball league will not be continued this year and instead games will be conducted by American Legion League. Boggle (Boggio), the restaurateur, has signed a new five-year lease and is installing all new equipment in addition to a 50 by 100-foot enlargement of the cafe.

Personnel includes John Sack, Roller Coaster; Joe Janovsky, ballroom; Henry Meier, chief cashier in charge of main office; Jack Gurtler, picnic promotions; Ben Byers, publicity; Arnold Gurtler II, purchasing agent; Emil Wank, Old Mill; Carl Amburgh, refreshments; "Cap" Lavelle, front gateman; Edward Richards, Merry-Go-Round; Jack Sack, Pretzel; C. P. Clifford, Henry Barwash, James Kinneavey, auto gatemen, and Jack Billings, theater box office.

CHP'S RIVERVIEW

(Continued from page 38)

William Schmidt, vice-president in charge of construction.

Several new devices and rides will be added to the already imposing roster of attractions. These are now under construction and will be ready for operation when the season opens, according to William Schmidt. Last year's favorites, the Pair-o-Chutes, the Bobs and battery of speed coaster rides, have been renovated and repainted.

Park's successful price policy, inaugurated several seasons ago, will be continued. Mondays, Wednesdays and Fridays will be 2-cent days, with Saturday at the same low rate until schools close. Night-time visitors on Tuesday and Thursday will again see the 5-cent admission signs on many feature attractions. Special price concessions for joint picnics and outings will be granted large industrial and business organizations as in past seasons. An early check of the present season's picnic log shows many large repeaters plus numerous first-timers.

Another feature carried over will be the month-long carnival held during closing weeks. Festival this year, as yet unnamed, will have many new and novel features.

Advertising and promotional activities again will be generated by the Louis G. Cowan Co. An intensive campaign aimed for local business will include direct mailing to more than 300,000 Chicagoans and suburbanites, an increased schedule of metropolitan advertising and a two-month period of billboard showings. New this year will be a program planned for towns and cities within a 150-mile radius encouraging visits by groups. A program of special price rates, including park admission, ride tickets and transportation is under consideration.

Second phase of the promotional campaign will be concerned with summer influx of transient visitors. World's Fair tourists approaching the city en route for the east and west shows will be greeted by scores of colorful billboards stationed on principal highways announcing Riverview attractions.

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CONCESSION!**

**THE PROVEN SUCCESS
FOR BOARDWALKS
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RELIABLE Source. Write for Our
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Will lease the beautiful Venice Ballroom to reliable party. Completely equipped with P. A. system, davenport, etc. 10,000 feet of dance floor. Further particulars write or write E. A. GEREY, JR., Mr. ABBOT KINNEY CO., Venice, California.

AL WAGNER CONCESSIONS

Can place for Casino Park, Fort Worth, Tex., capable Grand Store Agents, Guess Your Age and capable Man for Platform Scales, Agents for Ball Games and Slum Stores. Part comm May 10th. People contacted, answer to ARONIE WAGNER, Mr., Casino Park, Fort Worth, Texas.

**Tell the Advertiser in The Billboard
Where You Got His Address.**

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

BLACKHAWK RINK, Valparaiso, Ind., operated by Milton Evans, burned to the ground on April 20 with loss of all equipment. Evans estimated that he lost \$4,000 worth of winter equipment and \$3,000 worth of summer rink equipment. He plans to open a summer rink at Cedar Lake, O., some time in May. Clayton Cornell and his partner, who were playing the Blackhawk at the time of the fire, lost all of their equipment, it is reported.

ASSOCIATED PRESS writer Ferd Browning recently interviewed Earl Van Horn, manager of Mineola (L. I.) Rink, and released a feature story on progress of roller skating in recent years and the part Mineola has played in helping roller skating gain a foothold in the sports world. Article was illustrated with pictures of Mineola's State dance champions and members of the figure-skating club. Prizes were awarded on April 11 to four winners of an old hat contest. State figure and dance champions from Mineola gave exhibitions at Fordham Rink, New York, on April 10.

OPEN-AIR Sans Souci Roller Rink, Wilkes-Barre, Pa., began its season on April 16, drawing 450 paid admissions, reported Mrs. Frank Killian. Maple floor measures 85 by 165 feet and changeable lighting effects are utilized. Some exhibitions were given on opening night, when Mr. Davis, proprietor of Kingston (Pa.) Rink was a visitor. Sessions are held four times weekly and private parties are being booked. Rink has installed a 10 by 15-foot panel on which to place souvenir rink stickers. Spring frolic is scheduled for May.

PROFESSIONAL roller hockey was scheduled to be introduced by Cleveland Roller Hockey Club in Public Auditorium on April 27, said Henry Martin, president of Midwestern Professional Hockey League, Inc.

NEWSPAPERS were utilized to announce scheduled May 1 opening of new Riverside Park Roller Rink, Agawam, Mass. Rink has a 15,000-foot maple floor costing \$12,000 and is equipped with an electric organ.

QUEEN contest in Deuback Arcade Roller Rink, between Dallas and Vickery, Tex., closed on April 13, reported Mrs. Gertrude Deuback, press representative. Winner is entitled to free skating during 1940, including use of shoe skates, and was awarded pennant and crown. Contest lasted two weeks and more than 1,000 votes were cast. Crowning took place on April 20.

ROBERT CAMPBELL, of Cleveland, has announced plans for erection of a \$100,000 roller rink to be built on Detroit avenue, Lakewood, O. Building will be 100 by 300 feet and will also house bowling alleys and table tennis courts. It will be called the Rollarene.

RAINBOW Rink, four miles west of Camp Hill, Pa., along Carlisle pike, opened under management and ownership of A. L. Runk. New rink has hardwood flooring, fluorescent lighting, seating for 600 and modernistic wall murals and is in a new brick structure, with oval modernistic windows of glass block. Frank Taylor's Ork played on opening night, April 20, and Harrisburg Radio Station WKBO carried a half-hour broadcast from the rink.

SINCE opening in October, 1939, business at Spinning Wheel Roller Palace, Canandaigua, N. Y., has increased steadily, reported Secretary Betty King. Manager J. H. Ambrose, who also directs Crystal Gardens Rink on Canandaigua Lake shore, has organized Spinning Wheel Roamers' Club, which has mem-

bership limited to 60. Club is to visit other rinks in a 150-mile radius and give performances in figure and trick skating and present a drill number.

FOURTH anniversary of Baumgart Sisters' Sunset Park Roller Rink, Williamsport, Pa., will be celebrated with a revue and party.

MORE than 1,200 ried for prizes in second annual roller-skating club parade on April 19 at White Horse Roller Rink, Watsontown, N. J. Invitations were sent to 120 clubs and representatives appeared from points as distant as Washington, New York, Maryland and Connecticut. It was believed to have been the largest roller pageant ever staged in the East. Prizes for clubs and individuals included a cup to club making the best showing, 30-inch trophy to couple winning the waltz contest and cups to the couple considered the best two-steppers.

REX AND BETTY POWERS, who appeared with Sonja Henke in pictures, made their Eastern debut at Silver Lake Inn near Clementon, N. J., doing ice routines on roller skates.

MAG KELLEY, owner of Philadelphia Circus Gardens Roller Rink, is planning to build an outdoor roller rink in Philadelphia.

WHIRLING Dervishes, fancy skating team of Danceand Roller Rink, Decatur, Ill., attended the annual convention of Roller Skating Rink Operators' Association of the United States in Cleveland on April 17-20, reported Noble Galligar. En route home they visited Fred Martin's Arena Gardens Rink, Detroit.

EASTWOOD Park Roller Rink, Detroit, opened on April 19 with attendance of more than 700. Manager Frank Kutzen reported. Skaters received a box of candy and there were door prizes and awards for a series of contests. Winter season was best in history of the rink, many parties having been booked. Plans are being made to enlarge rink's skating area, now limited to about 900, by moving back spectator railings. Sigmund Ross is organist.

MADISON Gardens Roller Rink, Detroit, will remain open this summer. Manager Orville Godfrey believing business will justify the policy. In recent years most Detroit rinks have closed during summer. Henry Van Steeden opened recently as organist. He is to remain until fall, when he will go to Edgewater Rink.

EDGEWATER Park Roller Rink, Detroit, opened on April 19 under a new policy of year-round operation. It is being remodeled for winter use. Business was somewhat ahead of last season's opening, largely due to better business conditions. Staff includes Orville Godfrey, manager, assisted by his brother, Leonard; Gilbert Axel, floor manager; Joan Lee, organist; Mrs. Douglas Wikander, cashier; Vernor (Tex) Carlson, doorman; Bob Regal, Bill McCrory, Leo Covert, floormen; Betty Talbot, checkroom; John (Red) Krohn, skateboy, and Ray Kovac, skaterman.

SPRING roller frolic on April 20 in Moonlight Garden Roller Rink, Springfield, Ill., was the largest affair yet staged by Moonlight Waltz Club, reported President Alvin Hyster. Party was attended by 200 skaters, including 75 from Arena Roller Club, St. Louis; 6 from Granite City (Ill.) Rink and 20 from Circus Roller Club, Bloomington, Ill. Floor show was presented by a local dance school and games were played.



VICTOR J. BROWN, first president of the Roller Skating Rink Operators' Association of the United States, was returned to that office after a year's lapse, at the third annual convention in Cleveland on April 17-20. Now operator of Hway Arena, Union, N. J., he was re-elected at the first annual convocation in Cincinnati in 1938 when he operated Dreamland Park Rink, Newark, N. J. He begged off in the 1939 election in Mineola, L. I., because of press of business, and Rodney Peters, St. Louis, was named.

Brown Heading RSROA; Selects Cleveland in '41

CLEVELAND, April 27.—Large attendance marked the third annual convention of the Roller Skating Rink Operators' Association of the United States in Public Auditorium here on April 17-20, when Cleveland was chosen as site of the 1941 convention and National Amateur Skating Championships. The convention lived up to expectations, and it is felt that another step in the advancement of roller skating business has been taken, said RSROA Secretary Fred A. Martin.

Victor J. Brown, Union, N. J., was elected president. Fred Freeman, Boston, was elected vice-president; Earl Van Horn, Mineola, L. I., second vice-president; J. W. Norcross, Denver, third vice-president; Weston J. Betts, Redondo, Wash., fourth vice-president, and Secretary-Treasurer Fred A. Martin, Detroit, was re-elected. President Brown was named chairman of the board of directors. Serving with him will be Fred Freeman, Earl Van Horn; C. V. (Cap) Sefferino, Cincinnati; Jack Schumann, Al Kish, J. W. Norcross, Weston J. Betts, Rodney Peters and Wally Keller. Named as honorary board members were Joseph K. Savage, president, United States Figure-Skating Association, New York; Ted Young, president, Amateur Skating Union, St. Louis; Pat Hodous, past president, ASU, Cleveland, and Otto J. Albrecht, past secretary, ASU, Cleveland.

Horvath is Host

Charles Horvath, operator of Trianon Ballroom here, entertained operators, guests, contestants and their parents on April 19, when more than 600 attended a buffet supper and dance in the ballroom following RSROA functions that night.

Competitions were enthusiastically received by large crowds each night in Public Auditorium. Spectators expressed surprise and pleasure at the grace and skill of skaters. Another large crowd turned out for the Carnival of Champions the night of April 20, when 10 numbers were presented.

Carnival program included a novice skate-dancing group with Champions Robert Ryan, Dayton, O.; Don Scott, Cleveland; Ozmie Nelson, Great Neck, L. I.; Nicol Jean McMichael, Dayton; Miss Heifer and Dorys H. Scudder, Greenlawn, L. I.; Walter Bickmeyer Jr., Hempstead, L. I., national champion junior boy figure skater; Lois Goeller, Queens Village, L. I., national champion junior girl figure skater; 16-girl drill ballet by Kish's Roller Skating Ballet. (See Brown is Head on opposite page)

Echoes of Meet

By PERRY B. RAWSON

Dance Committee Chairman of RSROA

DEAL, N. J.—Why use up space and adjectives? The 1940 roller championship in Cleveland on April 17-20 was perfect. So perfect that Victor J. Brown, who was once more elected president of the Roller Skating Rink Operators' Association of the United States, announced that Cleveland had been selected for 1941. I am asked to write on progress our skaters have made in international-style skating, particularly in dancing, but I cannot pass over the snappy racing meet that Cap Sefferino staged on April 18. It was as speedy as the racers themselves. It seemed as if the starting gun was firing constantly.

April 17 was school figure day. And very excellent school figures some of them were. Prominent USFSA national judges lent a willing hand to the exhausting task of judging. They expressed amazement at the progress made in two years. This branch of the art is definitely out of the woods and on its way. The free skating is a bit rough in spots, but another year's polishing will smooth it out. The pair skating has made great progress and has definitely arrived. Many excellent exhibitions were given. Even those (See Echoes of Meet on opposite page)



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RSROA Victors Scattered Over A Dozen Cities

CLEVELAND, April 27.—Results of the second United States Amateur Roller Skating Championships here in Public Auditorium during the third annual convention of the Roller Skating Rink Operators' Association of the United States on April 17-20 were indicative of the intensive promotional work the association has done in teaching higher forms of roller skating. No less than 14 cities were represented by winners and runners-up, and a number of new national speed records were set.

Respective first, second and third-place winners of girls' and boys' junior figure skating competitions were Walter Bickmeyer Jr., Mineola, L. I.; Jack Seifert, Dayton, O.; Gene Woodson, Cleveland; Lois Goeller, Mineola; Lillian Schroeder, Detroit, and Shirley Snyder, Dayton.

Novice men and women's figure-skating winners were Edward Taylor, Astoria, L. I.; Bruce Towle, Carl Mathews, Detroit; Edna Mae Altenbaugh, Pittsburgh; Melva Block, Detroit, and Marion Moore, Mineola.

Winners of senior figure-skating competitions in men and women divisions were Walter Stokosa, Detroit; Robert Ryan, Jack Werts, Dayton; Margot Allred, Dayton; Jane Holcombe Amala, Detroit, and Eloise Burrows, Dayton.

Contests were judged by Joseph K. Savage, New York; Mrs. C. B. Blanchard, Boston; Merle Baxter, Chicago; Mrs. H. G. Salsinger, Detroit; Paul Pavliska, Cleveland; Mrs. Carl R. Engel, New York; Clifford J. Fulton, Cleveland; Hedy Stenuf, Chicago; Harry O. Diefendorf, Detroit, and E. O. Engelke, Cleveland. Referees were Lee T. Schur, Cleveland; Richard Chambers, Dayton; Anne Tait, Washington; Ralph Schenck, Mineola; Dr. H. A. Whytock, Salt Lake City, and A. H. Weir, Detroit. Junior judges were A. E. Ewers, Detroit; Barbara Killip, Mineola; William Opatry, Pittsburgh; Irene Seifert, Dayton; Albert P. Geyer, Astoria, L. I., and Charles Boring, Indianapolis.

New Records Made

Senior pair-skating contest was won by Dorothy Kolb and William Opatry, Pittsburgh, followed by Nicol McMichael and Robert Ryan, Dayton, and Virginia Mount and Lloyd G. Young, Detroit. Winners of the junior skate-dancing contest were Shirley Snyder and Jack Seifert, Dayton; Lois Goeller and Walter H. Bickmeyer Jr., Mineola, and Joanne E. Reehl and Leslie Reese, Dayton. Nicol McMichael and Robert Ryan, Dayton, also won the novice skate-dancing contest, with Jean Helfer and Donald Scott, Cleveland, and Doris Scudder and Ozzie Nelson, Mineola, coming in second and third, respectively.

Winners of senior skate-dancing contest were Mary Louise Durkin and Gordon B. Finnegan, Mineola; Barbara Mary Killip and Walter Hughes, Mineola, and Virginia Mount and Lloyd G. Young, Detroit.

Judges for senior skate dancing and pair skating were Harold Hartshorn, New York; Mrs. Carl R. Enger, New York; Clifford Fulton, Cleveland; Sandy Macdonald, New York; Mrs. H. G. Salsinger, Detroit; Joseph K. Savage, New York; Mrs. C. B. Blanchard, Boston; Harry O. Diefendorf, Detroit; Mildred Messer, Cleveland; Paul Pavliska, Cleveland; Hedy Stenuf, Chicago, and Merle Baxter, Chicago. Novice competition was judged by Anne Tait, Washington; Howard Bailey, Cleveland; Helen Kell, Mineola; A. H. Weir, Detroit; Richard Chambers, Dayton, and Lillian Myers, Cincinnati.

In 440-yard senior men's race George Moore, Cincinnati, set a new national record of 43.8. Second and third places were won by Erving Reznick, Detroit, and Leroy Junge, Chicago, respectively. Moore repeated in the 880-yard race, time being 1:29.5. He was followed by Robert McDole, Chicago, and John Matkovich, Detroit. New national record of 2:59.8 was set by Moore in the mile race. Russell Brown, Chicago, and Everett Minka, Cincinnati, were second and third-place winners. Two-mile race was won by Harry Lindbergh, Detroit, in 6:43. Louis Rayot, St. Louis, and Everett Minka, Cincinnati, came in second and third, respectively. Lindbergh's time of 15:35.5 for the five-mile race was a new national record. Allan Runk, Cincinnati, and Louis Rayot, St. Louis, came in second and third. Junior boys' 440-yard race was won by Robert Karpy, Cleveland, followed by Roy Fotch and Joseph McNorgan, Detroit. Time was 45.4. Junior 880-yard race was taken by Charles Whiteman, Dallas.

Henry Pelley, East Liverpool, O., was second, with Robert Beak, Otsego, Mich., being third. Time: 1:34.1.

Boys Are Co-Holders

Bobby Joe Best, Springfield, Mo., won juvenile boys' 440-yard race in 49.3. Second and third-place winners were John Steele, Detroit, and Douglas Brenner, Royal Oak, Mich. Total points for seniors on the basis of 30 for first place, 20 for second and 10 for third were George Moore, 99; Harry Lindberg, 60; Louis Rayot, 50; Edwin Reznick, 20; Robert McDole, 20; Russell Brown, 20; Allan Runk, 20; Everett Minka, 20; Leroy Junge, 10; John Matkovich, 10. Junior boys: Robert Karpy, 30; Charles Whiteman, 30; Ray Fotch, 20; Henry Pelley, 20; Joseph McNorgan, 10, and Robert Black, 10. Because of physical condition, Karpy could not compete against Whiteman in a matched race to decide who would receive first-place medal. It was therefore decided to award Whiteman first place and Karpy second, both to be known as co-holders of junior boys' championship.

Senior women's 440-yard race was won by Verna Picton, Detroit. Jane Prater, Cincinnati, was second, with Sherry Endean, Chicago, third. Time of 45.8 set a new national record. Miss Picton set another national record of 1:34.4 in the 880-yard race, with Sherry Endean, Chicago, and Betty Ross, Detroit, coming in second and third. Betty Ross set a new national record of 3:15.3 for the mile race. Verna Picton and Sherry Endean came in second and third, respectively. Junior girls' 440-yard race was won by Maxine Rosser, Chicago, time being 48.8. Dorothy Law, Detroit, was second, with Patricia Esslin, Detroit, third. Juvenile girls' 440-yard race was won by Lillian Schroeder, Detroit. Margaret Williams, Detroit, and Raehene Herzog, Salt Lake City, were second and third. Time, 56.6. Total points for senior women were Verna Picton, 80; Betty Ross, 40; Sherry Endean, 40; Jane Prater, 20. Misses Endean and Ross skated a mile match race to break their tie, Miss Ross winning and thereby being awarded second place. Point winners for junior girls were Maxine Rosser, 30; Dorothy Law, 20, and Patricia Essline, 10.

Officials Are Notable

Race officials were Julian T. Fitzgerald, past president National Amateur Skating Union, honorary referee, with Clarence Rees and Henry Kemper, NASU referees. Assistants were Darrell Albrecht, former Ohio ice-skating champion; W. P. Hodous, past NASU president and manager of 1940 speed-skating Olympic team. Starters were Amos Bell, RSROA, and Carmen Tortorello, Illinois Skating Association and official NASU starter. Timers, Guy Rostetter, Ohio Skating Association and NASU timer; James Lee, Northeastern Ohio Amateur Athletic Union and National Amateur Athletic Union timer; William Carole, OSA; George Handura, president, OSA; Walter Lehet, OSA; Gus Kern, NEOAAU; Charles Gerecker, Missouri Skating Association and National Amateur Skating Union. Judges: Ted Young, president, ASU; Bert Howlett, OSA; Floyd Rowe, NEOAAU; Frank Love, OSA; Ernest Del Manzo, Bert Wheeler and Herb Rostetter, OSA; Frank Burke, president, NEOAAU. Corner judges: Tony Rogers, OSA past president and NASU official; Art Adams, OSA; Walter Rostetter, and Pete Miller, president Illinois Skating Association and 1940 speed-skating Olympic coach. Clerks were Otto Albrecht, former ASU and OSA secretary, and Ernest Dahm, OSA.

BROWN IS HEAD

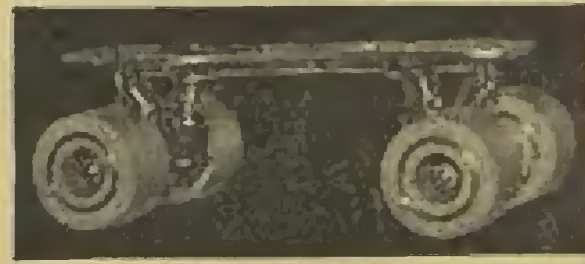
(Continued from opposite page)

Toledo; Edward Taylor, national novice men's figure-skating champion; Edna Mae Altenbaugh, national novice women's figure-skating champion; national junior skate-dancing championship group of Jack Seifert, Dayton; Walter Bickmeyer, Hempstead, L. I.; Leslie Reese, Dayton; Shirley Snyder, Dayton; Lois Goeller, Queens Village, L. I., and Joanne Reehl, Dayton.

Trophies Are Presented

Margot Allred, Dayton, national senior women's figure-skating champion; Eunnie Mae Williams; Robert Ryan, national senior men's figure-skating runner-up; first, second and third-place winners of national speed-skating championships, ending with presentation of national trophies to George Moore, Cincinnati, and Verna Picton, Detroit, followed by exhibitions of free skating by Moore and demonstrations of speed skating and the 14-Step by Miss Picton; Singing Wheels, presentation by Cleveland Roller Club; Melva Block, Romulus, Mich., runner-up novice figure skater; William Opatry and Dorothy Kolb, Pittsburgh, national pair-skating champions; precision ballet by Cleveland

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NATIONAL AMATEUR CHAMPIONSHIP BOYS' JUNIOR FIGURE SKATING
SECOND—Jack Seifert, Dayton, O.
on Rol-o-ways

QUARTER-MILE SENIOR LADIES' NATIONAL AMATEUR RACING CHAMPIONSHIP
FIRST—Verna Picton, Detroit, Mich.
on Rol-o-ways

NATIONAL AMATEUR CHAMPIONSHIP GIRLS' JUNIOR FIGURE SKATING
THIRD—Shirley Snyder, Dayton, O.
on Rol-o-ways

HALF-MILE SENIOR LADIES' NATIONAL AMATEUR RACING CHAMPIONSHIP
FIRST—Verna Picton, Detroit, Mich.
on Rol-o-ways

NATIONAL AMATEUR CHAMPIONSHIP MEN'S SENIOR FIGURE SKATING
SECOND—Bobby Ryan, Dayton, O.
on Rol-o-ways

ONE-MILE SENIOR LADIES' NATIONAL AMATEUR RACING CHAMPIONSHIP
SECOND—Verna Picton, Detroit, Mich.
on Rol-o-ways

NATIONAL AMATEUR CHAMPIONSHIP PAIRS SKATING
SECOND—Bobby Ryan, Dayton, O.
Nicol McMichael, Dayton, O.
use Rol-o-ways

NATIONAL AMATEUR NOVICE DANCE CHAMPIONSHIP
FIRST—Bobby Ryan, Dayton, O.
Nicol McMichael, Dayton, O.
use Rol-o-ways

NATIONAL AMATEUR CHAMPIONSHIP SENIOR MEN'S FIGURE SKATING
THIRD—Jack Werts
on Rol-o-ways

NATIONAL AMATEUR JUNIOR DANCE CHAMPIONSHIP
FIRST—Shirley Snyder, Dayton, O.
Jack Seifert, Dayton, O.
on Rol-o-ways

NATIONAL AMATEUR CHAMPIONSHIP SENIOR LADIES' FIGURE SKATING
THIRD—Eloise (Punky) Burrows
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Roller Club; national senior skate-dancing championship group of Gordon Finnegan, Baldwin, L. I., and Mary Louise Durkin, Richmond Hill, L. I.; Walter Hughes, Long Island, and Barbara Mary Killip, Rockaway Beach, L. I., and Lloyd Young and Virginia Mount, Detroit. Demonstration of 14-Step by groups from Earl Van Horn's Mineola (L. I.) Rink Figure-Skating Club, 80-80 Skating Club and Detroit Figure-Skating Club; Lillian Schroeder, Detroit, junior figure-skating runner-up; Finnegan and Co., comedy, and a finale with all skaters doing the Mohawk waltz.

ECHOES OF MEET

(Continued from page 42)
not fortunate enough to place were delightful to watch.

Dancing

I have been asked to comment at length on the dancing. For a total of two years' work the results produced in the senior division were more amazing than in the school figures. It would be an easy matter to dismiss the subject with the latter statement, but as this skate dancing branch of the art is the popular branch, to which skaters of all ages are turning in constantly increasing numbers, we must point out once more that the bronze-medal dances are still being neglected by the skaters in a rush to do the silver dances. I pointed to this tendency one year ago and urged skaters to go back to bronze-medal dances. That this suggestion was neglected was very evident in Cleveland. The silver dances, on the whole, were done very well. The bronze dances were done well only by the finalists. Among the senior dancers who did not place many showed plainly in their technique that they had not mastered the bronze dances.

In this mad rush to get on to advanced dances before they are ready, the skaters do not seem to realize that the dance tests are designed in the main to carry them along easily from one level to another. In the bronzes there is everything needed (outside of three turns) to suc-

cessfully negotiate the tough spots in the silvers. It is the foundation of the structure. The silvers, likewise, if well mastered, will make the golds easier. Skating has a spread-eagle foundation. The bronze dance test recognizes this fact, yet outside of the nationals and the State championships one does not see a fine Type A Spread Eagle Waltz laid down in test pattern. This dance as a test dance is unbentable. It has everything. It is the best test dance in the book, yet the skaters neglect it and try to squeeze by. Also they neglect their two-steps. So they run into many headaches and heartaches later in their dancing careers and wonder why. I realize the difficulty of coach, operator and pro to be too dictatorial on this question. I merely point out the trouble.

Flats

There were flats by the carload, especially in novice and junior dances. The seniors, too, handed in plenty of them. Strangely enough, their deep edges were good, but on thin edges the aiming was faulty, the lean was absent and flats were the result. Coaches, professionals and skaters all should constantly keep in mind that for tests and competitions there are only two dances that call for definite flats, the tango and the tango barn dance. Every other dance is skated on curves, and our dance chairman, Mr. Bergin, has specified in print that this does not mean deep edges. Looking at your skaters, you will note that on deep edges they lean on the side of the skate, but where there should be thin edges they lean not at all. The bodies are perpendicular over the skate, leaning neither to the right nor left. Thus there can be no edge, and without the edge there can be no roll (rock-over). Leaving out the roll omits the prime essential of all beautiful skate dancing, and I mention this at length because there is a whole year in which to fix it up, and competition grows keener. Many skaters were astonished when shown they were on flats. So I suggest a six-month course of edge running, aiming, lean and intensive individual study to learn whether

(See ECHOES OF MEET on page 39)

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 27.—There appears to be considerably more activity in Congress relative to cost of electricity furnished to consumers. Spearhead of the group inquiring into relative merits of the controversy appears to be Congressman John E. Rankin, of Mississippi, who is regularly presenting his views in which he asserts that the consumer is paying too much for electricity. A large number of items on the subject have appeared in *The Congressional Record* and we shall be pleased to furnish members further details upon request.

Association has been informed by Editor A. C. Hartmann that the copy of its certificate of incorporation and by-laws has been forwarded to Messrs. Patrick and Barrett, who recently wrote on the subject of organizing the carnival industry. We shall await with interest further word from these two West Coast gentlemen after they have had an opportunity to check over the set-up.

There has been referred to the Association for its attention an ordinance recently adopted in Charlotte, N. C., which in effect would prohibit exhibition of carnivals by imposing conditions substantially impossible of fulfillment. This matter has been referred to Associate Counsel Paul M. Conaway, Macon, Ga., who will investigate, and a report will be available to our membership and to readers of this column.

The association has suggested to *Life* magazine that to give its readers a full view of the subject it now run some photographs of a railroad show, the previous series having been of Joe Gallier's Buckeye State Shows, truck transported.

There appears to be further agitation in Congress on freight rates in Southern States. This time the complaint comes from Senator Tom Stewart, of Tennessee, in an address delivered on April 17 over CBS, and which appeared in *The Congressional Record* the following day. Members interested can obtain further details by writing the Association's office.

As nearly all of our member shows will again be en route when this column appears, we again want to remind them of advice given in previous years to the effect that when a member show moves into a territory represented by an associate counsel of the association, it would be helpful to the show if it would promptly contact the representative and inform him of its plans. In many instances the association has been able to be of service in this connection. In the near future 1940 membership certificates will be mailed to all of our membership, and we suggest that they be on the lookout for them.

West Chalks Okeh Stand in Bessemer

BESSEMER, Ala., April 27.—West's World's Wonder Shows' stand here under Police Department auspices was successful despite unseasonable weather throughout. Heavy rains and cold weather curtailed business on Friday and Saturday, with Thursday being lost to rain. Sponsoring committee, headed by J. W. Stoves, co-operated. A special tabloid-stre newspaper was prepared by Publicity Director Roland Richards and advertising space was sold to local merchants by sponsors to defray expenses of publication and give them a profit which was added to their new uniform fund. *Bessemer Tribune* was liberal with space.

Among shows doing satisfactorily were Julie English's Summer Follies, Arthur Spencer's Wall of Death Motordrome and Kay Weiss' French Casino. Whip led rides, with Rolloplane second and Ridee-O third. George Welch's midway restaurant is popular. New canvas arrived for the Slave Market Show, managed by Chick Boyer for Lewis (Pickles) Weiss' French Casino and Dr. Ralph Garfield's Hall of Science. New tops are attractive. *Bessemer Tribune* newsboys were guests of management and auspices on Wednesday night. A fairly successful kiddies' matinee was held Saturday afternoon but it was hampered by rain.

New office wagon was completed here. It is constructed on a large semi-trailer and designed to take care of the large volume of work handled by Mrs. Mary West, treasurer, and George Hirschberg, secretary. A roomy, well-equipped private office has been laid out for Owner Frank West. Visits were exchanged with members of Dodson's World's Fair Shows, playing Birmingham. Among visitors were Mel Dodson, Harry English and P. (Whitey) Newell. Dodson's Shows; Roy B. Jones, Charles Clark and Jerry Kohn.

Frank Lentini, three-legged man, who has managed the side show for Dr. Ralph Garfield, took charge of the show here. Dr. Garfield deciding his Hall of Science required all his attention. Mrs. Helen Lentini is managing the side-show cookhouse. Julie English, manager Summer Follies Revue, has recovered from illness and is again directing the production. Mr. and Mrs. Jerry Rollins, Dee Carroll, Evelyn Rossi and Charles White are included in the Follies cast. Mrs. Evelyn Boyer arrived from Des Moines, Ia., to join her husband, who is manager of the Slave Market. Jack Baillie is in a Birmingham hospital recovering from injuries sustained when his car collided with a street car. Trainmaster Ed Peyton is handling show train in good style.

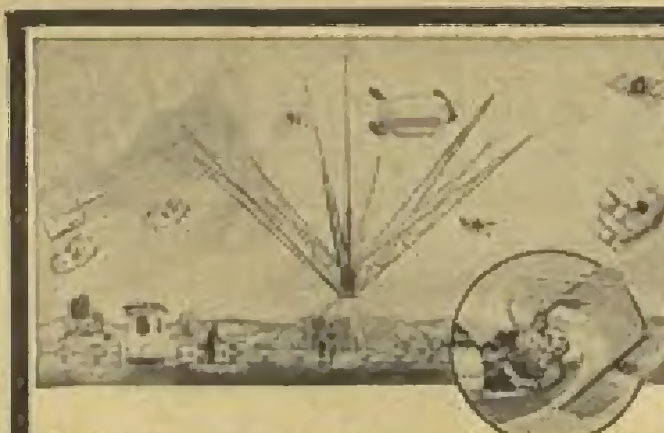
Mrs. L. E. Roth Is Honored At Surprise Birthday Party

LOUISVILLE, April 27.—About 70 members of Blue Ribbon Shows were guests at a surprise party tendered Mrs. L. E. Roth in celebration of a birthday anniversary on April 16 in the large dining hall in quarters here. On a table in the center of the hall was a huge birthday cake, surrounded by numerous gifts. Inscribed on the cake were the words, "Many Happy Returns to Ann."

Jack Galluppo and Art Alexander were masters of ceremonies, while food was prepared by Mrs. Art Alexander, Mrs. Rose Hicks, Lee Newton and Mrs. Susie Jenkins. Entertainment was provided by Chief Crowley's string band. Music was furnished later in the evening for dancing. Guests who registered included Mr. and Mrs. Jimmie Padon, Mr. and Mrs. George Ingram, Mr. and Mrs. Marion Kessler and daughter, Wanda; Mrs. Rose Hicks, Mr. and Mrs. Mike Rosen and boys; Chief Crowley, wife and sister; Mr. and Mrs. Tommy Davenport, Mr. and Mrs. F. C. Clark, Allen Bryant, Lamon Morgan, Howard Arwood, Max Lorenz, Al Creighton, Johnnie Walls, Mr. and Mrs. Art Alexander, Susie Jenkins, Charles Wells and Harry Seldner.

Macon, Ga., Dates Give Franks Satisfactory Biz

AUSTELL, Ga., April 27.—Winding up the last of a three-week stand in Macon, Ga., on April 13 to satisfactory business, Franks Greater Shows opened here on April 15 for a week's engagement to good results despite cold and rain. Noon front and well-arranged midway are proving popular. Many visits were exchanged with members of Beckmann & Gerety Shows. Sully Sullivan and Buster Kestler sprang a new ham and bacon stand here. Mrs. Peggy Franks is in Atlanta buying equipment for the cookhouse. Charles Franks returned from school



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in Kentucky and will spend his vacation on the shows. Wyatt's Country Store joined here, as did Henry Jones with clothespin pitch. Steve Mitchell, with Gypsy Camp, and Bill Jefferies' Athletic Show also joined here. Red Barrett sustained a painful bruise on his hand when he dropped a piece of iron from the Chairplane on it.

Ace Turner commuted from Atlanta. Cecil Rice's new sound truck makes the streets daily. Red Donahoo is the new lot superintendent, with Pop Kelly on canvas and Dad Bennett looking after building and repairs.

World of Fun Gets Okeh Results at Fountain Inn

FOUNTAIN INN, S. C., April 27.—World of Fun Shows wound up their opening week's stand here on a Main street lot on April 13 to satisfactory business, altho cold weather prevailed the last half of the week. Shows moved in here from quarters in Greenville, S. C., where the ride unit played local lots for several weeks to poor business.

Crowds increased until Thursday night when cold weather set in and little business done the remainder of the week. Manager J. E. Steblar entertained several officials from Greenville and General Agent Billy Marko left for Virginia on a booking trip. George Goffas and Shorty Shell, Mighty Monarch Shows, visited. Mr. Leale joined with his Tilt-a-Whirl and concessions. Pete Smith was elected president of the jackpot club.

Walter Malmberg joined Mrs. Doby Devine's photo gallery. Mr. and Mrs. Ed Poquette have their Midway Cafe here. Mr. and Mrs. Sam Swain, Mighty Monarch Shows, also visited. Max Burger, Walter Cole and Pete Smith have three concessions each. Mrs. Joseph Steblar has bingo and E. Jonston the fishpond.

Mrs. Billy Marko added her three concessions and Harley Moore has three percentage stores painted. Other arrivals included Mr. and Mrs. Hubert Harlow and daughter and Carlton Barnett. Ray Sharpe again will be *The Billboard* sales agent and mall man.

May 4 Opening for Miner

PHILLIPSBURG, N. J., April 27.—Miner Modern Midway Shows will open the 1940 tour with a week's stand in Coplay, Pa., beginning May 4. Owner-Manager R. H. Miner revealed here this week. Date will be sponsored by American Legion Post. New marquee, sound system and two new cables arrived in quarters last week. Raymond Parker is building concessions and repairing trucks and Mabel Mack and A. J. Brock lettered they would be on time for opening. Mr. Faust (Depoli) also will be on hand with his free attraction. Meyer Pimentell advises he has purchased a new panel truck for his concessions.

A jury of six men and six women last week in Hot Springs, Ark., allowed damages of \$3,000, full amount sought, to a 16-year-old girl against a carnival company for a broken back. Failure of an attendant to fasten a safety belt on a riding device in which the plaintiff was taking her first ride, or to warn her to do so, was made the basis of the suit, which was uncontested.

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Much Motor Equipment Is Bought From Goss on Trip

ST. LOUIS, April 27.—Many outdoor showmen are anticipating a big season, as indicated by orders he has received, said Charles T. Goss, of Standard Chevrolet Co., who has returned from a trip thru Arkansas and Missouri.

His order book revealed that his firm has delivered new trucks or passenger cars during the past several weeks to Dee Lang, Dee Lang Famous Shows; Zaccchini Bros.' Shows; J. D. (Dan) Faust, Beckmann & Gerety Shows; H. Morris Forham, Forham Concession Co.; H. L. (Harry) Small, Miller Amusement Co.; Terrell Jacobs, Terrell Jacobs' Lion Farm; George Golden, Royal American Shows; B. E. Johnston, Barker Shows; W. A. (Bill) Blomberg, Barker Bros. Shows; Fred DeMond, Fair Decoration Co.; Porter Van Ault, Cellin & Wilson Shows; Mr. and Mrs. Arthur O'Neal, Barker Shows; Roger E. Haney, Gateway Amusement Co.; Francis Deane, Fulton Bag and Cotton Mills; Fred N. Garneau, Pacific Whaling Co.; Sam Solomon, Sol's Liberty Shows; Frank M. Sutton, Great Sutton Shows; W. C. (Doc) Zander, Fairly & Little Shows; J. J. Stevens, International Congress of Oddities; Charles (Red) Bell, Imperial Shows; Jack (Doc) Murphy, Riverview Park, Chicago, and these concessioners: Fred Zachille, B. A. (Benny) Boxinger, J. R. (Johnny) Beasley, R. E. (Doc) Yagia, H. Harry Cohen, S. L. (Sol) Nager and H. R. Henry Zentner.

Goss returned to St. Louis this week to attend the funeral of Mrs. Mary Francis, both here and in Decatur, Ill., and will leave for an extended trip next week.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, April 27.—Past President O. R. Fisher presided at an interesting meeting on April 25. With him at the table were Treasurer Fred H. Kressmann, Secretary Joe Streiblich and League Counsel Morris A. Haft. Committee reports show activity and co-operation in all departments. Brothers R. P. Trevellick, Val Coogan, Russell Donnelly, James Murphy and Claude Blum are still in the hospital, all showing improvement. They report they would like to read letters from friends. Address is 850 Irving Park boulevard. Club had no late news from Al Caraky, Henry Cohen or Jack Lydick. Brother Tom Rankins is still at home resting well. Movie reel committee has about completed its work and soon will have the film story of club activities. May 2 has been set for the closing of regular meetings and after this date meetings will be held only on special call. Regular meetings resume on October 3. Members were loud in their praise of courtesies extended by Greater Olympia Circus. New bulletins and memorial plaques have been ordered and will be in place soon.

Brother Pat Purcell presented application of Steve Gotman, which received favorable action. Board of governors ordered the oil painting of Buffalo Bill to be cleaned and renewed and placed on the walls again. Rube Lieberman is back in town and visits daily. Past President Sam J. Levy is still busy with the circus at Chicago Stadium. President Frank P. Duffield is in New York on business and Brother S. T. Jessop returned to town and attended the meeting. Hymie Stone, in town for a day, visited. Danny Odum sent in another donation to Showmen's Home Fund. Welcome letters were received from Marks and West's World's Wonder Shows. Brother Joe Geller sent a nice letter along with a copy of *Life* which carried photos of his Buckeye State Shows. Brother M. H. Barnes came in for a short visit with Mr. White, a Dakota fair official. Don Elliott was in town for a day and visited, as did Rhoda Royal.

Al Rossman has again been appointed to take charge of the Banquet and Ball program and work on it will be started at once. Notices of dues were mailed this week. Perhaps yours is among them. Please see that it gets the proper attention when received. John Lorman left to join Goodman Wonder Shows this week. Larry O'Keefe, Harry Mamsch and (See Showmen's League on opp. page)



Palace Theater Building,
New York.

NEW YORK, April 27.—Since last week a change has been made in the location and date of club's annual banquet. It is now definitely set for the Astor Hotel November 27. Gene Hamid has closed his troupe in Atlanta and is going into Trenton to build up a new show for the fair season. George Bernert, for the last 20 years superintendent of concessions at the Eastern States Exposition, Springfield, Mass., and who took the physical director's course at Springfield College about 20 years ago, has been elected president of the Springfield College Alumni Chapters.

George Traver returned from the South and will open his season in New Jersey soon. K. C. McGary will have charge of the posing show with Ben Williams Shows. Ralph and Mollie Decker have completed casting for their girl shows. Ralph going with McLaughlin Shows and Mollie with George Traver.

A surprise birthday party was given Rose Weinberg, wife of Ike Weinberg, at the Cadillac Hotel on Thursday. Among members present were Mr. and Mrs. Irving Udowitz, Daddy Simmons, Peggy Holtz, Mr. and Mrs. Mack Brooks, Mrs. Francis, Lillie Tobias, Irene Greene, Pearl Myers, Sam Pinkel, Harry Kaplan, Sambo Peterson and Al Katzen.

Members who received and did not use tickets for Spring Festival and Dance are requested to return them to the executive offices.

Max Sharp, of the Galety Theater, reports that he has lined up a number of burlesque people to become new members. Starting May 1 new applicants will be given a concession of 2½ months free membership upon payment of \$10 initiation fee and \$10 dues. New applicants therefore will be paid up until July 15, 1941.

Birthday congratulations to Harry Haddad, Harry LaBrequie, Edward J. Madigan, April 23; Louis Sage, Louis Light, Charles S. Stone, 24; Dr. Frank E. Rahn, David Mordecai, 25; Hyman Schutte, Carl A. Turnquist, 26; Lewis Aarons, Leonard Traube, 27; Franklin B. Russel, Rene J. Zouary, Edward W. Wassman, 28; Adolph J. Kaus, Frank C. Pope, 30.

Ladies' Auxiliary

Strawberry Festival and Card Party will be held May 2. Helen Rothstein and Loretta Raab are celebrating wedding anniversaries. Bess Hamid started off membership drive by being hostess to a big party for auxiliary after last meeting. Sister Hamid requested permission to become donor of \$25 prize to be awarded annually to the member bringing in the most applicants during the year and asked that award be called the Dorothy Packman Fund. It was approved. Sisters Martha Wagner and Mildred Isser are on sick list. Condolences were sent to former on death of her brother-in-law, Lillian Christie was proposed by Vi Lawrence.



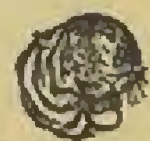
Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., April 27.—Regular weekly meetings having been discontinued for spring and summer, clubrooms present a deserted appearance. Among those sighted in the city last week were Brother and Mrs. Elmer C. Velare. They will remain here for a few weeks while Velare obtains treatment in a local clinic. Mr. and Mrs. Keith Chapman were in on business. Charles A. Keene, Keene Amusement Co., Watsonville, Calif., and Mr. Clear-

water stopped en route from Leavenworth, Kan., where they purchased a Swing. Bert Joyce and wife visited while en route to Blue Springs, Mo., to join a show. W. J. Lindsey, general agent of the Reynolds & Wells Shows, visited briefly while here on business. Brother Lyle Henderson is spending his time putting mileage on a new car. Brother Jim Pennington returned from a visit with his brother at Englewood, Mo. Brother Col. Dan McOugin is vacationing here. Banquet and Ball committee is still searching for a location for the annual event.

Brother John B. Tumino, who successfully operated the Century Room, a dance hall, during the winter, will again be in charge of affairs at Fairyland Park. Brother George Howk, concession operator at Fairyland, is at the park daily.



Pacific Coast Showmen's Assn

623½ South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, April 27.—Increased attendance was noted when Dr. Ralph Smith called Monday night's meeting to order after a lengthy Board of Governors session. Other officers present were Joe Glacy, first vice-president; Ross R. Davis, treasurer, and Al Weber and Lou Johnson, secretaries. Pat Armstrong, representing the finance committee, gave a report of the various club funds, all of which revealed a healthy condition, amid a round of applause. Chairman Bill Hobday, membership committee, said he would leave soon on a swing around the circle and was planning to do some preliminary organization on both membership and "Show-Within-a-Show" angles. Brother Ben Beno was appointed club custodian, succeeding Meyer Schlim, who is contemplating entering a new line of endeavor. Ben holds a Gold Card in the club and has 157 membership applications to his credit. He has almost recovered from his recent injury.

Speaking of Gold Cards, Brother Frank Downs was recently robbed of his together with a fair-sized bank roll. Chairman Pat Armstrong, of the Sick Committee, informed that John M. Miller would leave the Glendale Sanitarium for his Santa Monica home for an additional recuperation period of about six weeks. Dad Parker is recovering and Pat Shanley is progressing. Counselor Abe Goldman's condition is about the same. President Smith extended club's thanks to Brother Nick Wagner for work done on the annual inventory. Past President Harry Fink, who modestly declined President Smith's invitation to sit on the rostrum, declared that everything moved much smoother than when he was sitting in the chair. Correspondence was received from M. D. Darling, president Australian Showmen's Guild; Vice-President Earl Douglas; *The Billboard*, which cordially acknowledged club's Good-Will Banner with kind words from Editor A. C. Hartmann, and Mrs. Joe J. Mouchelle.

A friendly discussion was held between John T. Backman, Vice-President Glacy and Brother Harry Fink on the question of meeting hours. Report of the Board of Governors session indicated that no immediate action would be taken on the designs submitted for a club button. Brother Alex Stewart won the weekly award. Refreshments and lunch followed adjournment as usual.

Ladies' Auxiliary

Twenty-five members attended Monday night's meeting, which was presided over by First Vice-President Babe Miller. Other officers on hand were Chaplain Minnie Fisher and Secretary Vivian Gorman. All members said a brief prayer for Sister Mrs. Mary Francis, who died recently. Bank night award went to Jenny Rawlings, with Lucille Zimmerman getting the door prize. Stella Brake reported she plans to spend the summer at Catalina Island. Esther Carley has recovered from her recent illness. Jenny Rawlings presented Mother Fisher with a corsage of roses and Ruth McMahan invited members to a house warming in San Fernando the latter part of the week.

Secretary Vivian Gorman visited with Betty Coe on World's Fair Shows and Coe Bros.' Circus Combined. Mary Taylor returned from a business trip to San Francisco. Mother Fisher spent the weekend at Peggy Forstall's Wrightwood, Calif., home. Hostesses for next week are Mary Taylor, Martha Levine, Vivian Horton and Stella Lanton.

St. Louis

ST. LOUIS, April 27.—With a let-up in the inclement weather which has prevailed for two months, shows are finally getting a break. Royal American Shows opened a three weeks' stand at Grand and LaCade avenues Wednesday night after a fast run from Augusta, Ga., arriving Monday midnight. Deckmann & Gerety Shows opened across the river in East St. Louis, Ill., Thursday night for a nine-day engagement. With members of the two big shows here in addition to those with smaller shows, downtown showmen's haunts and International Association of Showmen's clubrooms are well patronized.

Pat Purcell, publicity and exploitation director of Jimmie Lynch's Death Dodgers, spent several days here while en route to the South. Bill Carsky, of Casey Concession Co., is visiting the many shows here, as is Ned Torti, of Wisconsin De Luxe Corp., L. S. (Larry) Hogan, general agent Amusement Corp. of America, has been here for several weeks doing much work for RAS's appearance. Harry Bert, special agent Deckmann & Gerety Shows, did the same in East St. Louis, Ill. Among showmen here the past two weeks were Eddie Hook Imperial Shows; Charles A. Lenz, insurance man; Art and Hazel Martin, who came in from Corpus Christi, Tex., to ready their Hawaiian Show on Fairy & Little Shows; Sam Gluskin, general agent Goodman Wonder Shows; Lewis Bright, Texas Longhorn Shows, and Lyle Richmond, of Senath (Mo.) Theater.

Charles and Miss Frances Ellman, Ellman Shows, were here for several days on business. They returned to Milwaukee. H. Frank Fellows, president Springfield Wagon and Trailer Co., spent several days visiting the various shows playing local lots. Harvey (Doc) Arlington, general agent Motor City Shows, was among those passing thru. Mr. and Mrs. John W. Gallagan and son came thru last week en route to Moberly, Mo., where they joined Imperial Shows. Jimmy Morrissey, Baker-Loekwood Co., spent several days visiting various showmen.

J. W. Wheeler, after playing several local lots with his long-range shooting gallery, left environs to join Elite Exposition Shows. Jack Downs, general agent Snapp Greater Shows, went thru en route from Joplin, Mo., to the North. He advised that Mrs. Downs is recovering from a recent operation. E. R. Breuer, outdoor agent, passed thru town en route to the South. William Pink, ride owner, left for Chicago yesterday after a week's visit with local friends. He has booked his rides with Charles Miller.

Neal Walters, U. S. Printing and Engraving Co., spent several days here last week. He was accompanied on the trip by John H. Coatie. Neil Berk, general agent West's World's Wonder Shows, has been in and out of town in shows' interest. Phil Little and Noble C. Fairly, Fairly & Little Shows, are seen daily around outdoor showmen's haunts. Walter Hale has completed work on his Expose and Girl Revue and is set for Fairly & Little Shows opening. L. R. Tobbe, of Augusta, Ill., was among other visitors to *The Billboard* on Wednesday while he was in the city visiting the various shows.

Philadelphia

PHILADELPHIA, April 27.—Carnival season opened here last week to poor weather and business was only fair. Max Gruberg's World's Famous Shows opened on April 17 at 10th and Bigler streets, with only part of the equipment being set up. New entrance arch is well fleshed and all fronts illuminated. Concessions are operated by the office. Jake Gruberg is with his brother for the first time in a number of years and will operate the cookhouse. Jay Dee is the free attraction and staff includes Max Gruberg, general director; Phil Berg, general representative and adjuster; Jack Lynch, promoter; J. J. Reis, secretary; Barney Williams, electrician; Bill Donbey, press; Bill McNeilly and Jimmy Robson, builders; Lew Alter, designer; Don Crown and son, artists; Jack Pollit, billposter. Kaus Exposition Shows played Eddystone, near Chester, Pa., last week to fair business. Eddy Bros.' Shows opened April 24 in Chester, Pa., while Mike Zelgler's unit opened at Merchantville, N. J., on April 18. Eddie Morena and Excells left last week to join the Side Show on West's World's Wonder under management of Frank Lottin. Eighth Street Museum's bill this week included Neil Johnson, bag puncher; Tamquan, juggler; Professor Hudspeth with birds and his dog, Mickey Boy; Poses Plastique; Mysteria and Headless Illusions. Dancing girls are in the annex.

Snow Ball

ICE SHAVERS

All Sizes, Both Hand and Electric.

CLAWSON MACHINE CO.

Box 22, FLAQTOWN, N. J.

AT LIBERTY

FELIX BLEY

Carnival General Agent

Still Time To Book Money-Making Spots.

Address Offers Care Hotel Taft, New York, N. Y.

CENTRAL STATE SHOWS

Want Concessions of all kinds: Great Cookhouse, Bingo, Penny Pitch, Bottles, Pop Corn, all others cash. We do not carry our own Concessions. Principles reasonable. Also want Grand Shows, Mechanical Farm Shows, Also Athletic Man to handle show. Join now. Notice, Concessions: We have week of July 4th open. Wire Washington, Kansas, this week! Great Hand year May 6-11. P. M. MOSEB, Mr. OECIL GORRE, Gen. Rep.

Los Angeles

LOS ANGELES, April 27.—Most of the shows are leaving this sector. Ben Dobbert, formerly with United Tent and Awning Co., is manager of Golden State Shows. John M. Miller is recovering his health in Glendale Sanitarium and scheduled to go home next week. Pat Shanley slowly recuperating from a prolonged illness. Tommy Daugherty motored in from New York to spend a few weeks in Southern California. Mr. and Mrs. George L. Morgan, of Hilderbrand's United Shows, are working their elephants in a new manner. Roy Barnett joined Crafts 20 Big Shows. Bill Nelson returned from Seattle and is planning to leave for Louisville soon.

Harold (Pop) Ludwig was sighted around local showfolk hangouts. Charley Rubins came in from Chicago for a visit and to look over the beach resorts. E. Gordon Calloway is here from Dante Beach, Calif., looking over amusement spots. Harry Holmes and George Sauter came up from Long Beach for a short stop. Al Anderson is getting ready for the opening of Balboa Park. E. N. (Dad) Workman, owner of cafes and amusements at Balboa Park, was in town. Harry Hargrave left for New York, where he plans to present his war show at the World's Fair. Jack Schaller is building a new trailer. I. J. (Baldy) Miller and crew are making sponsored events with novelties. George Silver, Acme Novelty Co., returned from a business trip. Frank Vick and Ernie Orsatti, former St. Louis Cardinal outfielder, have opened new Photovision offices in Beverly Hills, Calif.

Hausner Directs New Combo; Launched in Winfield, Ala.

WINFIELD, Ala., April 27.—Organized this winter, a new carnival combo, under management of Sam Hausner, concluded its opening stand of the season here on April 13. On shows' staff are Mrs. J. W. Western, treasurer; George Western, secretary and lot man; Malone Western, lot superintendent and electrician; Robert L. Fisher, banner man. Mrs. Townsend has her kiddie rides, sound car booked and four concessions booked. Mrs. Sam Hausner has the ham and bacon and Louis Snider slum skills. Other concessions are Stick Stultz, pitch-till-you-win; Mrs. Louis Snider, ball game; Mrs. Malone Western, palmistry stand; Mr. and Mrs. Curtis Edwards, cookhouse and ball game; George Western, ball game and percentage; Malone Western, photo gallery. Organization, which will be known as World's Wonder Shows, reports Robert L. Fisher, is motorized and plans to play Tennessee and Kentucky coal fields.

Spencer Changes Title

BROOKVILLE, Pa., April 27.—Sam Spencer, general manager Sam Spencer Exposition Shows, said here last week that henceforth his organization would be known as Golden Rule Amusement Co. Work in local quarters is progressing rapidly, with Jack Ickes in charge of the crew. L. K. (Bud) Forman booked his Merry-Go-Round and will be here for opening. John Scribner signed his pop-corn stand and the Kline Family added four concessions. Mac McCormick will have photo gallery; Ben Chappell, bowling alley, and A. G. Reid, penny pitch and pan game.

Wooster Opener for Edwards

WOOSTER, O., April 27.—J. R. Edwards, owner of the shows bearing his name, said here that this organization would open its 25th tour at the local Old Home Week celebration beginning May 18. Show already is lining up advertising features for the event.

UNITED AMERICAN

(Continued from page 44)
were not ready for opening. Route will take shows west thru Iowa.
Staff has C. A. Vernon, owner-general manager; Edward R. Bussey, general agent; Walter B. Fox, assistant manager; Robert Fox, special agent; H. P. Ellis, secretary-treasurer; Bob McPherson, superintendent of rides; Burton Gehrts, chief electrician; Rappy Griffin, assistant; T. V. Palmer, mat and The Billboard agent; Wayne Herndon, mechanic; Scott Bloom, canvas superintendent.
Rides: Tilt-a-Whirl, Buck Tiernan, foreman; No. 1 Ferris Wheel, Harry Miller, foreman; No. 2 Ferris Wheel, Harry Loutsenheiser, foreman. Scooter, Walter O'Dann, foreman; Don Jones and Everett

Truman, assistants. Merry-Go-Round, J. W. Robinson, foreman. Mix-Up, Tommy Grogan, foreman. Octopus, Don Roy Johnson, foreman; Helen Le Roy, tickets. Loop-o-Plane, Milton Anderson, foreman. Sky Ride, W. D. Hurley, foreman. Pony ride, J. B. Long, foreman. Kiddie autos, Mike Davis, foreman. Kiddie Aeroplane, Joe Riley, foreman.

Shows

Shows: Athletic, Ray Wheelock, manager; Leone Wheelock, tickets; Young Zbyzoka, assistant manager and outside man; Kid Mook, wrestler; Harry Mitchell, boxer and wrestler. Snake, Doc Bass, manager; Charles Goforth, tickets. Pin-house, Mrs. Mike Davis, manager. Illusion Show, Jack Hamilton, manager-producer. Singapore Nights, Dick Hilland, manager; Ethel Mitchell, Ruby Polk, Mary Thomas, June Thane, Cookie Masters and Eva Taylor, singers-dancers; Max Wilson, talker-band leader. Parisian Brevities, Dick Hilland, manager; Melitt Beafro, lecturer; Carl Kramer, tickets and second openings; Tod Adams, boss canvasser; Martha Kramer, Helen Lewis, Dorothy Wilson and Francis Hooks, posing girls. Side Show, Dr. A. Mel-Roi, manager-mentalists; Annetta, electrified girl; Naoma, Australian whip cracker; Bobby Allen, human ostrich, fire eater and pincushion; Billy Gibbons, elephant-skin boy; Johnny Hutchins, iron jaw and eyelids; Bobby Crane, magic; Mrs. Mel-Roi, sacred birds; Rose Brown, sword box; Mr. and Mrs. Cricket, trained dogs and giant monkey. Fritzie; Viola Mel-Roi and Happy Miller, tickets; Mrs. Bobby Allen, cook.

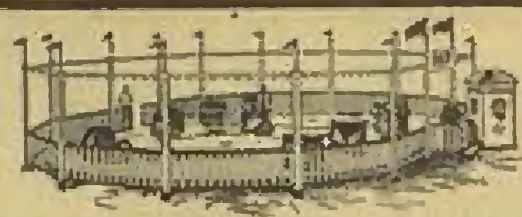
Free acts are Jack Hamilton, Edw. Le Roy and Julia Gehrts. Concessions: Cookhouse, C. R. Vanderford, manager; Mrs. Vanderford, cashier; Doc Hardy, griddle; J. M. Johnson and S. W. Summers, waiters; Tate Thorn, head cook; Earl Coburn, grab stand; Roy Nixon, short-order cook; Adrian Gentry, dishwasher. Penny Arcade, Mrs. C. A. Vernon, owner-manager; Mrs. Sid Hoy, cashier; Winton Cooke and Paul Bogk, attendants. Corn game, Mrs. C. A. Vernon, manager; Sid Hoy, assistant manager. Pop corn wagon, Ray Swammer. Concessions total about 20. Visitors included Sidney Belmont and family; Francis Dean, Fulton Bag and Awning Co., and children; Mr. and Mrs. Charles T. Goss, Eddie Vaughn, Mr. and Mrs. Tom W. Allen, Doc Holtkamp, Pete and John Brophy, Charles DeKreko; Bill Gunera and James Byers, of Byers Bros. Shows; Frank Hannasak, Oliver Amusement Co.; Joe (Judge) Baker and Jesse Rainey.

GIROUD BOW FAIR

(Continued from page 44)
V. Babcock, free act. New canvas prevails from front to back of shows and Manager Giroud has received many compliments on organization's appearance. Ken Walters is busy with sound truck and his many concessions. Clarence and Sonja Giroud are building a new photo gallery.
Muldoon's cookhouse is popular among showfolk. Concessioners include Izzy Broogy, Julius Mechanic, Fred Cherry, Teddy Baker, Georgia and Holly Drew, Charles Powell, Phil Phileen, the Weatheringtons and Dorothy Giroud. Harry Richman is special agent. Al Bydair's rides opened fair. Jimmy Helman has his shows ready.

OPENER OF BYERS

(Continued from page 44)
Jewell Robinson, The Billboard sales and mail agent.
Rides and foremen are Dual Ferris Wheels, Fred Donahoo and Carl Fonda; Tilt-a-Whirl, Luther Baile; Merry-Go-Round, Fred Roth; Chairplane, Temple Chaney; Loop-o-Plane, Leroy Chaney; kiddie rides, Ernest Erwin. Shows are Circus Side Show, Prof. R. K. Leroy and Jean-Eugene Mercer; Motodrome, Captain and Mrs. Ted Brown; Mechanical, Mr. and Mrs. Larry Reed; Dolletta, Frank Bone; Athletic, Punchy Nelson; Gay New Yorker, Buddy Buck; Cellophane Scandalia, Felix Duval; What Is It?, Harvel Moore; Penny Arcade, Leo Moss.
Concessions: Cookhouse, F. R. Rainey, owner; Nig Williams, chef; Johnnie Guley, assistant cook; Mrs. Irene Williams, waitress, and W. A. Ross, griddle. Ball games, Blackie Sullivan; Taylor Miller, swingers; Joe Traynor, photos and cigaret shooting gallery; Lee Moss, diggers; Emogene Rainey and Mary Lou Connors, hoop-la; R. E. Burnett, operator, frozen custard. Office-owned concessions are lead shooting gallery, string game, penny pitch, ball game, pitch-till-you-win and bingo, with the last named operated by Frenchy and Mrs. Jewell Robinson, Carl



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

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.
GOLD MEDAL PRODUCTS CO.
133 E. PEARL ST., CINCINNATI, OHIO

Larson has the pop-corn stand.
Mr. and Mrs. Jimmie Myers left for Mayo Bros. Hospital, Rochester. Minn., for physical examinations and J. M. (Dad) Byers is still convalescing from injuries sustained in an auto accident almost a year ago. Among visitors were Hubert and Mrs. Hall, Doc Tyree and Beauford Spence and party.

SHOWMEN'S LEAGUE

(Continued from opposite page)
Ralph Paetzi plan a visit to the Tilley Shows at East Peoria. Bill Carsky, house committee chairman, left on an extended business trip.

Ladies' Auxiliary

Club held a tour beginning at 111 West Jackson April 24, with Mrs. Lew Keller in charge. Dinner was served at 6:30 p.m. and bucco and cards played during the course of the evening. A large crowd attended and prizes were donated to the club for the occasion. Several door and other prizes were given away. On April 25 members held their regular bi-weekly meeting in Sherman Hotel, with Edith Jereblich, first vice-president, presiding in the absence of President Ida Chase. Seated on the rostrum with her were Marie Brown, first vice-president pro tem; Mrs. Tom Rankine, second vice-president pro tem; Mrs. Bert Clinton, secretary, and Mrs. William Carsky, treasurer. Invocation was rendered by Chaplain pro tem, Pearl McGlynn. Members stood in silent prayer for the late Mrs. Mary Francis. Members will greatly miss her.
Myrtle Alta Hutt was elected to membership. President Ida Chase letters she is en route to Los Angeles. Mrs. Al Miller is still on the sick list. Ladies were delighted to have Nan Rankine, Pearl McGlynn, Louise Rollo, Mrs. Edward Hook and Mrs. Henry Belden with them again. Next social will be held in Sherman Hotel on May 2, with Mrs. Bert Clinton as hostess. Louise Rollo will be hostess at May 16 social. May 9 is next bi-weekly meeting.

O. C. BUCK BOW

(Continued from page 44)
cided to fill contracts as scheduled and ordered a tear-down at 3 p.m. Saturday for the move here. On arrival here Sunday night snow continued to fall and opening was set for Tuesday. Shows make a pleasing appearance and Manager O. C. Buck received many compliments on his 1940 edition. Notable additions include Capt. Bob Ellis' Liondrome and Thrill Arena and Charles Noble's Congress of Strange People. Lloyd and Clementine Coffey's Varieties is new from front to back. Front trimmings were done by Bennis Wells. Fred Munn's Monkey Funland, with added troupe of performing chimps, has a new banner line and frame-up.
Under construction is a new offering by the Coffeys titled Rendezvous With Death. Shows have Adbar Bourassa and Marta Strahem handling the mystery and lecturing. The Coffeys also operate Superba.
Andy Exposition Shows were in Wilmington, Kans at Eddystone, Andy Bros. at Eddystone, and Max Grubert in Philadelphia, and much visiting was done by members of the varieties shows. Among those noted were Matthew J. Riley, manager Ben Williams Shows; L. Harvey Cann and Gerald Snelens of World of Mirth Shows; Pete O'Donnell, Max Grubert's World's Famous Shows; Tom Itason; Eddie Rahn, general agent, and Eddie Lippman, manager Andy Bros. Shows; Adolph Kaus and Mr. and Mrs. Carl Davis, of Kaus Shows; Peary and Glee Hoffman and Clem Schmidt.

Roster includes Oscar C. Buck, owner-general manager; Tom C. Gorinan, business manager; Mrs. Mae Buck, treasurer; Richard Tolman, secretary; Tom Hefferman, general superintendent; Don Frear Sr., transportation master; William C. Owens, advance advertising; Jack Wells, electrician; Frank J. Wells, assistant; Bennis Wells, artist and maintenance chief; Jerry Wilson, director free attractions.

Rides

Merry-Go-Round, James Allen, foreman; Ferris Wheels, Larry Abbattello, foreman; Whip, Joe Falco, foreman; Octopus, Oscar Manning, foreman; Ridee-O, Harry Giguero, foreman; Chairplane, Don Frear Jr., foreman; Kiddie Auto, Tom McNamara, foreman; Rolloplane, Lou Langen, foreman; Mrs. Langen, tickets; Henry Alfred, second man. Pony Ride, Ralph Henderson, Charlie Petty, Al Sweeney. Ride personnel has Meric Lockran, James Welsh, Carl Hasleton, Benard Sner, Ted Simmons, Everett Burnell, Walter Hayes, John H. St. Denis, Douglas James, Roy Graham, Hyatt McCuttre, Charles Drury, Allen Luckadoo, Rudolph Hauser and Fred A. Gote.

Shows: Varieties, Lloyd and Clementine Coffey, managers; Leona Davis, Helen Stone, Jerry O'Day, Midge Francine, Dorothy Morris and Dixie Stampet; Fred Carrollton, piano; Joe Rocco, tickets; Doc John H. Smith and Harold Brown in charge tops. Superba, Coffeys, managers; Bill Carver, front; Curley Chaplin, tickets, with the following girls: Mary Rocco, Marie Martin, Evelyn Phillips, Genevieve Moore, Mary Jane Wilson, Liondrome Thrill Arena, Capt. Bob Ellis, manager-trainer; Dave-Devil Marion Ellis and Mash White, trick and fancy riders; Henry Hall, front; Bert Winston and Ellison Kays, tickets; Paul Summers, Ralph Winston, John Hall, assistants. Munn's Monkey Funland—Fred Munn, front; Mrs. Clara Munn, trainer; Virginia and Howard Munn, tickets; Fritzie Munn, assistant trainer; Otto Dreher, properties. Noble's Congress of Wonders, Charles Noble, manager; Freds Fred Van, annex; Winsome Winnie, fat girl; Sisto, iron tongue; Tex Roger, king of fire; Joe Casey, human pin cushion; Little Bertha, dancing midget; Bluey-Bluey, midget come; Kokomo, monkey boy; Paul Stewart and Ralph Hart, tickets; Henry Hardy, cook; Steacy Blanton, Carl Violet and Red Sessions, props, Jungland, Bennis Wells, manager; Anderson White, front; Ruth Snodgrass, pit.

Concessions

E. C. and Mrs. Evans, penny arcade, cigaret gallery, ball game, diggers, pop corn and candy apples, rat game, pan game and two pitches. Agents and managers include Jimmy Evans, Archie Johnson, James Anderson, Fred Wright, Joe Potoma, Bob Wilson, Earl Brown, W. H. Martin, John Minarek, Millard Thomas, Mrs. Louise Anderson, Norman Dix, H. W. Jones bingo, Granville Buck and William Sindell, co-managers; James Asher, Charles Miller, Thomas (Legs) Pay, James Connor, Cookhouse, Ray Highsmith, owner-manager; Albert Jones, Jimmy Howard, Jack Harrell, Fred Heit, Edgar Casey, Louis Hancock, Paul Stimson, Larry Smith; Pete Doster and Happy Hall, Mrs. Betty Winters, birds, grocery and slum; assistants, Fitz Winters, Fred Calk, Mrs. Pauline Calk, Jimmy Cunard, Pat Patterson, Al Calk Jr., George Groves, Jimmy Moss, Mike Tibbets, Frenchy Chevalier, Walter Patterson, Gustard, Harry Schwartz, assistant, Pete Martin, Seales, Mr. and Mrs. Larry Marcaccio, Morris Levy, four; Mr. and Mrs. Lew Lange, three. Free acts are the Flying Belches and Fearless Adolla. Mrs. Don Frear is mail and The Billboard agent.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

SOME weeks have only three days.

FOR FOUR YEARS with Winter's Exposition Shows, Carl O. Bartels signed with Zucchini Bros. Shows as secretary.

INDIANAPOLIS concessioner G. H. King has booked diggers with J. R. Edwards Shows.

JOINING Mac's Caravan Shows as press agent in Willow Spring, Mo., recently was J. P. Malone.

THEY'RE no camel-back trucks on the show—and still it rains!

A RECENT ADDITION to Diamond Midway Shows is Bernice Kelley's Circus Revue.

BUSTER CASTLE has booked his Canyon of Death Show on World of Mirrh Shows. His brother, Jack, will assist him.

MARION WALLICK, better known as the Oklahoma Cowboy, booked his Home on the Range Show with J. R. Edwards Shows.

A FIRST-OF-MAY trouper never'll start wrong in the right environment.—Mrs. Upshaw.

Hannibal, Mo., that he resigned as general and special agent of Wallace Bros. Shows, effective on April 21.

MAC McLAUGHLIN cards from Flushing, N. Y., that he has returned to Ben Williams' Shows as The Billboard sales agent and mail man.

WILLIAM HOPFNER Amusement Co. was signed to present midway at American Legion Post's Convention and Celebration at Ottawa, Ill.

PUTTING off until tomorrow the task that should be done today earns no money nor ease of mind during winter months.

ANYONE KNOWING whereabouts of J. W. Cannon is requested to have him contact his daughter, Mrs. Foster, immediately at her home in Lubbock, Tex., where Mrs. J. W. Cannon is seriously ill.

GERTRUDE PARKER, of C. W. Parker Amusement Co., advised from Leavenworth, Kan., that the equipment and machinery damaged by the recent fire there are rapidly being replaced.

AFTER a four-year absence from the road, Mrs. May Riley, Houston, will handle Mrs. Marien McLenar's ball

Recognized It

A MANAGER had tried unsuccessfully to contact his agent by long-distance phone. On the following morning he finally got his party. "Where in blazes were you all night?" he demanded. "Calm down, boss; calm down," was the answer. "I was out on a blind date and just came in." "Blind date, you say!" roared the boss. "That must have been the same one that I'm playing in this town."

started his 22d year as secretary-treasurer of the concession department of Beckmann & Gerety Shows, recently celebrated his 72d birthday anniversary in shows' quarters in Atlanta.

ATTRACTING attention at Sol's Liberty Shows' opening in Cape Girardeau, Mo., was Mr. and Mrs. Larry Knippel's cookhouse. Mrs. Knippel is daughter of Larry L. Hall, Milwaukee cookhouse operator of note.

GOING to church on Sunday when possible is a grand idea—if you are sincere and not trying to cover up what the churchgoers object to.—Colonel Patch.

LORRAINE WALLACE writes from Hattiesburg, Miss., that Turran, of the male lions in her animal act with Buckeye State Shows, died recently from stomach ulcers. He was 16 years old and was born in captivity.

RECENTLY RELEASED from Veterans' Hospital, Batavia, N. Y., where he successfully underwent a mastoid operation, Jack Cohn has booked his bird store and came back with McPherson United Shows, reports Whitey Kulp.

MR. AND MRS. BILL A. CODY left Toledo last week to return to the road, Bill having resigned his high-line position there with a telegraph company. Bill and son will operate two penny pitches and a tub game.

GREAT Wheelbarrow Shows spent only \$10 to advertise our last town. Lot was so close to the business section that we did not need any more advertising.—Six Syllable Webster, P. A.

TOUCHING EULOGIES in tribute to the late Mrs. Mary Francis (Aunt Mary) hit the midway desk last week from Viola Fairly and Kathleen Riabe. Lack of space, however, would not permit their publication.

FRED C. BOSWELL, scribes from Garyville, Ill., that because of inclement weather and other conditions, America's Favorite Carnival will open in West Virginia in May instead of Illinois, as previously announced.

COOKHOUSE operator with Zucchini Bros. Shows Joe Decker was guest of honor in his own establishment recently when members of the shows and friends tendered him a surprise party in celebration of a birthday anniversary. Among presents was a large birthday cake.

MANY of these new bright midway ideas need polishing. It takes a polished gentleman to put 'em over or those whom the ideas hit the hardest won't appreciate 'em.—Whitey Cooks.

"AM CONFINED here for the second time since January 1," pencils William



PENNY PITCH GAMES
 Size 46x46", Price \$20.00.
 Size 48x48", Price \$25.00.
 With 1 Jack Pot, \$30.00.
 Size 48x48", With 5 Jack Pot, \$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\$6.00
 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, 5 1/2 x 7 1/4, Typewritten, Per M. \$5.00
 Analysis, 3-p., with Blue Cover, Each.03
 Analysis, 3-p., with White Cover, Each.05
 Forecast and Analysis, 8-p., Fancy Covers, Ea. .05
 Samples of the 4 Readings, Four for 25c.
 No. 1, 24-Page, Gold and Silver Covers, Each. .50
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00
 Gazing Crystals, Oculi 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, Sample, 25c.

PACK OF 70 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 25c.

ZODIAC F. T. CARDS. Pack.35c
 Graphology Charts, 2x17, Sam. 5c, Per 1,000 \$6.00

MENTAL TELEPATHY. Booklet, 21 P.,25c

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x8. Contains all 12 Analyses. Very Well Written. Per Dzn. 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.

KWIKUP CONCESSION STANDS



Best For 25 Years

MANY SIZES—Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its Flaming Orange and Black Stripes stop the crowds. Circular and canvas awnings free.

THE MONROE CO., 25 Bridge St., GOLFAX, IA.

BUDDHA—FUTURE PHOTOS—HOROSCOPES

1940 ASTRO DAILY, HOURLY FORECASTS, Buddha Paterns, Horoscopes in 14 styles, Dhrday Charts, Apparatus for Mindreaders, Mental Magic, Spirit Effects, Matt Curses, Graphology, Palmistry, Books, Crystals, 104-Page Illustrated Catalogue, 50c.

NELSON ENTERPRISES
 198 S. Third St., COLUMBUS, O.

HUBERT'S MUSEUM Inc.

225 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 & SCHAFER

Howard Bros.' Shows

OPENING LOGAN, OHIO, MAY 6

Want Corn Game. Some Concessions open. Any Show of merit not conflicting. Merry-Co-Round and Ferris Wheel Foreman. Want Girls for Chinatown; Bam and wife, write. Want all contracted to acknowledge this notice.

HOWARD BROS.' SHOWS
 BOX 592, ATHENS, OHIO

\$1.00—Richardson Wink Stetel, all sizes.
 \$10.00—Wax Specimens Men's Hygiene, others.
 \$20.00—Genuine Eight-Legged Pig in Alcohol.
 \$15.00—New Umbrella Tent, 9x9 ft., others.
 15c Each—10,000 Pennant Flags on Blotter.
 We buy Middle Riders and all kinds of Four-for-a-Dime Games.

WEIL'S CURIOSITY SHOP
 20 S. Second St., Philadelphia, Pa.

BIG ITALIAN CELEBRATION

MOUNT CARMEL SOCIETY

Want Carnival, July 15 to July 20, 1940
 Fireworks—July 18 and 20—Music

DAN NAPOLLA, Chairman
 2 Main St., MAYAWAN, N. J.
 Phone 1887

End Your Correspondence to Advertisers by Mentioning The Billboard.



THE CAMERAMAN WAS THERE just as the ribbon, suspended across the main entrance of West's World's Wonder Show, was about to be cut by Chief Deputy Sheriff W. I. Huff, Tuscaloosa (in background holding scissors) officially opening the enlarged and modernized show in the Alabama city on April 8. In foreground, left to right: Mrs. Frank West, treasurer; Frank West, owner and general manager, and Neil Berk, general representative. One of the many floral tributes is shown. Photo by Roland W. Richards, shows' publicity director.

JOHNNY O'HARA cards from U. S. Veterans' Hospital, Dayton, O., that he will be there all summer and would like to read letters from friends.

R. L. GIBBS writes from Park Falls, Wis., that he has signed as electrician with Arrowhead Amusement Co., and is set to open the season on May 20.

CLAUDE (BUD) DECKER is in Veterans' Hospital, Wichita, Kan., and would like to read letters from friends, Mrs. Decker advises.

FAMOUS last words: "I swapped my farm for a carnival and decided to quit work and worry."

B. H. NYE letters from Owensboro, Ky., that he resigned as general agent of Dixie Belle Shows and has not decided on future activities.

HAVING SIGNED as tattooist on Fred Kena's Mickey Mouse Show on Hilderbrand's United Shows, Tony Pasquall joined in Wilmington, Calif.

RECENT addition to Ray Franklin's annex attraction, Stella Adams, on James Hodges' Ten-in-One Show on Ideal Exposition Shows was Andrew Johnson.

"MONEY makes the mare go," but if you give the Merry-Co-Round away daily with passes, then the mares won't go far.

CHARLES S. NOELL cards from

ganzas on Mighty Sheesley Midway, she reports.

WHEN you "thank your lucky stars," do you know which ones they are? Consult Madame Pitch and her horoscopes.—Annie Fay.

T. V. PALMER resumed duties as sound truck operator and The Billboard sales agent with United American Shows at the opening in Granite City, Ill., on April 22.

STEPHEN (BULL) SMITH has been appointed manager of the Athletic Show on Golden West Shows, slated to start the season on May 18, he reports from Minneapolis.

GEORGE (JUICE) HALL, cards from St. Louis that he is with United American Shows temporarily and will not manage Superior Shows, as previously reported.

THE ONE who squawks the loudest about the boss not being a real showman is often the one whom nobody will allow to go on the nut.

AL FOREMAN, one-man perennial committee of Paducah, Ky., infos that Walter B. Fox was a recent visitor while en route to East St. Louis to join United American Shows.

EDGAR T. NEVILLE who this season

BIGGER PROFITS

It's easy to keep a BIG ELI Wheel busy. Experienced Ride-Men and others just starting in business are buying No. 5 Wheels. Inexpensive to more, economical to operate, invariably "on top" for net profits. A life-time asset of proven value. Write for information.



ELI BRIDGE COMPANY
 Builders of Dependable Products,
 800 Case Avenue, Jacksonville, Illinois

POPCORN SUPPLIES

Spring Prices—Hybrid Type South American large yellow, tender hulls, \$4.00 per cwt.; Mooler Prize, superflour S. A., \$3.75; Mooler Special, yellow, \$3.00; Baby Golden Hulls, \$4.00. New low price on seasoning, Bases, Bags, Kettle Counter Model Peppers, \$39.50.

INDIANA POP CORN CO., Muncie, Ind.

Faded

IT HAD BEEN RAINING on the show for weeks. Daily the show's treasurer handed out meal tickets but no cash. Suddenly a big crap game broke out in front of the cook-house. One of the talkers rushed up, inquiring whether the office had paid off. "Hell, no," cried one of the shooters, "I just faded a hamburger sandwich against a piece of pie on our meal tickets."

(Bill) Sylvan from Hahnemann Hospital, Philadelphia, "Will undergo an operation soon and would like to read letters from friends. Expect to return to the road in July."

HARVEY (DOC) ARLINGTON, secretary-treasurer and press representative of Motor City Shows, reports the organization will open in Battle Creek, Mich., on May 3 for a 10-day stand. Shows have been playing Detroit lots the past four weeks to rain, snow and cold.

THESE so-called pep talks, where the bosses yell and cuss every employee, are not effective. A kindly voice asking hearty co-operation of the entire personnel usually gets results.

FREE ACTS with Hilderbrand's United Shows No. 1 Unit. Capt. Bill Fox's Lions, Hollywood Skyrockets and Hilderbrand's Elephants, were photographed and featured in a recent issue of The Wilmington (Calif.) Journal during shows' stand there.

NORFOLK VIRGINIAN-PILOT, in its April 7 issue, devoted several columns of space to pictorials and a history of Art Lewis Shows in conjunction with Manager Lewis' announcement that shows would make Norfolk their permanent winter home.

"WHY I like to work for that man," remarked Dime Jim Johnson, "is because if he has anything to say to me he takes me to one side and says it without adverting it to the whole midway."

"AM HAVING a grand visit here with Harry and Eddie Talt, of Talt Shows," letters Bill Powell from Manila, P. I. "The Talts have the islands all to themselves with their shows and plenty of activity prevails in quarters as they prepare for the season."

BOOKING their Ten-in-One and Posing Shows with McPherson United Shows recently were Mr. and Mrs. Marty Smith, Batavia, N. Y. They report they recently purchased new canvas and will present a 90-foot banner line on the Ten-in-One and a new front on Posing Show.

"CAN you book A-merry-kan mitt kemp?" was an office wagon query. "Are your readers American?" asked the big midway manager. "As much A-merry-kan as anybody," was the comeback. "We wear A-merry-kan clothes."

"WORK in quarters here is well under way," infoes Eugene W. Skerbeck, Skerbeck's Great Northern Shows, from Dorchester, Wis. "A new transformer truck to house a 75 kilowatt has been built, and trailers are being lengthened. All rolling equipment is being repainted and repairs made on all rides."

"WON FIRST PRIZE, a gold medal, at the Oglethorpe Festival here for being the eldest entrant and having the loveliest costume in the Parade of Progress," pencils Barney O'Dare (The Duchess) from Augusta, Ga. "Am still doing advertising work with my baby buggy and extensive wardrobe."

ASIDE to some show managers it is desirable to have uniformed officers on the lot to protect show and public—and the business manager should not be expected to shoulder the entire burden.

GENERAL AGENT Sol's Liberty Shows, Bill Solomon, was on hand for shows' premiere in Cape Girardeau, Mo., and, with co-operation of L. H. Hardin, special agent, had everything in readiness for arrival from quarters in Caruthersville, Mo., reports Roy E. Jones, who is handling press.

MR. AND MRS. E. G. VELARE, who had been in Kansas City and Salina, Kan., for two weeks, rejoined Royal American Shows upon their arrival in St. Louis, Velare being treasurer of Amusement Corp. of America and Mrs. Velare concession treasurer on Royal American.

COOKHOUSE Gossip: "Our former g. a. was okay, BUT he insisted on spending too much time back on the show with his wife. He must have been back at least six times last season."

NOTES FROM White City Shows and Henry Bros. Circus Combined by J. E.



OPERATORS of bingo and several other concessions on Crowley's United Shows, Mr. and Mrs. J. L. (Tex) Chambers are seen here as they appeared atop the Big A Mountain, while getting a bird's-eye view of surrounding Arizona territory. Photo furnished by R. L. Boyd, shows' mail and The Billboard sales agent.

Henry: "Flagstaff, Ariz., marked shows' fourth stand of the season and business was satisfactory, despite two days of snow. Two trucks broke down while en route from Phoenix, Ariz. A new girl show joined and a Shetland pony colt was born on the Flagstaff midway."

LEON LONG, magician, pens that while he was in Birmingham recently 150 show cars passed thru the local railroad yards in 24 hours' time on show trains belonging to West's World's Wonder, Dodson's World's Fair, Royal American and Beckmann & Gerety shows. Long adds that he visited Frank West in Bessemer, Ala.

NOTICE how some show families that ain't got a pet to cook in manage somehow to get themselves autos and house trailers; yes, and gas to run 'em, even if it's on the cuff. —Cousin Peleg.

HARVEY JOHNSTON, who has been in advance of Blue Ridge Shows, scribbles from Ripley, Miss.: "Came in here to book the town and was ordered to bed for 30 days. I'd like to read letters from friends. Was formerly with such organizations as Nat Reim Shows, Dykman & Joyce, Great Southern and others."

ART LEWIS SHOWS passed out an attractive souvenir program in conjunction with their opening stand in Norfolk, Va., recently. Chock-full of inter-

esting descriptive material and photos of the shows, program also includes a reproduction of a letter sent Owner-Manager Art Lewis by A. B. Schwartzkopf, president, Norfolk Chamber of Commerce, urging Lewis to make the Virginia city the shows' permanent home.

DIFFERENT people have different ideas of what it takes to make a midway. Doesn't matter what the showman thinks about it, it's the show-going public that counts.—John Onceyear.

AMONG MIDWAY VISITORS to Hilderbrand's United Shows' No. 1 Unit in Wilmington, Calif., were Mr. and Mrs. Elmer Hancock, Camilla Hobday, Fred Soley, Pat Schenk, Mr. and Mrs. William Hobday, Leonard Goodyear, Mr. and Mrs. Everett Mitchell, James Heller, Jack Dykes, S. L. Cronin, Everett W. Coe, Harry Browning, Frank Downie, Frank Babcock, J. Klein, Ross R. Davis and Cal Lipca.

A NUMBER of performers of note recently were engaged for attractions on Fairy & Little Shows, reports Walter Hale. Among them are Prince and Ethel Deneb, midget married couple, who appeared in the film, The Wizard of Oz, and who will be featured in Johnny Bejano's Circus Side Show. Boo La Von, of burlesque note, will be a feature of Sean-Dollis, under direction of Connie (Baby Kid) Austin. Terry Hart, late of Klatto Theater, Chicago, will appear in the latter show.

IN SOME far-distant era some bright showman will discover (we hope) what to do with punched-out meal tickets, last year's mileage books and passes that are stamped, "Not good after Tuesday," which come on the lot on Saturday.

HOSTS at regular weekly meeting of Husac Club on Hilderbrand's United Shows No. 1 Unit during the stand in Monterey Park, Calif., were William Summers and Dave Pennington. Among those in attendance were Hazel Fisher, Verna Seeborg, Marie Hanks, Doreene Summers, Margaret Balcom, Lorraine May, John Hobday, Manfred and Mae Stewart, Reggie Marrion, Al Keenan, Ed Frye, Tonto Munn, Alfred Tenason, Bill Fox, Thelma Witmer, Harry Thomas, Myles Nelson, Delbert McGarty, George Witmer, Robert Irwin, Jack Anderson, Burt Warren, Steve Benard, David Shannon, Thomas Miller, Jack Conklin, Pat Patterson, Stanley Cole, William Wright, Otis Glover and Tillie Utke.

SUNSHINE CLUB on Lawrence Greater Shows held its first meeting of the season in the Minstrel Show during the Greenville, S. C., stand with Chairman Bill Woodall, of Casino Beautiful attraction, presiding. Attendance was good and a number of new members admitted. Election of officers saw Bill Woodall chosen to continue as chairman, with Julius Griffel, secretary; Johnny Applebaum, vice-chairman; Mrs. Sam Lawrence, treasurer; Mrs. Sessinger, nurse, and Captain Jack, ways and means committee. Manager Sam Lawrence opened with a brief talk and other speakers were Mrs. McWethy, Bill Woodall, Captain Jack and Mrs. Lawrence. Mrs. McWethy and Louis Queth were named to the sick committee.

HAVE signed up as superintendent of the wheelbarrow squad with the Gate & Banner Shows. My crew's duties will be to follow the wagons with wheelbarrows from the lot to the cars and pick up all half-loaded stakes, sledge hammers, ticket-box tops and other pieces of show property that fall off the back ends.—Follow-Up Sherty.

EUGENE C. COOK (Kiddle Ride Sherty) inks from Kingsland, Ga.: "Story which was published recently in the Carnival Department about Mulligan, colored boss canvasser, who also doubled as train poler on the old John T. Wortham Shows, brought back memories of some of the best days I ever spent on a carnival. Mulligan was (See MIDWAY CONFAB on page 52)

EVANS MONEY MAKERS
Rely on Evans 48 Years' Experience for Latest and Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries.
Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$10.00 UP
of All Kinds

FREE 1940 CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.

MAKE \$50.00 A DAY ON CANDY FLOSS

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.

PALACE UNITED SHOWS
TWO SATURDAYS TWO SATURDAYS
Opening Date, May 24th

Want Concessions—Must be Grand Stores. No grift tolerated. Also Shows. Percentage liberal. Can place Kiddle Rides, also one Flat Ride, Tilt or Whip. All those booked, please report for this date. All communications to **BILL LAMBERT, Mgr.** Mounds, Ill.

FLYING SCOOTERS TOPPED THE MIDWAY
Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE
Streamlined Light-weight
Leads 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.

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.
Eastern Representative: **RICHARD F. LUSSE**, Chalfont, Bucks County, Pa.
European Suppliers: **LUSSE BROS.**, Ltd., Blackpool, Eng.

OCTOPUS

3000 BINGO

Heavy-weight cards, back on white. Wood markers printed two sides. No duplicate cards. Put up in the following sets and prices:
 25 cards, \$2.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.
 No. 140—Extra Heavy Green Beth Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets of 100 cards each. Played in 2 rows across the cards—out to and down. Light-weight cards. 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 re-used 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, Steel Glass \$12.50
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
 Lightweight Lancers, Size 5x7, Per 100 .50
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x8, per 1,000 1.25
 2,000 Featherweight Bingo sheets, 5 1/2 x 8, Lots, \$1.25 per M. Stamped in pads of 25, Per M. 1.50
 Postage extra on these sheets.

Bingo Card Markers, in silver, 25,000 for 1.25
 Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd. Chicago

CARNIVAL OWNERS
I HAVE 10 SENSATIONAL HIGH ACTS
 Available for the Coming Season. Priced Right.
SIDNEY BELMONT
 Patterson Bldg., ST. LOUIS, MO.

TILLEY SHOWS WANT

Snake Show, Illusion Show, Mechanical Show (Joe Teska, Ray Yarbum, wife) or any clean Grind Show capable of getting money either with or without own outfit. Following Concessions open: X on Seafos, Want Cork Gallery, Hoop-La, Fishpond, Oarls, Bumper or any ten-cent Grind Concession. All must work for stock. Will give exclusive on American Miff Camp. C. C. Baker wants acts of all kinds for Side Show. Sig Anderson, Fred Gilbreath, Prof. McHugh, wife or wife. Side Show Acts, address C. C. Baker. All others address:
 TILLEY SHOWS, East Pearl, Ill.

CARNIVAL WANTED

Any Time in July.

SAINT BIOGIO COMM.

MR. SASSO, Port Reading, N. J.
 Tel.: Woodbridge 8-1232

BREMER SHOWS

Want 10-in-1, other Shows. Francis, come on. Merry-Go-Round Help.
 Address Per Route or BOX 22, Rochester, Minn.

FOR RENT

Show lot, one-half block from business center. Write for reservation.

GEORGE HECK
 PITTSFIELD, ILLINOIS.

CARNIVAL OR SHOW LOT FOR RENT

10 Acres, Elvira, Ohio. Western city limits and bus terminal on Route 20. Apply
 WAYSIDE INN, R. D. 2, Elvira, Ohio.

DIVING ACT FOR SALE

Consisting of Float Aluminum Tank, Spring Board. Everything complete to give show except water and girls. For details address: PEEJAY RINGERS, 610 Fifth Ave., New York City.

WANT

Complete Equipment for

HEADLESS GIRL

ILLUSION SHOW.

BOX D-71, Care The Billboard, Cincinnati, O.

GREATER FAIRWAY SHOWS

WANT American Palmistry, Ball Game, High Bunker, Cook House, Show Shows, Concession Agents, Ferris Wheel Foreman and Ride Help that can drive Seals. FOR SALE—Long Range Shooting Gallery to work on show.
 EMIL J. ZIRRES, Birmingham, N. Dak.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Dee Lang's (Motorized)

Carbondale, Ill. Week ended April 30. Auspices, American Legion and VFW posts. Business below normal. Weather, inclement.

After a 220-mile jump from Jonesboro, Ark., all was ready for opening on Monday night. Date was show's first stand here and business surpassed all expectations the first two nights, but remainder of week, excepting Saturday, was lost to cold and rain. Among visitors were Charles T. Goss, Mr. and Mrs. Reisenbicker and party, Mr. and Mrs. William Bennett, Mrs. Joe Klein and family, Mrs. Julia Klein and Hena Obermark. Mr. and Mrs. Danny Bibb joined with diggers after a successful winter in Miami, Fla. Sponsors and city officials co-operated. JOHN PABARCUS.

West Bros. (Motorized)

Jefferson City, Mo. Week ended April 21. Location, Beck lot. Business, good, when weather permitted.

Trip here was one of the most difficult moves ever made by the shows, with trucks experiencing almost every conceivable difficulty. Monday night, good weather, a good crowd turned out, and more spending was done than at any previous spots. Tuesday a noticeable gain was registered despite cold weather. Wednesday was lost due to rain, and Thursday, with overcoats much in evidence, business was light. Friday and Saturday were good, with Scooter, Tilt-a-Whirl and Rolloplane leading rides. Shows were paced by Bert Melville's Hi-Hat Revue and Speedy Wood's Motor-drome. Sam Golden's Side Show and Minstrel Show, under direction of Sonny Sharpe, were next in line. Saturday Mrs. Laughlin was tendered gifts and a number of bouquets from all departments in celebration of her birthday anniversary. A number of friends from Marshall, Mo., visited Manager J. W. Laughlin. Dan Porter and wife visited nightly. Others included Bud Ehrman and family, Bud Smith, Charley De Kreko and Ed Bruer. DON TRUEBLOOD.

J. F. Sparks (Motorized)

Pulaski, Tenn. Week ended April 20. Location, Spars' lot. Business, bad. Weather, rain and cold.

Cold and rain that killed opening in Lawrenceburg, Tenn., played a hold-over here, severely crippling this one. Following Monday night's fair business, constant rain kept attendance down to a point where it barely paid for lights and a heavy rain prevented opening Thursday night. Owner J. F. Sparks, feeling improved but not well after hospitalization at Lawrenceburg, received word from Gallatin, Tenn., the next spot, that it was under three inches of snow and decided to stay here another week. Wally Blair opened with his Paris Footlights Revue, featuring Princess Yvonne. Blair handles openings and front and other dancers are Buster Kelley and Peggy Morgan. Three Kallau Brothers provide the music. Jack Auburn rejoined with his Zonta Show. Estis Warren, Ferris Wheel foreman, opened a fishpond and Sam Karras and Andy Selka joined with concessions. Frank Lawley joined Teddy Beta's Athletic Show. Owner and Mrs. Sparks' children, Mary Elizabeth and Jesse Jr., visited over the week-end, Jesse bringing his schoolmate and cousin, Ginger Reeves. Other visitors included Owner Sparks' mother, Mrs. James L. Sparks, his brother, Joe, and wife, and his sister, Mrs. H. T. Reeves, and Mr. Reeves. Shorty and Betty Carr stopped overnight before going into Nashville to join a show. RAY ALLEN.

Zacchini Bros. (Motorized)

Doanville, Va. April 15-20. Business, fair. Weather, cold and rain.

Results were satisfactory the first four days, but Friday and Saturday nights were lost to rain. Children's Matinee, Saturday, drew 1,000 and brisk business. Local papers, The Register and The Bee, were liberal with space and on Tuesday night 150 newboys were guests of the management. Emanuel Zacchini was

slightly injured on Tuesday night while presenting his human cannon-ball act, Louis Augustine, still recovering from a bear bite on his leg, joined with his Trained Animal Circus. On Wednesday night after shows closed members of the Good Fellowship Club conducted their weekly meeting in the Dope Show tent, with Leo Burke as emcee. Vice-President Joe Decker presided. Minutes of the previous meeting were read by Mrs. Bennie Smith, secretary, and club voted to hold a big picnic soon. Several rounds of bingo were played before meeting got under way. During a two-hour program members were treated to comedy acts, South American musical numbers and a humorous monolog by Bob White. Officers include Bob White, president; Joe Decker, vice-president; Nettie Smith, secretary-treasurer; Benjamin Smith, medical officer, and Edward Henderson, in charge of refreshments. R. L. Hubbard resigned here as second man. BILL SNYDER.

Wallace Bros. (Motorized)

Hopkinsville, Ky. Week ended April 20. Location, ball park. Auspices, DAV Post. Business, fair. Weather, variable.

Business on Monday and Tuesday was good, with Thursday being lost to rain. Friday and Saturday were cold, but a good spending crowd was on hand the last day. Minstrel Show topped shows, with Ferris Wheel leading rides. Curly



EXECUTIVES of White City Shows and Henry Bros. Circus Combined, C. F. Corey, owner (right), and H. Carlyle, manager, posed for this photo prior to the successful opening in Phoenix, Ariz. Organization is carrying 6 rides, 6 shows and 12 concessions and all equipment was overhauled and repainted before leaving quarters.

Smith completed work on his trailer and Ernest Farrow, having recuperated from a brief illness, returned to school. Charles S. Noel resigned as special agent. Mr. and Mrs. McMurry spent a brief visit with home folks in Oskaloosa, Ia. Harry Phillips and sound truck joined the Coleman Lee Shows. Visitors included Will T. Hatch, Hatch Show Print Co., and Mr. and Mrs. Bill Rogers, Rogers Greater Shows. Earl Reicher, electrician and mechanic, is rebuilding two motors, one of which was damaged in a recent accident. EUGENE C. COOK.

Hilderbrand's No. 1 (Motorized)

Wilmington, Calif. Seven days ended April 21. Location, Anson on the Quay. Auspices, L. L. L. Business, fair. Weather, fair. Ten-cent pay gate.

Altho shows were located in the heart of the city on the main thoroughfare, business was only fair. Absence of the Pacific Fleet on war maneuvers was given as one of the reasons for decrease in attendance. Marie Klinck's Octopus topped rides, and Earl McCann's Athletic Show led shows. Florence Appell's dressed-up ducks again topped concessions. Personnel was grieved to learn of the death of Mrs. Peggy Nelson.

Charles Marshall, of Hollywood Skyrocket, free act, is rapidly recovering from injuries sustained in San Pedro, Calif. Reggie Marrion recovered from a sprained ankle and resumed his place with the Skyrockets here. HUSAGO Club held its weekly meeting and then retired to a local cafe for refreshments. Secretary John Hobday spent two days visiting his family at Altadena, Calif. Mr. and Mrs. Peter Richards now have four concessions in their string and plan to add two more soon. Mrs. Marie Klinck entertained relatives here, as did Mytes Nelson. Joe Goad added a baby Merry-Go-Round. Owner O. H. Hilderbrand sold his house trailer to Florence Appoll and ordered a larger one constructed. Reggie Marrion, Thomas Miller, Mae Stewart, Tonto Numam, Shorty Melton and Mable Gonzelli went to Catalina Island, where they were entertained at the Marrion home at dinner. Marjorie Soderberg, who was ill in General Hospital for several weeks, is holding her own and resting easy. Mr. and Mrs. Cleo Qualla purchased a new trailer and Al Bosarth remodeled his. Special Agents George and Ruby Morgan completed their Southern California work and left for Northern California, where they will join General Agent Lucille King. Hazel Fisher and Verna Seeborg entertained relatives all week. Mr. and Mrs. Earl Richardson built two new grab concessions and Mr. and Mrs. Earl McCann now have four on the midway. Florence Appell has six. New sound car was repainted. WALTON DE PELLAYON.

Fuzzell's United (Motorized)

Pocahontas, Ark. April 5 to 13. Location, ball park. Auspices, fire department. Business good when weather permitted. Weather, variable.

This being the first show in here in seven years, good business prevailed when weather permitted. Two days were lost by rain. Fire department, headed by the mayor, co-operated. Laben's Kiddie Band visited on Tuesday night and played numerous selections. Owner and Mrs. Fuzzell were presented with a large floral offering from the concession department commemorating show's first anniversary. George E. Helman, Midway Coffee Shop manager, presented his wife with a wrist watch and the employees gave her a bouquet of flowers on her birthday anniversary. Joining here were Mr. and Mrs. L. C. Starr, Agonis Show; Mr. and Mrs. Willie Cetha—he as Ferris Wheel foreman and she to sell tickets. Mr. and Mrs. Ed Jones added their Temple of India stand. General Agent Dick Harris spent a few days here and then left for the North. Manager Fuzzell purchased a new sound truck. Much excitement prevailed on Thursday morning when a fire broke out in a near-by lumber yard on one side of the show lot. Shows were not affected, however. The writer had good business on his pop-corn stands. P. W. PRATT.

Hughey & Gentsch (Motorized)

Gloster, Miss. April 13-20. Location, heart of town. Auspices, Community and Lions Club. Business good. Weather, fair.

Organization's second week here started off to good business on Monday. Inclement weather on Tuesday and Wednesday held down attendance on those days. Mr. and Mrs. A. M. Anderson joined with photos. Francis Rice is assistant, while D. McKeeby handles the dark room. Albert Engesser joined with his Monkey Speedway. George Rainey returned to assume his duties as mechanic. He was accompanied by his wife and children. Mr. and Mrs. Stringer, of John R. Ward Shows, are here, with Stringer making repairs on the Merry-Go-Round. Managers Gentsch and Hughey went to MeCosub on business Friday. Tex Allison's string game and Anderson's photos did well. Saturday was fair but cold, and little money was spent.

Gloster, Miss. April 8-13. Location, heart of town. Auspices, Community and Lions Club.

Shows made the short jump here from Liberty, Miss., without incident for their first of a two-week stand. Monday was fair, with Tuesday's business better. Stand marked the fifth time the writer has been here. Manager J. A. Gentsch played here three times. Managers Hughey and Gentsch went to Brookhaven, Miss., on Tuesday to purchase a new car to replace the one which burned on April 5. J. T. (Whitely) Richards at

this stand. B. G. (Bama) Freeman joined and V. C. Priest left for Pine Bluff, Ark.

H. (KEYCHECK) HISCO.

Crowley's United

Phoenix, Ariz. Week ended April 13. Auspices, White Shrine. Business, good. Weather, good.

Shows chalked good attendance at opening on Tuesday night. Harry L. Gordon, general agent, returned here from a long booking trip. Captain Ted Townsend, Lonnie Davis and Bobby Clar, free acts, are proving popular. Mr. and Mrs. Kolb have the cookhouse and three concessions on the organization. George Wright is chef. Concessioners include J. L. (Tex) Chambers, B. C. (Slim) Cunningham, P. M. Farris, M. O. Williams, Kirby Yates, H. E. Benson, Jack Rowe, Myron C. Clevenger and Eddy J. Lynch. Micky Donohue has his Motordrome here. Among visitors were Mrs. Crowley's mother and sister from Los Angeles, Bob Curen, Harold Braught, Don Hanna, Arthur Hoekwald, Louis Rianer, Jim Schneck and Mrs. Ingalls. Glen Osborn, legal adjuster, purchased a new car. Jack Austin, of Fox Theater, visited frequently. Owner Crowley's daughter is shows' mascot. R. L. BOYD.

Patrick's Greater

Spokane, Wash. April 11-20. Business, fair. Weather, fair, but cold.

Shows tore down at the East Sprague street lot on Friday night and had everything on the circus lot at Jackson and North Division streets on the afternoon of April 13. Saturday morning saw a traffic-jamming crowd of school children in front of the Jamleson office for distribution of ride tickets arranged thru a radio tie-up with Dr. D. C. Cowen. City safety squad of firemen and police handled the crowd without incident. Tickets brought swarms of children to the lot each afternoon. Harper Joy, well-known circus fan and friend of all show folks, took several of our acts to the Shrine Crippled Children's Hospital for a performance on Wednesday. Thursday night shows entertained some 800 news carriers of The Spokane Chronicle and Spokesman-Review. Saturday, from 10 a.m. until 1 p.m., there was a special matinee for cephans and Inland Empire Boy Scout Council. Event was arranged thru the Chamber of Commerce, of which Owner W. R. Patrick is a member. Jim Greer, vet carnivalite, was on the lot each night, as were a number of older trouper. Benny Samuels and wife, Doris, arrived from Chicago and will have their concessions open soon. S. H. BARRETT.

J. Harry Six

(Baggage cars and trucks)

Chattanooga, Ga. Week ended April 20. Location, Parsons grounds. Business, good when open. Weather, rain and cold.

The 100-mile jump from Bremen, Ga., was made without trouble, with the exception of the blowout of two tires on the light plant. Everything was on the lot Sunday noon and since it was first warm day shows had in over a week no time was lost in unloading and getting things in shape by 6 p.m. Since a Sunday showing was not permitted, shows were forced to open Monday, when good business prevailed. Tuesday, Wednesday and Thursday were lost to cold and rain on Friday forced an early closing. Despite snow and cold Saturday a fair crowd was on the midway and shows and concessions did a little business. Rides were blanked, however. Johnny Green joined with two concessions and Curley Kosloki advised from Pittsburgh that he will join soon. Big (Bama) Story is building three new stores. Mrs. Mack House has recovered from a severe cold. Johnny Greelt brought his two dogs with him, bringing the canine population up to 27. Visits were exchanged with Barfield's Cosmopolitan Show. BILL EATON.

Clark's Greater

Calhoun, Ga. Week ended April 13. Location, Powell showgrounds. Business, above average. Weather, rain and cold, four days.

Formerly known as I. J. Clark Amusements and now under co-management of I. J. Clark and James A. Winters, shows concluded a satisfactory stand here on April 13 under some of the worst spring conditions the writer ever experienced. Rain and freezing weather prevailed for

four days, but show continually laid shavings on the midway to enable patrons to get on the lot. All concessions finished the week on the right side. Tom Hale arrived with his bingo stand. Stewart Wachter left with the rides for Pennsylvania, where he will open his own shows. Unit was replaced by Sorensen's Chairplane and kiddie autos. Stack Hubbard left with his shows for New Jersey to open with his own carnival and his equipment has been replaced with show-owned attractions. Mr. and Mrs. Walker joined to take over management of I. J. Clark's photo studio. Mrs. James M. Winters is operating her penny pitch. Pete Smith's cookhouse is popular. JAMES A. WINTERS.

Elite Expo

(Motorized)

Independence, Kan. Week ended April 20. Location, North 13th street grounds. Business, fair. Weather, cold and rainy. Free gate.

Because of inclement weather, opening week as a whole fell below expectations. Mrs. Charlie Elliott arrived with her diggers and Bob Dixon will again be in charge. Dave Reece purchased a new truck and General Agent P. C. Bogle's stunt in having Sheriff Bill Gillip enter Captain Hart's lion cage with two of the lions proved a good draw. Phil Jackson and Fern and Finley Arndale arrived in time for the tear-down on Saturday night. Visitors included Opal Bogle, Charles Elliott, Charles Logan, Mr. Burt and family, Al Swisher, Sam and Wanda Day, Edward Harris, Orval and Betty Cox and several members of W. A. Gibbs Shows. DON FOLTZ.

Mac's Caravan

(Motorized)

Willow Springs, Mo. Week ended April 20. Location, downtown. Auspices, American Legion Post. Business, fair. Weather, rainy and cold.

Monday's opening drew a good crowd and everyone got money. Inclement weather killed everything until Saturday, however. Legion officials co-operated. General Agent Stolz returned from an extensive booking trip. Bill Pike joined with five concessions, and Owner McNece bought a new car for the advance and billposting department. Ferris Wheel got top money among rides and Jack Carroll's Athletic Show led shows. Chancy's ball games paced the concessions. Owner McNece and electrician G. H. Murphy went to Kansas City, Mo., and brought back a light plant purchased there. Mrs. McNece held a midnight party at a local inn Thursday night. Those attending were Mr. and Mrs. L. R. McNece Mr. and Mrs. S. C. Emerson, Mrs. Bertha McBride, Mr. and Mrs. Bill Pike, Mr. and Mrs. Tom Young, Peg Stolz and the writer. J. P. MALONE.

West Coast Amusement

Vallejo, Calif. April 16-21. Location, Beach Park. Auspices, Loyal Order of Moose. Business, good. Weather, good. Ten-cent pay gate.

Shows chalked their best week here so far. Crowds packed the midway to capacity nightly and shows, rides and concessions did good business. Local papers co-operated. Commissioner Perkins sponsored five parties of underprivileged children who were guests of the management. Newshows also were guests. Charles Walpert's new concession did well. Mrs. Harry Meyers visited her husband over the week-end. Jack Joyce and elephant, Lucy, played host at a capacity Saturday matinee showing. George Kukan's Cafe clicked. Tony Soares, The Billboard sales agent, sold out here and doubled his order for the next stand. Manager Mike Kekos entertained many visitors from his home town. W. T. JESSUP.

Sheesley

(Railroad)

West Monroe, La. Week ended April 20. Location, fairgrounds. Auspices, American Legion Post. Business, none. Weather, rain and cold.

Train arrived here Sunday noon and shows were set up before 4 p.m. Hundreds came out to watch unloading activities. It was the first time in a number of years that a railroad show has appeared here. Rain and cold impaired business, however. From Tuesday thru Friday shows encountered almost a constant downpour of rain and cold weather. Auspices, under Jeff Caldwell, com-

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CONCESSIONS: Legitimate Concessions of all kinds, including Diggers, Penny Arcade, Cusard. If you are interested in this ad reply immediately this week Huntington, Pa.
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To show full season booking in closed towns. Can place following Concessions because of disappointment: Lead Gallery, Short Range, Popcorn, Ball Game, Cass or Billies, Pitch Tilt O Win, Balloon Dart, Rat Game or any novelty that will not conflict.
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mander, and Mayor Harry Williams co-operated. Midway occupied all available space on the fairgrounds, but three rides and two shows were unable to set up. Dorothy Fay, free act, was popular. Equipment is in good condition and train came out of quarters with 20 cars. Capt. John M. Sheesley, owner, is on the lot but still feels the effects of a recent operation and illness.

Alexandria, La. Week ended April 13. Auspices, Town Talk Doll and Toy Fund. Business, good, when weather permitted.

Shows lost Saturday night at Port Arthur, Tex., to a flooded lot, and train arrived here about 8:30 on Sunday night, making the 248-mile run in excellent time. Conditions at Port Arthur caused a delayed start, but at 11 o'clock a.m. Sunday the last wagon was loaded, thanks to co-operation of all on show. Alexandria proved a good stand despite the intermittent showers and cool weather. Shows losing Wednesday night to rain, but Friday and Saturday gave gratifying business. Auspices under Hunter Jarreau, Town Talk business manager, and Mayor V. V. Lampkin co-operated. Reported by an executive of the shows.

Funland

(Motorized)

Rosse, Ga. Week ended April 20. Location, Kotarian Park. Auspices, United Spanish-American Veterans Post. Business, fair. Weather, rain and cold.

Shows opened on Monday night with Hillroy's Comedians two blocks away to the best night's gross of the week. After a short jump from Cedarstown, Ga., Jimmy Hefner and James and Charles Phillips, of cookhouse note, visited daily, as did Walter Cooper, who has his long-range gallery with it. Local radio station and press were liberal. Walter and Lillian March and Wild Bill Gardner left to join another show. Miller and Heth added a bumper store to their concessions. Lot Superintendent Ben P. Tosh handles the lot and moves in good style. Electrician Meadows is building a new transformer wagon. Skinkle Lanier, old-time comic, is presenting his new Hollywood Revue. New Silver Derby ride continues popular. Capt. Jack and Mrs. Coddino joined with their Argentine Buckaroo Show. Floyd H. Heth and the writer drove to Atlanta to visit Beckmann & Gerety Shows and while driving thru Bremen, Ga., last Sunday visited Royal American Show train, which stopped to take on water and a pleasant chat with Walter DeVoyne. Shows were moving from Augusta, Ga., to St. Louis. Met many old friends on R. & G., including Mr. Duffy. New Monkey Circus opened this week to good business. Ma Bentley's Midway Cafe, purchased from James Phillips this week, was popular. Mrs. Helen Barfield's Temple of Palms clicked, as did Bessie Hollis, free act, and Lankford's American Band. Mrs. Albert Heth's concessions and rides did well. TED C. TAYLOR.

LOOP-O-PLANE FOR SALE
\$200.00
Single-car 4-passenger Loop-o-Plane using dead men. Ride complete with electric motor recently overhauled. All in good running condition. Price \$200.00 cash. Stored in Southern Kentucky. One regular track hoist ft. This is a real bargain. Address:
F. H. BEE SHOWS, Inc.
Glasgow, Ky., this week.

CARNIVAL WINDOW CARDS
MODERN DESIGNS — NEW LINE
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WANT
Shows and Concessions for Bushville, Ill., May 10-11; Astoria, Ill., May 12 to 18.
Write Diamond Midway Shows
ASTORIA, ILL.

MINER MODERN MIDWAY SHOWS, LAST CALL—LAST CALL. Escorted open this Saturday, May 4th, Collier, Pa. Can book the following Concessions: String Game, Mouse, Dart, Devil's Alley, Scales, Hoop-La, American Palms, Game Game, Fresco Cutlery, Knives, Rock, Game Rack, Record Maker, Country Store, Fish Pond. Will give credits on two wheels. Can place two more shows with or without own outfit. Address all mail and write to R. H. MINER, Colley, Pa.

W. E. WEST
MOTORIZED CARNIVAL
Want Side Show Manager, Cook Show and other money makers. Permission for Chair Plane. Ride Help, must drive trucks. No time to write, wire or come. Tenmile Marks needs Grind Stone Agents. Higginville, Mo., all week.

DAVE FINEMAN
WANTS COUPON AGENTS
Those Who Have Been With Me Before, Get in Touch. President Hotel, New York City.

John R. Ward
Camden, Ark. Week ended April 20. Location, new lot south of town. Auspices, American Legion Post. Business, three fair days including Saturday. Weather, cold and rainy.
Saturday again saved the week. Date will be remembered by shows for the complete breakdown of carnival opposition. Mothers of Camden High School Band scheduled to play the opening, asked and were given permission to visit attractions before sending the children. Camden High School Band under tutelage of band teacher Crumpler, and a favorite among the coolers in the annual band contest in Little Rock, Ark., presented a good concert in the doorway and afterwards entertained by the public relations department. Among guests during the week were Judge Ritchie and Mrs. Crawford, County Clerk Sneed, Committeeman Palmer, Ned Turil, Wisconsin DeLuxe Co., and Matt Dawson.

Acme Supply Co. Ferris Wheel topped rides, while Hutchens' Modern Museum is still leading the shows.

El Dorado, Ark. Week ended April 13. Auspices, American Legion Post. Location, front of Union Co., Fairgrounds. Business, fair. Weather, spotty.

Day and date stand on Monday with Russell Bros.' Circus was marred for both organizations by cold weather. Date marks shows' fourth visit here under same auspices. Week was considerably below standard because of the bad weather. Last day, Saturday, when fair business was reported by all, saved the week. John Hutchens' Modern Museum again topped shows, with Minstrel second. Tilt-a-Whirl led rides. Good tie-up with a local bus company was a noticeable factor in handling the crowds. Morning News and Evening Times co-operated. Carriers were entertained by the Public Relations department, recently established by Manager Ward. Doc Barker seems to have recovered from a slight heart attack. Robert Hughey and J. A. Gentsch, of the shows bearing their name, were recent visitors. Mitchell Brothers added another stand to their string. CHRIS M. SMITH.

MIDWAY CONFAB

(Continued from page 49)

one of my best friends and he and I were with the show in 1923, last year of its existence. I hadn't heard anything about him until I read that item and I often wonder if he's still living and remembers the closing date in Plainview, Tex. Despite the fact that both his legs were off, he was one of the best train poles I've ever seen. He also held jobs of canvasser and night watchman and a number of other difficult positions. Owner Wortham could always depend on him to do a job well, and if every showman had a fellow like him on his midway there would be less beefing and more work. Others who were on the shows the last day included Walter Beasley, Jamaica Jim and Mattie Blackie.

LEWIS NORFOLK BIZ

(Continued from page 44)

Howard Pierce, assistant. Treasure Isle, Great Dantini, magic-temee; Ira Dean, first assistant; Oriental Girls, Betty Sprull, Bonny Callahan, Ina Sikes, Arlene Ambrose and Jackie Patterson; the McHugh, mentalists; Bob Leithner, talker; Joe Leo, second openings; Mark Ray, Thomas Kelly, tickets; Cecil Murphy, assistant. Going With the Wind, J. G. Roy, manager; Mrs. Jennie W. Roy, tickets; J. Harley Roy, front. Polles, Nat Mercy, manager; Dot Mercy, producer; Speck Hodges, Roy Taylor, Frank Bell, Grace Lewis, Billy Reeves, John Beasley and Mike Sullivan, band; Genevieve and Madge Thomas, Ruby Crockett, Olga Ots, Marion Russell; Pat Hardy, Dot Lane, Georgia Bell Lewis, Millie Stevens and Tootsie Banks, ensemble; Clarence Thomas and Steve Rocco, tickets.

Borneo Wild Animal Show, Nelson Cole; Hickman's Two-Headed Baby, Kathryn Teuscher, manager; Mickey Mouse Circus, Tilly Perry, manager; Oasa, Kathryn Teuscher, manager.

Circus Side Show, Art Thomas, manager; Art Lewis' Vanities, Nuna Lee, Nellie Landers, Della Kilgore, D. Milligan, Ruth Haines and Ruth Hiles; Charlie Johnson, manager; Ted Milligan and Barney Pratt, tickets; Marvin Goodrick; boss canvasser, Windy Sanders. Cotton Club Minstrels, Clarence Crawford, Charlie Brown, W. M. Hill, Bill Graham, Grantley Matthews, William Pugh, John Murphy, Vern Cherry, Ida Sampson, Johnny Clemens, Thomas Hooker, Raymond Lee Carlo, Carter Lockhart, Lancaster Miller, Christina Maybery; Howard Bryant, manager, and Mrs. Thelma Bryant.

Concessions

Shooting gallery, George Emuree, manager; Jones' bingo, Gene O'Donnell, manager; Julia O'Donnell, checker; Penny Pitch No. 1, Claudia Dorman; No. 2, Harry Forbes; No. 3, M. Singleton, Radio stand, Len Sage. Temple-of-Knowledge, Madeline Hester, Jean Davis, Marguerite Bucini. Ball games, H. Darr, manager; No. 1, Bertha Anderson; No. 2, Mary Jane Morris; No. 3, Bess Hart; No. 4, Della Kelly. Pan game, Mr. and Mrs. E. B. Kaw, Leo Hirsch. Ball game and photo gallery, Mr. and Mrs. Sherman La Costa, Nell stand, Irving Newman, Japanese roll-down, String Cohn, Mickey Davis, Harry Cross, R. Spitzer, Bowling alley, Lew Bernstein, Jack Barth and Chick Bennett. Grocery, Al Shore. Bucket ball game, Joe Martello and Jimmy Riley.

Rat game, C. A. Hester, Heck Heater, Candy apples, Frank Ellis. Aerial bowling alley, K. W. Howard. Bird store, Denny Down. Blower, Jimmie Merritt. Fishpond, Sam Kaplan. Ham and bacon,

Hawkshaw. Frozen custard, Whitey Solomon, manager, assisted by Junior Crouch. Mack Abrams. Pop-corn stands, Mrs. Ingram; No. 1, Max Berlin; No. 2, Art Henderson. Penny Arcade, Clarence Church, manager; assisted by Tex Poewitt. Barkoot's Oriental Cafe, Helene Barkoot, owner; Estelle Hamilton, cashier; Tommy White, George Hamilton, Jimmy Anderson, Herman Gensauer, Morris Ritter, Fred Adair and Frank Zisk, waiters; Percy Wright and Willie Wren, chefs.

Train, Jimmie Fisher, trainmaster; assisted by Frank Selger. Help includes Willie King, William Chevalier, R. L. Johnson, John Crockett, Peter Moxenco, Bobbie Jones, Marvin Bradley; tractors, J. G. Bailey, DeWitt Johnson, Steve Bronson, Ray Ceresta; electrical department, Roy Hewitt, chief; Ray Perry, assistant.

Rides

Merry-Go-Round, O. B. Stever, foreman; Badger and R. C. Bearfield, assistants; Ferris Wheel, Raymond Cuesta, foreman; Al Martin, Steve Bronson, assistants; Young Cuesta, tickets; Whip, Virgil Darr, foreman; R. E. De Loach, assistant; Ride-O, Archibald Trenholm, foreman; Arthur P. Noe and Harold Gannon, assistants; flyer, James Mitchell, foreman. Howard Ingram is general superintendent.

Kiddle Autos, B. K. Moyer, owner-manager. Tilt-a-Whirl, Paul Kaduka, manager; Mrs. Kaduka, tickets. Skooter, Dinty Moore, owner; Sailor McKenzie. Penny Ride, B. K. Moyer Jr. Kiddle Aeroplane, Mrs. B. K. Moyer. Silver Streak, Dick Bentley, manager; Octopus, Lee Cuddy, manager. Rolloplane, Lee Cuddy, manager. Boomerang, Neil Collins. Caterpillar, Billy Ingram; Lindy Loop, Bill Sturgis, manager. Rollo Funhouse, M. Masters, manager.

Visitors included Mrs. John M. Sheesley, Earl Purdie, Mr. Judy, Mr. and Mrs. D. E. Duncan, Thomas Buchanan, Charlie Abbott, Charles Lewis, Stanley Roberts, Rocco Matucci, Mr. and Mrs. Jack Arnold, Eddie Brennan and wife, Mr. and Mrs. Harry Devore, Jake Shapiro, Winda Harris, Eddie Holmes, Berney Renn and Col. Charles B. Bori.

ENDY BROS. CLICKS

(Continued from page 44)

ments, as did new fronts and rides. All departments reported good break-in business. Ralph N. Endy, in active charge of the new Endy Bros. Exposition Shows, playing near-by Wilmington, joined with David B. Endy, president, in welcoming many visiting showmen and receiving numerous congratulatory messages.

Shows closed in Belle Glade, Fla., on April 18 after providing the midway for West Palm Beach County Fair and Bean Festival. Stand terminated a 16-week tour of the Florida fair circuit, with shows chalking their most successful business in the history of their operations in the Orange State. Altho cold weather hampered grosses at opening spots in Central Florida, February and March dates more than made up for the early stands. Transportation chief, Sam Murphy, routed the long line of show trucks to Chester, Pa., and Wilmington, Del., by way of Greenville, S. C., and Tarboro, N. C., quarters of additional equipment.

WEATHER BEATS SOL'S

(Continued from page 44)

several tented attractions. Two new light towers also were added, making a total of seven, as was another new light plant. Modernistic ticket boxes prevail on rides and good lighting effects have been created by Pop Whitman and Rob Shepard. Five new fronts were constructed in quarters and Art Riley has his new Snake and Crime shows here. Conley's One-Ring Circus boasts a new front, while Lil Sheppard's Girls and Posing shows were rebuilt with big fronts and larger stages. Another new attraction is the Girls in Ice, in charge of Jack Berquist. Silver Streak new this year, while the new Tilt-a-Whirl arrived the middle of the week. Rogers Miniature Train is another addition.

Staff includes Sam Solomon, owner-general manager; Bill Solomon, general agent; L. H. Hardin, special agent and billposter; Tex Moonerham, secretary; Leonard Whitman, general superintendent; Bob Sheppard, electrician; Charles Zimmerman, light plants; Al LeBeau, master mechanic; Ray Fulton, sound truck. Managers and operators of rides and shows are Earl Kalfabeck, two kiddle rides; Wade Moore, Merry-Go-Round; Thomas Loomis, Rolloplane; Levi Zimmerman, Tilt-a-Whirl; B. E. Spencer, Skooter; Pete Callahan, Octopus; A. C. Kalfabeck, Silver Streak; Red Stock, Twin Ferris Wheels; Joe Hawkins, Chairplane; E. P. Rogers, miniature train; Jack Kelley, Circus Side Show; Conley's

One-Ring Circus, Jim Conley; Rainbow Frolics, Lil Sheppard; Grim Does Not Pay, Art Riley; Paris De Arts, Lil Sheppard; Snake Shows, Art Riley; Girls in Ice, Jack Berquist; Bug House, Don Gibson; No-Lo, Art Riley. Roy B. Jones is handling press and special promotions.

FAIR FOR ZACCHINIS

(Continued from page 44)

chini, tickets; Kenneth Mahoney, foreman; Carl Miller, second man, Merry-Go-Round, Dorothy Zacchini, tickets; Ted Toys, foreman; George Lashua, second man, Pony Ride, Art James, owner; Vivian James, tickets; Ferris Wheel, Mrs. Toby Kneeland, tickets; Sonny Evanchuk, foreman; Vernon Amos, second man, Kiddle Auto, Viola Carson, manager; Maymo Marney, tickets.

Shows

Streets of Morocco, Bob White, manager; W. R. Johnson and Bob Bailey, tickets; Jackie Baker, Jerry Hepner, Patricia Burton and Ruby White, dancers. Sex Show, Stack Hubbard, owner; Hazel Hubbard, manager; William Kaylor and Tom Lewis, tickets; Professor Loughney, lecturer; Carolyn Hayes, Isabel Fetzler and Marie Miller, annex; Shorty Burns, canvas, and Lester Abbotts, cook.

Monkeyland, Joe Cogozzo, owner; Leo Cogozzo, tickets. Fish Bowl, Toby Kneeland, owner; W. L. Balts, tickets. Dope, Leo H. Burke, manager; Joe Durny and Frank Allen, tickets; added feature, Miss Dardanello, Arthur Smith, straight; Jack Steele, juvenile; Mary Rogers, Betty Smith, Peggy Saulner, Jack Rogers, Betty Parker and Russell Horrell. Medina, Mrs. Carl O. Bartels, owner; Duke Bartels, tickets; Joe Bastiani, talker. Snake Show, Tex Estridge, owner, lecturer and snake worker; Velma Estridge, tickets; Junior Bozeman, Wild Life Exhibit, George Fitzpatrick, manager; Bill Williams and James Davis, lecturers.

Cookhouse, Joe Decker, owner; Mrs. Joe Decker, cashier; Joe Brown, chef; Dan O'Connor, griddle; Richard O'Connell, headwaiter; Robert Gee, Victor Joyner and Dick O'Brien, waiters; Bob Sullivan, night man. Pop corn and apples, Slim and Peggy Sleeman; pan game, Doc Weber, manager; Mrs. Doc Weber and Vera Ryan, agents; penny pitch (two stores), Stephen Swika, manager; Joseph Mikloche, agent; photo gallery, Mrs. Ford Minger, operator; Earl Strong, assistant. Ball game, Mary Hedrick, owner. Fred Zehille has four stores. Palmistry, George Phillips, owner; Bessie Phillips and Annie Leo, Razzle Dazzle, Harry Biggs, manager; L. C. Landrum and Harry Tilner, agents. Harry Biggs has two grind stores, ham and bacon stand and radio store. Mrs. Harry Biggs, hoopla; shooting gallery, Charles Pagan, manager; blankets, Earl Thompson, manager; Victor Allen, agent; ball game, Ina Break, manager; Helen Lorenz, agent; fishpond, Fred Hedrick, owner; Fred Collins, agent; nail store, Tommy Wilson, manager; Tony Lamar, Jones' bingo was popular, Louis Augustino, operator of Congo, Ten-in-One and other attractions, who is recovering from a severe bear bite, visited.

RAIN, COLD FOR MARKS

(Continued from page 44)

Charles A. Abbott, Eddie Hollinger, Max H. Glynn, W. C. Senior, and Jake Shapiro, Triangle Poster Print Co.

Princess Mitzel Miller, Cetlin & Wilson Shows, visited her husband, Bert, and son, Jimmy, Patsy, two-year-old chimp of Monkeyland Circus, was a guest on Joe Brown's Radio Gang Hour, on Station WRVA, on Saturday morning, and officially named club mascot, Capt. Leon Blondon, Patsy's owner, was interviewed by Brown. Main entrance arch, built last year, is being re-decorated and additional neon installed.

Clyde Davis King and Queens of Swing Revue is featuring Leota La Dell, James M. Rafferty, business manager, assisted Owner Marks in greeting visiting showmen. Virginia State laws prevented the shows from moving on Sunday but at midnight truck fleet rolled four miles eastward to the Petersburg pike and Maury street location for a week's stand.

BALLYHOO BROS.

(Continued from page 44)

west to advertise in the city. Nightfall brought thousands of patrons from the town, who had traveled 95 miles to enjoy their day on their fork of the midway. Wednesday was Chattanooga Day and again our sound car traveled to that city to publicize the day. A complete turnaway was registered at night, which proved that our cut-rate midway had a 115-mile drawing power. Thursday was given to Knoxville, whose citizens traveled 130 miles over fork No. 3. Friday caught the show with one prong open. The office couldn't decide

on who to give the only remaining fork to. Finally the bosses made up their minds to hand it to Nashville and sent our sound truck and merchant's banner salesman into the town to arrange for the gala celebration. For some reason or other the local merchants wouldn't co-operate with our bannerman and he decided to deprive them of the great treat. With no patrons nor special day for any city in the offing for Saturday we tore down early Friday evening.

By 10 p.m. all wagons were loaded and sent on the highway for the trails, but on account of pitch-black darkness and carelessness in marking the roads, our wagons were hauled in four different directions of the four forks. Sunrise found some in Memphis, some in Chattanooga, some in Nashville and some in Knoxville. When the news of the scattering of the equipment reached the bosses, the five brothers split out and each went to their equipment, with the odd boss going to the train. Upon their arrivals they rented lots, set up what equipment was on hand and opened at night, each one being a winner. This was the first time in history of the organization that it played four dates in one day. This proves that any carnival can make a one-day stand, providing it's an accident.

MAJOR PRIVILEGE.

MELVIN'S UNITED

(Continued from page 44)

in good condition. Jack Hoxie's Rodeo is free attraction.

Staff includes A. M. Balderston, owner-general manager; Elmer Brown, business manager; Mrs. A. M. Balderston, treasurer; Harold Bus, secretary; Art Nelson, lot superintendent; Elmer Weber, electrician; J. P. Brady, transportation superintendent; Don Liggett, mail and The Billboard agent.

Rides are Merry-Go-Round, Albert Wilke, foreman; Ferris Wheel, Johnny Brady; Tilt-a-Whirl, Jim Kinney; Kiddle Autos, Jack King; Loop-o-Plane, Frank Williams; Gilder, Charles Franke, and Pony Ride, Jimmy Weber. Shows are Free Rodeo, Tom Sanford; Mirror Show, Mary Brady, manager; Athletic, Charles Faber, manager; Girl Forever Revue, Ben Eves, manager; Brahma Show, Ben Brown, manager. Walter Hoffman is concession manager, while Edward Frazer has the sound truck and advertising and Sanford Wilson, banners. Visitors included Reno Knuckles, Cowboy Cullens and Joe Howard.

RUBACK'S FIRST 3

(Continued from page 44)

Crime Show, has strengthened the earning capacity as well as enlarged the midway. Flying Millers, free act, have been popular. Tongo, giant ape, was filmed by Paramount News during Crystal City Spinach Festival. Shows received some favorable publicity when, Austin, Tex., Daily Tribune published a full-page story tagged "Society Goes to the Carnival." Twelve pictures portrayed a large number of debutantes taking in the shows. Lorraine Bass, Speedy Dawkins, Milo Anthony and Bill Williams were among members pictured with the group. The Daily Statesman and local radio stations also co-operated. Visitors included Mr. and Mrs. Rubin Gruberg, Ned Tardi, Hymie Schriber, Sam Ward, Sam Gordon, Mary Wingfield, Lefty Block, Charley Aronson, Sam Shannon and Leo Nevelow. Personnel includes Jack Ruback, owner; Rose Ruback, secretary; Albert Wright, business manager; Ben Hyman, general manager; Hymie Ruback, assistant; Louis Ringol, general agent; Tommy Stevens, special agent; Bill Tank, lot superintendent; Bob Maya, electrician, Andy Twinning, assistant; Herman Reynolds, transportation.

Shows are Milo Anthony, Calcade of Freaks, Crime Show; Mrs. Lorraine Bass, French Casino; Joe Murphy, Hawaiian Village; Bill Williams, Monkey Circus; Tony Marconi, Athletic Arena; Bill Carr, Wild West Rodeo; Speedy Dawkins, Motordrome; Eddie Boothman, Nodist Colony.

Concessioners are Tony and Bernice Kitterman, Hypo Denecke, Les and Peggy Schotten, Tommy Davis, Bill Aldrich, Bill Gooch, Mickey Goldberg, Blacky and Bina Tarkington, Viola Mays, Norville Miller; Bobby Hyman, who also is The Billboard agent and mail man; Blackie McPete and Maury Miller. Ride foremen include Jake Arnold, William Dugan, Red Hughes, Curly Parker, Willie Best and Jack Oliver.

Blue Ribbon Shows In Formidable Bow At Jeffersonville

JEFFERSONVILLE, Ind., April 27.— Forced into a later opening date than in former years because of inclement weather, L. E. (Eddie) Roth's Blue Ribbon Shows inaugurated their 1940 tour here on April 22 at Colgate showgrounds in the heart of town. A free gate prevailed and crowds were only fair the first two nights, but Wednesday saw a packed midway. Rides did a big business. Many visiting showfolk were on hand to congratulate Mr. and Mrs. Roth on shows' largest midway in their history.

Manager Roth offered many new attractions, with new Boomerang, Loop-o-Plane and Motordrome, light towers, color schemes and new top lending a modernistic touch. Manager Roth extended thanks to quarters crew and especially Earl Lund, scenic artist; James Paden, builder and Al Creighton. Rides-O vied for top ride honors. Marion Kessler's Girl Revue and Gene Padgett's Expose were best among shows. Mike Rosen's new corn game led concessions. Seven new light towers give midway good illumination.

Among new features this year are Capt. Harry Seidler's Showboat and four new fronts for Minstrel, Expose, Models in the Flesh and Modernistic Revue shows. Color scheme is orange and black on trucks, and red, blue and silver for other equipment. Jack Gallippo's new cookhouse has a new green top and is painted white, orange and black.

Line-Up

L. E. Roth, manager; Mrs. L. E. Roth, treasurer; Leo Newton, secretary and The Billboard sales agent; Mike Rosen, legal advisor; George Ingram, mechanic; Frank Flanagan, electrician; Jack Gallippo, press representative, and June Ingram and Mary Paden, front gate.

Concessions: Cookhouse, Jack Gallippo, manager; Carl Reese, griddle; Johnnie Walls, tables; James Lewis, Elwood Shelton; Bill Smith and Fred Miller, counters; Mrs. Susie Jenkins, chef; Mrs. Eddie Osborne, steam tables; Willie White, dishes; Snowball Smith, water boy; Mrs. Trudie Clifton, cashier. Alexander's concessions, ball game, Evelyn Blackford, Marie and Betty Mae Ritter, James Blackford; penny pitch, Art Alexander, James Noward; mouse game, Mary Ann Alexander, Billie Pearson. Bumpus' concessions, pitch-til-you-win, James R. Bumpus, Clarence Logston; bumper, James Metcalf. Mike Rosen's concessions, corn game, Damon Bemis, Charles Chism, callers; Texas Cody, checker; penny pitch, John Scott, Chuck John Hollday; rolldown, A. Waver, Harry Wagner, Thomas Miller; radio, Dave Goldfen; ham and bacon, Fred Schmitt; blanket, Lester McGee; skillo, Robert Qutulan; bucket, James Carrigan, Charles Crosby, Jack Baer; fishpond, Jackie Klum; bowling alley, Larry Biggers; ball game, Mrs. Edna Schmitt, Mrs. Jack Baer. Roger Mush is secretary. Pop-corn, Mr. and Mrs. Bill Mindach; long-range gallery, Jack L. Smith; photo gallery, Como Norris; scales, Roger Pittcock; custard, Neil and Connie Ann Massaro; Marie Massaro; mascot, Hoopla, Mrs. Dot Massaro, Myrtle Walls. Palmistry stand, Tom Mitchell; diggers, B. Bartlett.

Rides

Boomerang, Robert McKenzie, Al Creighton, Eddie Osborn. Rides-O, Lamon Morgan, foreman; Leverett Hamrick, second; Marie Perry, tickets. Ferris Wheels, Clyde Biles, No. 1; Pat Biggane, No. 2. Loop-o-Plane, George Clark, operator; Lee Dunham, second; Mrs. Johnnie Hardiman, tickets. Loop-the-Loop, Howard Arwood, foreman; Jack Lilly, tickets. Chairplane, Charles Wells, foreman; Elmus Bates, tickets. Tilt-a-Whirl, George Trushon; Luchin Cook, tickets. Merry-Go-Round, James Paden, foreman; Donald Newkirk, tickets. Kiddie Ride, Max Lorenz, foreman and night watchman.

Shows: Motordrome, P. C. Clark, manager-rider; Mrs. P. C. Clark and Johnnie Hardiman, riders; Allen Bryant, tickets. Life, Nathaniel Crandall, manager; Tony Larson, lecturer; Ray-Rayette, annex; Hap Davis, tickets-canvas. Illusion, George Walker, manager; Maybelle Osborn, inside. Showboat, Capt. Harry Seidler, manager; Capt. Von Stromberg, tickets; Albert Bird, front; Gilbert Brandaburg, rear. Athletic, Tommy Davenport, manager-openings; Mrs. Nell Davenport, tickets; Chief Bear and wife, wrestlers

and boxers. Modernistic Revue, Marion Kessler, manager-front; Wanda Kessler, tickets; Marilyn Blankenship, Polly O'Brien, Jerry Ann; Just Smitty, characters and canvas.

Models-in-the-Flesh, Mrs. Billie Kessler, manager-front; Alice Clegg and Jaise McGee, models; Pete McCullough, tickets; Jerry Jones, canvas. Expose, Gene Padgett, manager; Jerry Jeffries, front; Happy Bennett, commentator; Jerry Gonzales, Helen Woods, Joyce Marsh, Wanda Lee, Babe Padgett, Louise Kelly, characters; Don Jones, canvas; James Smith, tickets. Side Show, Chief Crowley, manager; Earl Lund, front; Harry Williams, tickets; Princess Silver Star, fire act; Hattie Dowel, escape; Olumbo, magician.

H-M PLAYING QUEBEC

(Continued from page 33)

arrived here April 19, while Clyde and Mrs. Beatty spent a five-day lay-off in New York City.

While participating in Altoona (Pa.) Shrine show April 1-6, the Beattys were presented with a model red tiger wagon, Ringling type, constructed on a one-inch scale, by Clarence Pfeiffer, member of Circus Model Builders and Owners' Association. It was shipped to Beatty's Jungle Zoo in Fort Lauderdale, Fla.

Klara E. Knecht, operating the zoo in

WORLD OF FUN SHOWS

WANT

RIDES—Loop-o-Plane, Auto Kid Rides. **SHOWS**—Girl Revue, Tea-in-One, Grind Shows. Have complete outfits for same. Will book Motor Drome, Mechanical Show, Platform Shows, Ma Birchman, Bertha Bert, write. Will book Good Mouse, privileges in tickets; any legitimate concessions not conflicting with Bingo, Photos, Penny Pitch, Fish Till You Win, Fish Pond, Pop Corn. Want two High Aerial Acts. State lowest salary expected. All mail and wires to

J. E. STEBLAR, Mgr., Baltimore, Va., this week.

Beatty's absence, reports things going well, with training periods conducted by Joe Arcaris (lions and tigers) and Albert Fleet (seals and chimps) attracting considerable attention.

Cowboy Eckerson and Jay Waltz, latter zoo grounds superintendent, left last week for Hamid's Pier in Atlantic City, where they will dismantle lion and tiger cages left there at conclusion of summer season last year. Equipment will be transported to Hamid's Trenton State Fair grounds, where it will be used for the new H-M under-canvas show featuring Beatty's unit.

After the Montreal date the entire Beatty road personnel, animals and equipment will entrain for Trenton prep quarters. Beatty intends to fly to Fort Lauderdale with his wife to conclude some business matters and will go to Trenton about June 1 with Ernie Sylvester, who will paint banners for the show.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Goodman Wonder

LITTLE ROCK, Ark., April 27.—City and county were well billed for shows' opening, scheduled late this week, under direction of General Agent Sam Gluskin. As in the past three years, shows are being sponsored by Little Rock City Zoo Commission. Eight-day stand is to be held at Fair Park, shows' winter home for four years. Zoo Superintendent William (Bill) Sprout used the shows as his subject on his daily broadcasts the past two weeks. Owner Max Goodman, who has been in and out of town on various business conferences, was made a member of the Little Rock Chamber of Commerce recently. Special Agent Joseph E. Rowan and wife arrived early last week from Miami, Fla., where they wintered. General Agent Gluskin has the 30-week tour lined up and will devote his time to assisting Goodman. Howard Ramsey, secretary, and Teddy Cope are handling office details. Max Klapper and R. C. Rocco, concession managers, have completed building and painting all concessions. Train has been reconditioned and repainted. Blondin-Rellins, free act, arrived early last week.

R. B. DEAN.

Convention

FREDONIA, N. Y., April 27.—Plenty of Dixie dust and Florida sand has been swept out of trailers in Dunkirk quarters the past week. Mr. and Mrs. Danny Corr joined, Danny and agents are readying this show's concessions for opening. Mrs. Gerald Barker returned after a trip upstate to visit her sister, W. M. Loper, Frank Cornish and Mr. and Mrs. William Albaugh visited, as did Wingle Schaeffer, while en route to Louisiana. Oh Susannah's front is completed. Ernest Lane temporarily is wielding the paste brush as well as handling the sound truck. Robert Keulm is handling promotional temporarily. Considerable interest is being manifested in the opening of fireworks display. Secretary Jarvis, Waterloo (N. Y.) Fair, visited and Anton Christian came in from Norwich and booked his concessions. Mrs. Mantley came in from Canada to visit her husband, Manager Mantley, over the weekend. Jervis Jermain's rides will operate temporarily with the No. 2 unit. Gerald Barker presented Mrs. Barker with a new car. Richard (Dick) Palmateer infers he has his Monster Show ready.

FAY LEWIS.

Conklin

BRANTFORD, Ont., April 27.— With little time remaining before train leaves for opening in Hamilton, Ont., all departments are busy. For the past week about 90 show employees and several local carpenters, electricians and painters have been working on new equipment and remodeling other show prop-

erty. Owner J. W. (Patty) Conklin is continually on the move at the three-floor, show-owned quarters building. Frank Conklin came in last week from Montreal. Harry Seber, who will produce and present World's Fair Follies and Paris After Midnight, arrived from San Francisco. Mrs. Seber, known professionally as Faith Francis, came in with talent for the dancing and posing attractions. New wardrobe and ballet capes for the shows were made in Chicago and arrived in time for opening. Jack and Mrs. Halligan will have the Freak Show. Included in the unit is Christine, Crocodile Skin Girl. George Kempf, of Kempf Bros. Model City, shipped his Swiss Village from Capac, Mich., direct to the opening stand. Kempf also will manage the Big War Exhibit.

Dave Picard, assistant manager, came in from Kansas City, Mo., and went to work immediately. This is Dave's sixth year on the show. Jack Gray, artist-designer, arrived from New York, where he wintered, building fronts and lobby displays for a theater chain. George Pappas, cookhouse operator the past seven years, has a new layout for his eating emporium. Shlimmy and Mrs. Dayton, of Ottawa, will have the dining car and grab stand. This is Dayton's first season here. Concessioners arriving recently were Maxie and Betty Herman, Charlie and Mrs. Taylor, Art and Mrs. Radtke, Bob Cooper, Paul Olsen and Eddie Gamble. Al Cohen, who operates shows' bingo, came in two weeks ago from Chicago, accompanied by Al Kaufman, George Gray, billposter, and his assistant finished billing Hamilton and are now in Guelph, shows' second stand. Shows plan to spend considerable more money on advertising this year. In addition to billposting, newspapers will carry a new line of both advertising and publicity art mats and photos. Radio stations will be utilized in every town played and rebate ride tickets will be distributed in large quantities thru merchant tie-up.

MERRICK R. NUTTING.

Dixie Belle

OWENSBORO, Ky., April 27.—All in local quarters were anxiously awaiting shows' scheduled opening in Mt. Vernon, Ind., today. Mr. and Mrs. Gus Litta, accompanied by Jack DeVoe and concession crew, arrived on April 17. They will operate the bingo, fish pond, bumper, cigaret shooting gallery, pitch-til-you-win and ball game stands. Thomas Zocco and wife will have the pop-corn stand and penny pitch, while Mr. and Mrs. Pat Owen operate the mouse game and penny pitch. Mr. and Mrs. Dan Stratman have the lead gallery and Stratman also will look after sound car advertising. Mr. and Mrs. H. Berry signed their photo gallery and snowball concession. Frank Hearn is electrician and Mrs. Hearn will operate a

RIDES WANTED

For Show opening May 18 in Eastern Ohio, with route in real ride territory. Attractive proposition for Rides. Also want to hear from Shows, Concessions and Carnival People in all lines. Address: O-72, CARE THE BILLBOARD, CINCINNATI, O.

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AUG. 13-14-15—DAY AND NIGHT

FREE GATE

Under New Management

Write L. R. TOBIK, Augusta, Ill.

SUITABLE COMPENSATION

For First Definite Information Regarding Present Whereabouts of

DOWN'S DALEY

Carnival Concession Worker, associated with carnivals operating in Western States last year. Write or wire collect.

G. WRIGHT, 214 Macomber Bldg., Detroit, Mich.

ball game. Earl M. Adams signed his candy floss and candy apples and Henry Sordoles, with son and wife, will have the pan game and high striker. Jack Steffin has the Penny Arcade, while Jack Whaley came in to assume the Ferris Wheel foremanship. Frank Donley, foreman, and Floyd Bartlett will handle the Merry-Go-Round and Joe Ewton will be in charge of the Chairplane. Reported by an executive of the shows.

Cunningham Expo

NEW MATAMORAS, O., April 27.—Quarters work, under direction of Joe Humphrey, ride foreman, is progressing. New fronts are being built and three new tops were purchased recently. Two new trucks were added, while others are being repaired and repainted. Mr. Hoffman will arrive in time for opening with his four concessions, as will Ed Murray with two concessions, they report. Mr. Mespelt also will be on hand with his stands. Ad Devine signed his mechanical sound truck, and ride personnel includes Paul Smith, Ferris Wheel; Orville Smith, Chairplane; Claude Cunningham, Merry-Go-Round; Wilbert Amburn, Kiddie aeroplanes, and Donald Rice, assistant.

HILDA CUNNINGHAM.

Gray's Greater

TORONTO, Ont., April 27.— Final preparations were being made in quarters this week for shows' scheduled opening in Niagara Falls, Can., today. Owner Sam Gray was here for a few days to pick up his new trailer. W. Martin, his assistant, accompanied him. Cliff Gray plans to add a few concessions this year. Owner Gray visited for some time with the writer, who booked his concessions. Reports indicate that Molly Lovie will be lot man this year, replacing Leo Alberts, who will join Jackson's Shows.

SAM SHARK.

Harris

KOKOMO, Ind., April 27.— Shows' moved in here early this week in a snowstorm for their scheduled opening day. Lighting equipment, which was stolen from storage in Louisa, Ky., has been replaced, with C. A. Murray, of Tip-ton, Ind., handling the wiring. George Higgins, free act, has his rigging in the air and has been working out daily. W. A. Phillips booked his Penny Arcade and is expected in time to open. Bertha and Clea Kent arrived this week with their pop corn and peanuts. Glen Wyble and crew rejoined here. Bud Birchman and ride crew have the rides ready. Paul Drago, lot owner, has erected his roller rink. Glenny and Ford have the Wax Show.

BESSIE HARRIS.

World of Pleasure Launches '40 Tour in Springfield, O.

SPRINGFIELD, O., April 27.—World of Pleasure Shows were ready for their scheduled opening here on April 11, but rain and snow made it impossible to get under way until April 15. First day's business was fair. Shows carry 10 rides, 12 shows and 20 concessions, and are playing here under Navy Club auspices. Staff has Frank Miller and John Quinn, owners; Steve Kuzmick, billposter; Bill Postlewaite, ride superintendent; George Stinnburg, electrician; Bert Geyer, scenic artist and The Billboard agent.

Rides: Merry-Go-Round, Buster Grundy, foreman; A. Vetter, second man; Twin Ferris Wheels, Ted Arthur and Charles Helms. Tilt-a-Whirl, Carl Hammond and N. Calvin. Chairplane, Red Davison and J. Palmer. Tropical Moon, Wallace Barber, foreman. C. A. DeJou, Rolloplane and Octopus; Frank Jones, kiddie ride; Earl Pond, pony ride. Shows: Snake, Mose Smith; String, Vaudeville, Peeling and Hawaiian shows, Barney Lamb; Circus Side Show, Earl Pond; Montana Mechie, Wild West; Rex Barnes, three shows; J. E. Deal, funhouse.

Concessions: Cookhouse, Oscar Malloy, owner; Mrs. Alta Snecker, assistant; Tel Eckman, griddle; Mrs. Eckman, cook; Mike Read, second cook; Johnson Brown, waiter. Bingo, Mrs. Quinn; Mrs. Miller, Thomas McNaney, Ernest Raft, Verlice Barnes and Fred Randell. Other concessioners are Charles Brown, Chet Dece, Van Zile, Pat Norton, Whittie Ray, Robert Woods, Mrs. Postlewaite, Sam Hull. Free acts are Aerial Dukes, Great Pussner and Ella Carver. Last named has been ill with pneumonia, but is improving. She was nursed by Mrs. Don Bishop. Charles Brown has recovered from a recent illness. Geyer and Geyer are framing a novelty circus, and Barney Lamb is building some new fronts. Mrs. Ella Clark is calliope player. Shows added a new office trailer here. H. O. Hockett is handling the publicity.

Wolfe Amusement Wins At S. C. Engagements

CALHOUN FALLS, S. C., April 27.—Altho cold weather continued to dog the heels of Wolfe Amusement Co. here, local week's stand closed to fair business, reports J. D. Anderson. Whitley Davis, job superintendent of Down East Attractions, visited shows here.

Concluding days of the Toccoa, Ga., date gave shows good crowds and fair business despite cold and rainy weather. Roynton, Ga., owner Ben Wolfe's home town, turned out en masse, but while the midway was packed daily and good weather prevailed, ride and concession men did little business.

Elberton, Ga., gave the organization its first red one of the season and, altho opening night was cool, good crowds and spenders were on hand.

Palace To Open in Illinois

MOUND CITY, Ill., April 27.—Palace United Shows last week arranged to open their 1940 tour at American Legion Post Frolie in City Park here today. W. H. (Bill) Lambert, general agent and assistant manager, said this week. Originally scheduled to open in Kentucky, shows changed the route to Illinois because of Blue Grass State's new tax law.

Badger Ready for Wis. Bow

MILWAUKEE, April 27.—J. Vomberg's Badger State Shows came in here last week from quarters in West Allis, Wis., for the initial stand of the season, on April 23. Shows plan to play local lots until the latter part of June, when they begin celebration and fair dates. Org carries 8 rides, 20 concessions and 6 shows.

DUBUQUE, Ia., April 27.—An ordinance which passed first and second readings of city council eliminates suspension of license fees for carnivals here altho it reduces fees now in effect. New ordinance provides for repeal of the section of the old carnival license, giving council the right to suspend license fees for carnival. Altho the old ordinance has been in effect many years, almost all carnivals have not paid any fees, having been sponsored by local fraternal or other organizations and then petitioning council for suspension of the fees. New rates call for \$25 for the first day, instead of \$50, and each remaining day will be reduced from \$25 to \$10. Nothing was said by council ament the practice of giving carnivals city-owned property for show purposes, rent free.

UNDER THE MARQUEE

(Continued from page 35)

tion at the Stormont Hospital, Topeka, Kan., April 19, is doing very well. She would appreciate letters from friends.

HERBERT WEBER and wife and Billy Morales saw the Bud E. Anderson Circus in Augusta, Kan., and renewed acquaintances with many old friends. They report a very pleasing program.

RINGLING-BARNUM, after its swing thru Central and Southern Ohio early in June, will head eastward after playing Youngstown June 12, with Bradford, Pa., the stand the following day.

E. J. McKNIGHT, of Gardner, Mass., attended the opening of Wallace Bros. Circus at York, S. C. Color scheme of show is orange, green and yellow, and the side show has new banners, he says.

TOM BANGER, who used to do a clown number with his somersaulting dog on the Ringling show, is starting to train pigs for a number at Edgewater Park, Detroit, where he will do a special clown rally.

IT'S NATE LEWIS, not Sid, as was stated in last week's issue, who is announcer for the Greater Olympia Circus at the Chicago Stadium. Lewis is doing a very good job, his enunciation being clear and distinct.

ATTERBURY DUO played dates in Waterloo (In.), Canton (O.), Cincinnati, Louisville, Minneapolis, Bismarck and Fargo (N. D.), Aberdeen (S. D.) and Omaha this winter. Was at the Spring Festival, Joplin, Mo., week before last.

JEROME E. SMITH, general agent of Mills Bros. Circus, has Jimmy DuBois as brigade agent and lithographer. This is Smith's 32d year in show business. Circus, now in Arkansas, will go into Missouri, then Illinois and Indiana.

DUE TO the recent fire at Cole Bros. quarters, the show will not feature a parade this season, Jess Adkins and Zack Terrell have announced. Many of the tableaux and cage wagons and the steam calliope were destroyed.

CAL ANDERSON, last season with Cole Bros. Circus, who was seriously injured in an auto accident a Olney, Va., April 3, is at U. S. Veterans' Hospital, 130 W. Kingsbridge Road, Bronx, New York, where he will remain for several months.

DOC WADDELL writes that Jake Diech, who was recently elected alderman of the first ward in Cudahy, Wis., will be "up and doing" to land an acreage in that city as a municipal showgrounds for circuses, carnivals and tent shows.

CALIFORNIA BILL STEFFEN left Spring Valley, N. Y., last week and is reported to have visited the Ringling show. He has a contract with Capt. Engerer's Wild Animal Circus, on which he will handle the Wild West concert. He has new wardrobe.

LOUIS E. (ROBA) COLLINS cards that he and his wife will probably not be on the road as they are "cut in" on the Brooks Honky Tonky Cafe in East St. Louis, Ill. Ed Thompson, formerly with Rice Bros. Circus, has a confectionery in that city.

HAROLD M. KILPATRICK, for many years on the advance of leading circuses, the past five years with Cole Bros., is special agent and press representative with the Crystal Exposition Shows. This is the first season that he has not been with a circus in 14 years.

ARTHUR BORELLA Trio of clowns closed season with the Fernandez Circus at Hananacoulu, Hawaii. McAvoy and Larena, also of that show, returned to the States. Borella is now with Fernandez's World's Fair Revue in Hawaii, doing three changes in program.

HUGH HART, who spent the winter at his home in Natchez, Miss., is again with Ringling-Barnum. He and Hartman Moritz, former trouper, now in the brokerage business in Natchez, attended the Hughey & Gentsch carnival in that city before he went east.

ARTHUR LEONARD CESKY, who has been with circuses and other bands and is now in Indiana State Prison, Michigan City, Ind., would like to have friends visit him when in that city. He also

would appreciate letters. Cesky states that he will be released in the fall.

JOHN LOONKY had the novelty concession at the recent Grotto Circus in Waterbury, Conn. E. W. (Slim) Somers, formerly in the concession department of Downie Bros., Robbins Bros. and other circuses, and now a resident of Waterbury, was a daily visitor at the circus.

VELMA SHOTWELL GRIFFIN and her Accordion Gypsies, featured a few years ago with the Ringling-Barnum side show, are working out of their home town, Delroy, O., playing club, banquet and convention engagements in Eastern Ohio.

ART LIND was forced to cancel Indianapolis and Chicago engagements due to an auto accident in Lynn, Mass. Court proceedings would not permit him to leave the Commonwealth. He says he has played 18 consecutive weeks in New England for RKO, Waldron and Frisco offices.

COLE BROS. Circus for the first time will not make Ohio industrial towns early. Routing of Ringling-Barnum in Ohio earlier than in former years is said to have prompted the Cole management to alter its original route and defer playing this territory until after June 1.

HOT WEATHER hurt the Yankee-Patterson Circus attendance in Eagle Rock, Calif., April 12. Penny Parker's clown foot-juggling and contortion act on the high trapeze is now a feature of the show. Curly Phillips, clown, was discharged from a hospital on the Coast in time to open the season with Y-P.

FOLLOWING the Chicago engagement of the Olympia Circus, Earl Shipley will join Pat Purcell's unit of Jimmie Lynch's Death Dodgers. He again will have charge of the clowning and be assisted by Percy (Abe) Rademacher, both of whom appeared with this unit last season. Other clowns will be added when the unit plays fairs.

JOHN GRAHAM, Butler, Pa., attorney and Circus Fan, who for many years has been active in Western Pennsylvania in the interest of circuses, particularly truck shows, reports having had a fine time at the recent meeting of the Showmen's Club of Youngstown. He renewed acquaintances with Walter L. Main, Duke Drukenbrood and C. A. Klein among others.

HARRY E. COLLIER, of the Boston Garden staff, was for several years with the advance car of Ringling Bros. and Barnum & Bailey. The majority of the Garden employees will spend the summer working at Suffolk Downs race track. These include Tom Waters, who will be superintendent of tickets; Bob Murphy, in charge of the ushers, and Winnie Walsh, telephone operator.

H. H. CONLEY, M.D., of Park Ridge, Ill., informs that he had a long visit with Ralph Peckham in Chicago. Peckham has been in ill health for several years, but the old sparkle is still in his eyes and his memory of events of 50 years ago is as keen as ever, says Conley. Peckham started with the old T. K. Burke Shows, was with Gardner on the advance of the Pawnee Bill Wild West Show, and then with the Ringlings for 25 years.

RUDY HAGENE, of Ashland, Wis., writes: "Read the Spring Special and found the circus section unusually interesting. 'Taps for the Circus, Unless—' by P. A. Sullivan, is the most interesting item in that section, inasmuch as it voices the opinion of over 90 per cent of the circus-going public and should serve as a reminder to owners that advice is free and valuable. Robert Good's article, 'History of Famous Parade Wagons,' is also great."

FRED W. WORK, of Akron, O., saw the opening of Wallace Bros. Circus at York, S. C., reporting that the equipment looked the best in years and that the program was replete with novelty and included some new turns. He continued with the show to the second stand, Statesville, N. C., where rain was encountered. After seven stands in West Virginia show moves into Ohio at Zanesville, April 30, picks up Wheeling the following day and then plays some Western Pennsylvania stands.

BEN HOLMES' Hoosier Cornhuskers are contracted to play fairs, opening

June 1. They have been on Station WRAK, Williamsport, Pa., and playing one-night stands to good attendance. Holmes will have another company of hillbillies to appear at firemen and church festivals this summer. This will be the first season that Holmes will not be with a canvas show. Roster of the Hoosiers: Al Pettit, accordion; Pete Smith, fiddle; Fred Oliver, bass fiddle; Andy Manal, guitar; Dottie Lee and Patsy Belle, singers.

CHARLES (KID) KOSTER, with his wife, left New York April 21 for San Francisco, where he will be at the Golden Gate International Exposition. He saw Ringling-Barnum at the Garden Tuesday night, April 16. Koster adds: "Had a get-together here with Kid Long, Ned Alvord, Charlie Washburn, Al Butler, Dick Manney and a number of old-time circus agents. Long is now a magic show operator. John Brassil and Frank Mahars, car and brigade managers, respectively, have Boston billed us if 10 circuses were playing there."

JOHN E. CREAMER, Ashtabula, O., circus fan and friend of outdoor showmen for many years, was responsible for a circus tie-up with the Ashtabula Exchange Club on April 15, when his imaginary "Bungling Bros. Circus" was given its premiere. The ballroom of Hotel Ashtabula was ablaze with circus posters and outdoor show atmosphere. The luncheon program took on a circus air, with even a side show of hillbilly musicians, movies of the Parker & Watts parade and other scenes and novelties. An announcement beranked the event, burlesquing a present-day newspaper circus advertisement.

THE recent \$150,000 winter-quarters fire loss of Cole Bros. Circus, the determination of Managers Jess Adkins and Zack Terrell that "the show must go on" in spite of this, and the large sums of money spent in Rochester, Ind., during the five years the show has wintered there caused The Rochester News-Sentinel, in a page 1 editorial headed "Sympathy vs. Support," in its issue of April 18, to appeal to the local citizens to support the show with their patronage when it opens its season May 3. The continuance of the winter quarters in Rochester is squarely up to the public, the editorial pointed out.

AUSTIN KING and troupe had a great reception upon their arrival in Sydney, Australia. King writes: "Wirth's Circus had an auto with the top out so that Jack Earl, giant, could stand up in the car during a parade down Pitts street, the Broadway of Sydney. Dolly Moore, midget, sat on top of the car. We had a newreel tie-up with Wirth's Circus, and we made another newreel with sound effects showing Jack going to bed in two beds joined together as one, with Dolly bringing him tea. Both newreels are being shown in theaters throuout the antipodes. Wirths gave a banquet for the press, with Jack and Dolly as guests of honor."

What Hurts the Circus?
By DOC WADDELL

Alarmists are busy. All pessimists are alarmists. Such never launched the circus. It is impossible for them to do anything constructive. They are negative in thought and doing. The optimists are the real, true friends of the circus. They do positive thinking and accomplish constructive work. The circus is founded on optimism.

Circus owners, managers, bosses, performers, horses, animals, canvas, wagons, and so on, will pass away, but the circus will live. Its present condition is due to negative-thinking management.

Street parades, more horses, more band wagons, more tents and poles, and rings and stages and air-conditioning will not pack the big top unless the big top is of side-show size.

The resurrection from the trying rut the circus is in will come when there appears "the man for the job"—the man who, like James A. Bailey in his day, will have what the people want to see, with an admission price that will not prohibit the poor man and his brood from going. To my way of thinking and figuring there has not been since the World War any just, honest reason for the 75 cents, plus charge tax, at the main entrance and 75 cents, plus another charge tax, for a reserved seat. A workingman with a family has the circus door closed in his face.

B & G Signed For Ky. Centen

Latonia event for Kenton County under way—acts and exhibits are scheduled

CINCINNATI, April 27.—Beckmann & Gerety Shows will appear at the coming 10-day Kenton County Centennial to be held at Latonia (Ky.) Race Track, across the Ohio River from this city.

Contract was signed by General Manager J. C. McCaffery, Amusement Corp. of America, of which the shows are a unit, and Executive Manager John R. Walsh, of the celebration, which is sponsored by Simon Kenton Fair Association.

Exhibits and costume displays depicting 100 years of county progress, Horse Show, free acts and fireworks are scheduled and State-wide exploitation is on, being aided by 2,000 members of County Home Makers, who will have exhibits. There will be WSAI broadcasts from a special booth on the grounds. Manager Walsh said the sponsor contemplates making the event an annual.

Mass. Kiwanis' Show Nets \$1,200; Bally Stunts Help

SPRINGFIELD, Mass., April 27.—Springfield Kiwanis Club realized \$1,200 from 2,800 who attended Noah's Ark Frolic in Eastern States Coliseum here on April 19 and 20. Money will be used to benefit South End Community Center. Opening day weather was good for both performances but on Saturday it rained continuously.

Apparatus was obtained from Gene Gros and included inflated animals, steeplechase, ark and Normandy peep show. To ballyhoo show the committee made frequent public appearances with animals and held a parade of them on Friday. Newspapers co-operated on advance publicity and carried many pictures. Photography contest was also sponsored in connection with the affair.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Big Program Is Planned For Ill. Labor Exposition

PEKIN, Ill., April 27.—Booking of free acts, rides and allotment of space for demonstrations is planned for six-day Industrial and Trades Exposition here under sponsorship of more than 30 county locals of American Federation of Labor, said General Chairman Herman Hellman. Theme of exposition will be Taxowell County on Parade. Membership in locals is 10,000.

More than 60 exhibits in pure food, industrial and home show divisions will be housed in a 40 by 400-foot top on a street. An ornamental arch is to face toward the courthouse in the city center. Each day will be dedicated to some special theme. Final day is to be Labor and Farmers' Day. Feature on one day will be a fish fry, expected to draw 25,000 from five counties. Committee has contracted for 5,000 pounds of fish. There will also be a pavilion for an auto show. Free 5,000-mile vacation trip will be awarded winner of a queen contest, which has 30 entries.

Midsummer Snow Festival Is Staged With Real Snow

TWO RIVERS, Wis., April 27.—Plans are under way for the midsummer Snow Festival, unique show staged yearly by local merchants. Show is staged in the town's ball park, with parade, pageant, snow fight and other features. thru the Tommy Sacco office, Chicago, a five-act bill has been booked, consisting of Ed Kelly and his ice revue, Winnie and Dolly, pole act; Phil and Doty, hand balancing; Joe Fenton and Co., ring act, and the Three Aces, comedy.

Real snow for the show is obtained by digging deep trenches in a field in the fall and, when winter snows have filled the trenches, covering the snow with several feet of earth. Trenches are opened the day of the show and the snow is hauled to the grounds. Men in bathing suits stage snowball fights. A "snowstorm" is produced by sending synthetic snow thru threshing machine blowers.

Home Show Pulls 21,000; Repetition Skedded for 1941

BEAUMONT, Tex., April 27.—National Home Show under auspices of the Real Estate Board in fairgrounds auditorium here on April 22-27 drew 21,000 and it is to be repeated next year, reported General Chairman Leonard Stone. Edwin N. Williams, of Federal Production Co., furnished equipment and directed the show. Sponsoring officials announced that 75 per cent of exhibitors have signed for the 1941 show. There were 52 booths in operation. Highlight of the show was a complete brick bungalow erected inside the auditorium.

Augmenting exhibits was a bill of vaude acts, which drew favorable comment. On the program were Edna Allee, trick shot; Great Laval, juggler; Rolling Ramblers, skaters; Miss Jean, contortionist, and Sprouls, dance act.

Dixon, Ill., To Celebrate

DIXON, Ill., April 27.—For the city's Independence Celebration Walter Knack, president of the Chamber of Commerce, appointed H. S. Beard and G. C. Wilhelm, who have for the past eight years successfully handled fall festivals and county fairs, as general chairmen. Arrangements are being made for a Chicago & Northwestern special train from Chicago to handle the Chicago-Dixon Club of about 600 former Dixonites. Entertainment committee, H. S. Beard, chairman, has arranged for six bands, starting the day at 10:30 a.m. with a ball game between a Chicago semi-pro team and Knack's Ravens, last year's champions. Free acts, contests and drills by eight Northern Illinois junior drum corps, fireworks and a ball in the new State Armory are billed. There will be four blocks of midway on the river front.

KAUKAUNA (Wis.) Common Council has appropriated \$1,500 for the city's 1940 Sesquicentennial Celebration.

Shorts

JACKSONVILLE Balloon Co., under direction of Capt. H. Wilbur Johnson, will open its season at 56th annual festival of Brenham (Tex.) Fire Department. Assistant Manager Russell Gadberrry will make jumps and Cleo Gadberrry will handle inflations. Hermjne Barrand, parachute jumper, will rejoin the act in late May.

HISTORICAL pageant produced by W. Ray Booth, of John B. Rogers Producing Co., will feature three-day fourth annual Paducah (Ky.) Strawberry Festival and 113th anniversary of the city's founding. Booth reported he will also be celebration business manager.

MCPHERSON United Shows will furnish midway attractions for six-day city-sponsored Monaca (Pa.) Centennial Celebration, reported J. L. Mack. City Clerk Glen P. Wilson is general chairman. Feature will be streets of the world, with 12 or 15 nations represented. Other attractions will be free acts, fireworks and parades.

MIDWAY attractions are planned for annual four-day Sandusky (O.) Grape Festival, to be financed thru sale of grape festival stamps.

D. L. BAUGHMAN is general chairman of annual six-day Deshler (O.) Home-Coming under auspices of the fire department. Rides, shows, concessions and free acts will be attractions.

ANNUAL five-day Salineville (O.) Home-Coming Celebration under sponsorship of the volunteer fire department will feature concessions, rides and free acts. Firemen and American Legion Post will collaborate in staging a parade on one night.

MIDDLETON Shows have been signed for six-day Lyons (N. Y.) Firemen and American Legion Post Anniversary Celebration, said Secretary Charles Love.

HONEY BROOK (Pa.) Fire Department will sponsor a one-day carnival. There will be a night parade and prizes will be offered best floats and drum and bugle corps marching.

MIDWAY at annual Firemen's Frolic of Beaver County Firemen's Relief Association in Junction Park, near New Brighton, Pa., will be furnished by Johnny J. Jones Exposition, reported show's general agent, L. Clifton Kelley, who contracted the date. Chairman is W. S. Daniel, New Brighton street commissioner.

ANNUAL four-day Mineral City (O.) Home-Coming under auspices of the fire department will feature a midway and free acts.

ACTS appearing at recent Columbus (O.) Home and Sports Show in the Coliseum on State Fairgrounds included Jack Tiffany and his Bubble Boats, Dixon's Trained Seals and Shooting Manfields.

HORACE HEIDT and his Pot of Gold Band and Glen Miller Band were added to top attractions at Massachusetts Health and Beauty Show, sponsored by Massachusetts Pharmaceutical Association and New England Confectioners' Association in Boston.

BILLY B. VAN was among exhibitors and entertainers when Leighton Nobles' Orchestra played at the successful three-day annual Hotel and Restaurant Exposition and Show in Boston, which drew more than 30,000.

"TAEWELL COUNTY ON PARADE" Trades & Industrial Expo. Pekin, Ill.

MAIN STREET ON THE Week May 20th

SPECIAL EVENTS

- FREE FISH DAY
- FARM AND LABOR DAY
- CHILDREN'S DAY
- DEMOCRATIC RALLY
- REPUBLICAN RALLY

WANT CONCESSIONS, DEMONSTRATORS, FLASHY RIDES, HIGH ACTS

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WANT Wallace, N. C., Strawberry Festival

Week of May 27, 1940
(NORMAN Y. CHAMBLISS, Manager)
Bingo (exclusive), American Palmist, Guess Your Age, Novelty and Scales. Will consider any legitimate concession. Big week. Write quick to NORMAN Y. CHAMBLISS, Manager, Wallace, N. C.

Carnival Company Wanted for July 4th Celebration

CHAIRMAN OF CONCESSIONS, American Legion, Rock Rapids, Iowa

WANT CIRCUS FOR JULY 4TH CELEBRATION.

Address: CARL WADE, Secy., July 4th Picnic Committee, Eminence, Ky.

WANT For Legion Spring Festival.

June 11th to 15th, inclusive, Rochelle, Ill. Shows and Concessions. No gift. Write FORREST P. HOWE, Rochelle, Ill.

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SHOWS, CARNIVALS, RODEOS, CIRCUSES. License, Show Lot, Water Furnished. Best Location Anywhere for Booking.

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WANT LARGE CARNIVAL For last week in May or June. Pop. 3,000. EAGLES DRILL TEAM

JOHN PARKER, Brazil, Indiana.

FIREMEN'S STREET FAIR

Holtsville, Pa., May 3-16. Somerset, Pa., Community Celebration, May 15-25. Want Milk Bottle, Ball Game, Darts, Ring Pitcher, Flea Candy, Quizard, Sevens, Hoop-La, Flat Hoods. Full season Celebrations to follow. M. A. BEAM, Windsor, Pa.

WANT CONCESSIONS AND SHOWS The Annual Sports Fair JUNE 5-15, ZIEGLERVILLE, PA.

Now booking Concessions of all kinds. Last year's attendance averaged 10,000 admissions per night. Bingo, Rides, Eat Stands taken, Shows and other concessions, write. J. L. LANDIS, CHAIRMAN FAIR COMMITTEE.

WANT LARGE CARNIVAL

To play in the town of New Windsor the week of July 15 to 20, auspices Quassakick Fire-Eng. Co. Mail replies to J. S. EVANS, R. D. 2, Newburgh, N. Y.

WANT Merry-Go-Round, Ferris Wheel, Loop-a-Plane For 72ND ANNUAL OLD SETTLERS' REUNION SEPT. 6-7, 1940, BOWLING GREEN, IND. McNARY HOFFA, Pres.

17TH ANNUAL OSCEOLA FIREMEN'S FAIR OSCEOLA MILLS, PA. JULY 1, 2, 3 and 4th, 1940 NOW BOOKING

Independent Concessions, Outdoor Acts, Shows, Rides, etc. Carnival Companies need not apply. WILLIAM J. DELANSKY, Secy.

53RD ANNUAL REUNION & HOMECOMING

ENGLISH, INDIANA, WEEK OF JULY 22. Auspices ENGLISH COMMUNITY CLUB, INC. No Flats—No Gytties—No Rides.

WANT Large Carnival and Rodeo

For Fall Celebration, Sept. 26, 27, 28, 29. ABIE JOHNSON, Junior Chamber of Commerce, Kennett, Mo.

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Write FRED TADY 211 SPRING ST., ROME, N. Y.

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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.

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A FEW WURLITZER 600s, \$150; WURLITZER 500, \$175; Seeburg Crown, \$165. Just like new. Send deposit, will ship C. O. D.; examina- tion privileges. **JOHN UNDERWOOD**, Dell Rapids, S. D.

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FOR SALE—FORCHNER CHAIR SCALES, \$60. **BEN E. CLINE**, Spring Valley, Ohio.

FOR SALE—1938 TRACK TIME, 1939 TRIPLE Entry. Looks good; first-class operating condition. Write us for prices. **ENID MINT COMPANY**, 711 North Independence, Enid, Okla. my25x

FOR USED COIN MACHINES, BE UP TO date, send for our Weekly Bulletin. **GOOD- BODY**, 1824 East Main Street, Rochester, New York. my11x

FORTY 1c HERSHEY VENDING MACHINES— Latest Druthell make, Cost \$16.50; sacrifice for \$11.00 each. Write **BOX C-463**, Billboard, Cincinnati, O.

FREE PLAY GAMES — ALL IN EXCELLENT condition. Big Sixes, \$42.50; Airlines, \$28.50; Golden Gates, \$35.00; Punches, \$47.50; Roxy's, \$57.50; Libertys, \$17.50; Super Six, \$62.50; Paramounts, \$15.00; C.O.D., \$40.00; Spothem, \$17.50; Fantasy Jack Pot, \$62.50; Dandy, \$25.00; Flag Ship, \$50.00; Cowboy, \$22.50; Gottlieb's Bowling Alley, \$47.50; Chubbie, \$15.00; Davy Jones, \$27.50; Mr. Chips, \$45.00; Up and Up, \$17.50; Zip, \$20.00. 33½% deposit required with order, the balance C. O. D. **HARRY L. JOHNSON**, Mitchell, S. D. x

FREE GAMES—ROXY, \$64.50; HOLD TIGHT, \$24.50; Zip, \$24.50; Alabama, \$29.50; Twinkle Parachute, Triple Threat, Contact, Follow Up, \$19.50 each; Lucky, \$37.50; Bangs, Big Six, \$35.00 each; Oh Boy, \$55.00; Thriller, \$30.00; Fantasy, \$39.50; Super Six, \$52.50. Send order, ½ deposit. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa. x

INTERNATIONAL TICKET SCALES—SAME AS used in Woolworth stores everywhere. Operate perfectly, trouble free. Reconditioned like new. New scale guarantee. Only 50 to sell at \$119.50 each. Will sell on terms to approved credit in lots of five or more. **E. O. LIKENS**, 924 Fifth St., N. W., Washington, D. C. my11x

LIKE NEW — 25 TOTALIZER 1c COUNTER Skill Games, \$12.50 each; 10 Challenger 1c Pistol Machines, \$15.00 each. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. my4

MILLS CHROME QUARTER, \$39.50; NICKEL Bonus, Melon, Cherry Balls, \$49.50; Golden, \$27.50; Skyscraper, \$22.50; Waiting Rot-A-Top, \$24.50. **COLEMAN NOVELTY**, Rockford, Ill.

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. 1tn

PENNY ARCADE HEADQUARTERS SINCE 1875 — Guaranteed factory reconditioned Arcade Machines. Anything to trade? Forward details and send for our latest list of recon- ditioned machines today. **INTERNATIONAL MUSESCOPE REEL CO., INC.**, 4407 Eleventh St., Long Island City, N. Y. my18x

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SELL US YOUR LATE NOVELTY GAMES AND Slots for cash. Your prices and make in first letter. **HOWARD SALES COMPANY**, 322 S. 13th St., Omaha, Neb. my25x

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TEN MUSESCOPE CRANES, USED THIRTY days. Will sell for substantial discount. **T. J. GARDNER**, Rt. 7, Box 3050, Sacra- mento, Calif.

THREE ROCK-OLA TEN PINS, 1939 MODELS, in good condition, \$125.00 each; one Seeburg Chicken Sam Rifle, in good condition, \$125.00. One-third deposit, balance to be shipped C. O. D. **K. C. VENDING CO.**, 419 Market St., Philadelphia, Pa.

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WANT USED SLOT MACHINES—CASH PAID. What have you? For sale: Floor Samples Penny Phonographs, \$55.00; Pin Tables, all types. **NEW ORLEANS COIN MACHINE EX- CHANGE**, 502 Dryades St., New Orleans.

WANTED TO BUY — FREE PLAY MARBLE Games. Quote lowest prices. Want action. **PEERLESS DISTRIBUTING**, 301 W. 9th, Kansas City, Mo. x

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¾" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Slick, Midget Chicks, every Vending Com. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. my4

6 GUNS, 2 TOM MIX AND 4 EAGLE EYE ON location, \$250.00 cash or trade what have you. **ASSID**, 838 N. Penn, Lansing, Mich.

8 MODEL C IRON CLAWS, ERIE DIGGERS, Merry-Go-Round Organ, KO Fighters, Mills Scales. **NATIONAL**, 4242 Market, Philadel- phia, Pa. my4

9 EVANS TEN STRIKES, 3 ROCK-OLA TEN Pins fall 1939 models; 7 Bally Alleys, \$95.00 each. **IDEAL NOVELTY**, 1518 Market, St. Louis.

10 BALLY ALLEYS — REPOSESSED, LESS than 2,000 plays each, \$160.00 each. Original crates, ½ with order. **BURCH & CO.**, 1843 Broadway, Denver, Colo. my11

10 SEEBURG CHICKEN SAMS—IN GOOD CON- dition, \$94.50. ½ deposit, balance C. O. D. **C. M. ROBERTSON**, 1403 Hyde Park Blvd., Houston, Tex.

25 SCIENTIFIC X-RAY 5c POKER GAMES, PER- fect condition. Write or wire **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. my11

25 LATE MODEL FREE PLAY MILLS 1-2-3s, thoroughly reconditioned, look and work like brand new, \$74.50. Also 5 late model Gold Cups, \$99.50; reconditioned. **SEABOARD SALES**, 619 Tenth Ave., New York, N. Y. x

20 1c MASON MINT VENDERS, \$4.00 EACH; single, \$5.00 each. 25% down, balance C.O.D. **CO-OPERATIVE PHONOGRAPH COMPANY**, 5501 N. Spaulding, Chicago, Ill.

100 WATLING TOM THUMB FORTUNE TEL- ling Scales—Year old, \$45.00, one or all. Perfect condition. 172 N. E. 96TH, Miami, Fla.

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1; COSTUMES, \$1 up. Fans, Hulas, Hinged, Evening Gowns, Wraps, Furs, Bargains. **CONLEY**, 310 West 47th, New York.

FLASHY BAND COATS — EIGHT, \$16.00; Red Band Caps, \$1.50; Beautiful Velvet Cur- tain, 12x22½, \$25.00; Orchestra Coats, Jackets. **WALLACE**, 2416 N. Halsted, Chicago.

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Old Glass, Catalogue, 5c. 5 Arrow- heads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Osborne, Kan. x

WANT COMPLETE COSTUMES — CARMEN, eleven principals, chorus sixty girls, forty men. Clean, no junk. Wire best offer. **UNI- VERSITY OF MINNESOTA**, Minneapolis.

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ALL MAKES REBUILT POPCORN MACHINES— Guaranteed. Heavy aluminum geared pop- ping kettles, \$7.50 each. **CARMEL KORN EQUIPMENT**, 122 S. Halsted, Chicago.

BUY, SELL, TRADE ROLLER SKATING EQUIP- ment through me. What have you to sell or buy? **MISHEK**, Waseca, Minn.

FLOSS CANDY MACHINES — 81,000, SLIGHT- ly used. Also complete Candy-Apple Equip- ment. Sacrifice for quick sale. **PUBLIC**, 57 W. 84th St., New York.

FOR SALE — KIDDEE AUTO RIDE, NEW AIR tires, ballbearing wheels, gas or electric drive. **H. H. PICKLISIMER**, North Vernon, Ind.

Show Family Album



A RELIC from days of the Bakor burner is this picture showing members of the Franklin Medicine Show, snapped in Green Bay, Wis., season of 1908. In the front row, left to right, are Lou DeVanney, Al Wayne and Mabel Cloud. Left to right in the rear are Lou Cloud, Al DeVanney, Dr. Wentworth, Jimmy Murray, Joe Ray, a Mr. Cook (with white shirt front), Frank Cloud (behind Cook) and Leo Calbert.

The Billboard invites its readers to submit photos taken from 18 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.

COMPLETE 16MM. SILENT LIBRARY FOR Sale—50 Features, 75 Reels Comedies and Cartoons, \$5.00 per reel. Brand new 16MM. Sound Features, Westerns, Dramas, \$75.00 and up. Wide selection. REMINGTON PICTURES, 1635 Central Parkway, Cincinnati, O.

LATE FEATURES, \$10.00 UP — SMOOTH LIKE new prints. War, Action. Bargains 35MM. Free list. Rush. BOX 422, Cincinnati, O. X

ONE BRAND NEW 16MM. SOUND PROJECTOR, \$145.00. Free demonstration trial. OAK STORAGE CO., Armitage and Western, Chicago.

PAIR HOLMES PORTABLE 35 MM.'S—SUIT-able for booth or roadshow; 2,000 Ft. Magazines, late models. Sacrifice. 1102 COLUMBIA ST., Newport, Ky.

SPECIAL ROAD PICTURE WITH FLASHY Lobby—Other 35 Millimeter Features reasonable. Fight Films. Will give liberal trades on 16 Millimeter Sound Features and Shorts. THEATRE, Ashland, Ill. my11x

WESTERNS, ACTION — 35MM. COMPARE our prices, condition. CROSS, 4205 Lee Highway, Arlington, Va. my1x

WE CAN TAKE CARE OF A FEW MORE WEEK-ly Circuit Accounts of our 35 Millimeter Complete Rental Service. We serve the best for less. Why not you? MUTUAL, Virginia, Ill.

WESTERNS, SPECIALS, ROADSHOWS — SELL or rent. Circuit rates. Projectors for sale. Complete Tent Outfit. LONE STAR FILM COMPANY, Dallas, Tex.

WILL SELL 300 OPERA CHAIRS AND COM-plete booth equipment for balance due on unpaid notes. MOVIE SUPPLY CO., 1318 South Wabash, Chicago. my4

16 MILLIMETER SOUND COMPLETE PRO-grams—Feature and Shorts. Rented by day or week for all occasions. Guaranteed service. MERTZ, Virginia, Ill.

MUSICAL INSTRUMENTS, ACCESSORIES

STYLE 45 AMERICAN FOTOPAYER ORGAN—Contains 3 reed organs, 244 pipes, 31 or-chestra bells, xylophone, drums, etc. Piano with double trackerbar, electric motor, blower. Also 1,000 Player Piano Rolls. Wonderful for skating rink or dance hall. Value \$9,000. Quick cash sale. \$2000. C.F.B. this station. EARLE C. POTTER, New Hampton, Ia.

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ABSOLUTELY BEST DIRECT POSITIVE BUY — New Portable Double Unit, with cool fluo-rescent lighting system. Takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, INC., Dept. BC540, Rochester, N. Y. my25x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. my4

AT LAST!—ALL YOUR SNAPSHOTS IN NATU-ral Colors. Roll developed, 8 natural color prints, only 25c. Reprints, 3c. Amazingly beautiful. NATURAL COLOR PHOTO, Janes-ville, Wis. X

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SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily. 725 fast selling re-peat items. Every business uses and must buy. No investment. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. ZA, Chicago. X

LUCKY KICK DONKEY GAMES—TWO, MADE by Philadelphia Toboggan Co., complete with back-drop, etc. Cost over \$1,000. Will take first \$500, no less. HAILPARN, 25 Parade Place, Brooklyn, N. Y.

PENNY EMBOSSE—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. my11

RECONDITIONED HENRY EASY FREEZE Frozen Custard Machine with all accessories. Cheap. FROZEN CUSTARD MACHINERY CO., 659 Thomas St., Memphis, Tenn. X

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SKEE BALL ALLEYS — 10, BEST PROVEN, long time park game, \$95.00 each. H. L. WHITESELL, 2608 E. 14th St., Tulsa, Okla. my4

18 LUSSE SCOOTER CARS—A-1 MECHAN-ically, auto type, good looking, \$1,000 cash. BOX 304, Celoron, N. Y.

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ATTRACTIVE BALL-THROWING GAMES — Bottles, Cats, Dots, Kids, Tenpins. Complete portable outfits and supplies. LA MANCE, 782 Marion, S. E., Atlanta, Ga.

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CONCESSION TRAILER COUNTERS—FOUR sides, \$50.00; Snow Machine, \$40.00; new Pennpitch Board, dandy, \$35.00. ED CRAY, 815 Euclid Ave., Los Angeles, Calif.

ELI SEATS IN CRATES, CLOSED TICKET BOX, Picket Fence, fair condition, \$75.00. Act quick. COLSON, 690 Park Ave., Brooklyn, N. Y.

FOR SALE — TWENTY-FOUR SEAT CHAIR—Plane complete; Kiddie Merry-Go-Round; Aero Plane, Ferris Wheel. CALVIN CRUNER, Pinckneyville, Ill. my18x

FOR SALE — 1939 ROLO FUNHOUSE, IN EX-celent condition. Can be booked on show. Also Tangley Calliope mounted on Chevrolet 1937 1 1/2-ton truck. Beautiful job. Address ART LEWIS, Gen. Mgr., Art Lewis Shows, Nor-folk, Va., until April 27; Wilmington, Del., April 29 to May 4. my4

FOR SALE—COMPLETE PENNY ARCADE, 36 machines; good 20x40 Tent; extras; low price. For particulars write DICK CAMPBELL, West Alexandria, O. X

GUESS WEIGHT SCALE — TOLEDO PLATFORM. Tents, Frames, Umbrellas 9x9, Anchor 10x14, Photo Machine, Commercial Trailer. Good condition, cheap. HASSINGER, 1366 E. 88th St., Cleveland, O.

LIGHTING PLANTS — TWO 15 KW DC OUT-fits with Continental Motors, Switchboards and all Controls, Cables, etc. Virtually good as new, used very little. Each unit of two genera-tors mounted on special trailer cost nearly ten thousand dollars. Have two units, two genera-tors each. Will sell for \$900.00 for unit or \$1,750.00 for both outfits, four generators, etc. R. E. RICHWINE, Williams Grove Park, Me-chanicsburg, Pa. X

STATE FAIRS, ATTENTION — WE SUPPLY all lighting equipment for big outdoor at-tractions. Giant Floors, Seats, Searchlights. OTTO K. OLESEN CO., Hollywood, Calif. X

14 LARGE IRON SIGN FRAMES, 14 TWO STEP Wood Stools, 14 Charlie Chaplin, Jack Demos-ey, etc. Reels and Signs for Microscopes. SKINNER, 445 E. 57th Place, Chicago.

25 SCIENTIFIC X-RAY 5c POKER GAMES — Perfect condition. Write or wire ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y. my11

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MAN FOR DEVELOPING — EXPERIENCED 4 for 10 pictures. WORLD FAMOUS SHOWS, 24th and Snyder, week April 27, or Box 101, Philadelphia, Pa.

MEDICINE SHOW PERFORMERS WANTED — Singles, Doubles, Musicians. Must drive truck. State all; make salary low. DOC PRANTO, Crossville, Ill.

MAN (TALKER) AND ATTRACTIVE WIFE (Bally and Inside) for high-class show, permanent park location, opening soon. BOX C-462, Billboard, Cincinnati, O.

WANT COWGIRL SINGERS, DANCERS, MU-sicians—Send photo, state all, immediately to LOYD POSEY, General Delivery, Richmond, Va.

WANT MECHANIC — EXPERIENCED, SOBER, reliable for Pin-Ball, Slots and Races Races. Capable of obtaining and holding locations. Preferably married. L. M. KIDD AUTOMATIC AMUSEMENT CO., 3315 N. Boulevard, Rich-mond, Va.

WANT TRUMPET MAN — ALSO MECHANIC for Chevrolet Trucks. M. & M. TENT SHOW, South Sioux City, Neb.

WANT MED PERFORMERS — ALL LINES. Change two weeks; platform. Those with house cars preferred. DOC MATT HARLAN, Middle Branch, O.

WANT GIRL ORCHESTRA — 4 OR 5 PEOPLE. We have stage unit dates booked. Now working. Will give 50 per cent. no investment. Good business proposition. H. KAY LEWIS, General Delivery, Indianapolis, Ind.

WANT SMALL ENTERTAINING MUSICAL Group—Hillbilly or Modern. Traveling show. NEIL SCHAFFNER, Station WMT, Cedar Rapids, Ia.

WANT FOR CIRCUS—SIDE SHOW PEOPLE, Big Show Acts, Small Band, Bannerman, Own transportation. Workingmen. MANAGER TRUCK CIRCUS, Rockville, Ind.

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WANT TO LEASE—BUILDING OR PAVILION suitable for Roller Skating. Good equipment. Give percentage or cash rent. BOX 745, Hem-lingford, Neb. my4

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LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. my11

LATEST 216-PAGE ILLUSTRATED PRO-Fessional Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, 1309 Walnut, Philadelphia, Pa.

SEND FOR REAL BARGAIN LIST MAGIC IL-lusions, etc. New and used. MAC'S MAGIC SHOP, 506-B Main St., Ft. Worth, Tex.

MISCELLANEOUS

BINGO HEADQUARTERS FOR PERFECT SETS—No two alike, 1 or 3,000 cards. Buy what you need, add to your sets anytime. Jobbers, carnivals, organizations, prompt shipments. AMUSEMENT INDUSTRIES, Box 2, Dayton, O

GOVERNORS TO CONTROL AUTO ENGINES used to generate light, run mechanical con-cessions, etc., \$5.00 up. CANDEE, 127 Llewellyn St., Los Angeles. my11x

JUMPING BEANS — STRICTLY NEW CROP. Guarantee all alive, \$1.00 hundred; \$6.00 thousand. Rush order. HILARIO CAVAZOS & BRO., Laredo, Tex.

NEW LAUGHING MIRRORS, LARGE AND small; for parks, carnivals, fairs, giggle shows, night clubs, arcades, etc. C. J. MUR-PHY, Elyria, Ohio. my11

1940 KOZY, ALMA AND COVERED WAGON Tandems—If not sold will ship north. Save 25%. Wire SELFHORN, Sarasota, Fla. X

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of in-terest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A REAL BARGAIN! — SEND FOR "SPRING Roadshowmen's Special" on the rental of 16MM. Sound and Silent Films. Write today. INSTITUTIONAL CINEMA SERVICE, INC., 1560 Broadway, New York. my4

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap; only eight left. Terms, Factory reconditioned. Films rented, sold, \$5.00 reel. NO. 521 STATE THEATRE, Pittsburgh, Pa. X

ATTENTION, OPERATORS — MERCHANTS! Free Movies. Biggest thing outdoor amuse-ment world today. Talkie program, equip-ments rented. NO. 711 STEUBEN BLDG., Chi-cago, Ill. X

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stere-oscopes, etc. Projectors repaired. Catalogue 5c free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. my25x

CIRCUIT OPERATORS — WE CAN FURNISH a few more accounts from our 35 millimeter complete service. Write MUTUAL SUPPLIES, Virginia, Ill. my4

CLEARANCE SALE — 16 AND 35MM. PORT-able Sound Projectors, \$125 up complete. Sound Film, \$1.50 reel up. F. SHAFER, Wash-ington, Ind.

COLOSSAL SPRING CLEARANCE SALE — 16MM. Sound Films, Features, Shorts, \$4.50 reel up; Road Show Programs rented day or week. Sound Projector bargains, Supplies, Ac-cessories. List free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. my25x

Complying with the mandate expressed in a let-ter from William Green, president of the American Federation of Labor, Cincinnati Typographical Union was promptly and abjectly divorced from the Cir-cular Letter Council of Carriers at a regular meet-ing on March 29.

900% PROFIT — SALESMEN, DISTRIBUTORS, cash in on latest craze, Confucius Tid-Bits, over 200 clever "wise cracks." Young and old grab 'em with a smile at dime per copy. Cost dollar a hundred; samples five for quarter. BOX 478, RPK Annex, Dept. BB, Detroit, Mich.

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BEAUTIFUL BANNERS, SCENERY, DYEDROPS. Artistic, colorful, durable. Order now. Cut rates. Send dimensions for lowest estimate. ENKESBOLL STUDIOS, Omaha, Neb.

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels—Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. my11

PICTORIAL SHOW BANNERS — BEST IN world for the money. Special 8x10, \$16.75. SNAP WYATT STUDIOS, 1215 Garcia, Tampa, Fla. my25x

SIDE SHOW BANNERS — ARTISTIC, FLASHY, durable, very best. Coast to Coast custom. Prompt, sure service. HILL-SHAVER STUDIOS, Rt. No. 1, Augusta, Me.

TENTS—SECOND-HAND

FOR SALE — DRAMATIC TENT, 50x120, including Sidewall, Proscenium, Maskings. Two hundred dollars. NEIL SCHAFFNER, Station WMT, Cedar Rapids, Ia.

SIDEWALL BARGAINS — 15,000 FEET slightly used; seven feet high, \$16.00 per 100 feet; eight ft., \$18.00; nine ft., \$20.00; good as new, light tan. MAIN AWNING-TENT CO., 230 Main, Cincinnati, O.

ZOPHIE WATCHLA WITH 8x10 GABLE-END Tent and Frame, \$90.00; 10x10 Gable-End Tent with Frame, \$35.00; 14x10 Gable-End Tent, \$20.00. All tops waterproof and in good shape. TOM THORNTON, Rt. 185, East Pepperell, Mass.

SLIGHTLY USED, GOOD AS NEW. LESS THAN half price. No rags, no mildew. State size, send stamp. Postals ignored. SMITH TENTS, Auburn, N. Y. jclx

USED CONCESSION AND CARNIVAL TENTS— Sidewall, 7.68 oz. drill machine roped, good as new, white, clean, 7 ft. high, \$15.80; 8 ft. high, \$18.20 100 ft. KERR COMPANY, 1954 Grand Ave., Chicago. my11x

8x10 NEARLY NEW RIDGE TENT AND FRAME. 8x16 Store Tent. SKINNER, 445 E. 87th Pl., Chicago, Ill.

THEATRICAL PRINTING

SAVE ON DODGERS — 2,500 4x9 ASSORTED. \$3.38; 5,000; \$5.36; 2,500 6x9. \$3.49; 5,000, \$5.78. Limit 100 words. 50% deposit, balance C. O. D., plus shipping charges. RECORD PRESS, Lancaster, Ky. my11

"SHOWY" WINDOW CARDS — 100 14x22" White Non-Bending, \$2.50; 2-Colors, \$2.95. Bumper Strips: 100 5 1/2 x 25", \$2.95; 200, \$4.50; 500, \$9.00. SOLLIDAYS, Knox, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winter, Pennsylvania. x

100 LETTERHEADS AND 100 ENVELOPES, \$1.00; 250 of each, \$2.00. RELIABLE PRINT SHOP, 901 East Jefferson, Louisville, Ky.

\$1.00 EACH—250 LETTERHEADS, ENVELOPES, Cards, 1,000 6x9 HandBills, \$1.50; 5,000, \$4.50. Merchants' Tickets, 5,000, \$3.00. STUMPPRINT, South Whitley, Ind. x

WANTED TO BUY

PORTABLE SKATING RINK — 40x80 OR larger, with or without tent. Give complete details and lowest cash price first letter. ED. RING, Hemingford, Neb. my4

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AT LIBERTY After May 8—A No. 1 Trick and Fancy Joke Setman and Horse Rider. Even with the best. Jack Baum, Flying X Rider. Hamid also at World's Fair. Open for any good and reliable circus, sides or anything in the Western line. Good wardrobe. Do not drink. From Oklahoma. Ticket? Yes. JAMES B. HAWK, 708 Market St., Wheeling, W. Va.

AT LIBERTY COLORED PEOPLE

AT LIBERTY — Colored Orchestras, large or small, for clubs, hotels, resorts, ballrooms, entertainers. Now available. Write wire JOHNSON & SWING, 8718R, 322 R. Scott, South Bend, Ind.

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AT LIBERTY — JOIN AT ONCE. MAN, AGE thirty-five. General Business parts as cast. Also do Feature Blackface Comedy. Play Violin, Guitar, Piano in orchestra; also Specialties for week. Have wardrobe and car. Need advance. Don't double canvas. Wire your best salary. W. D. McKENZIE, Colchboro, N. C.

HUGH MONROE — STRAIGHT ACTOR, POR-trayer of the serious drama and solicitor of the lead in "Hamlet." General Delivery, New Rochelle, N. Y.

LYNNE TOWNSEND—YOUNG, ATTRACTIVE Ingenue. Experienced, Specialties. All essentials. Address GENERAL DELIVERY, Sandoval, Ill.

THEATRICAL PRODUCTIONS In Militaire — Will produce any play in militaire for parade or playright. Have beautiful Maricotte Stage. Address MARTIN CARROLL, 2658 Lexington St., Chicago, Ill.

TRIO—Man, General Business, Characters; Lady, General Business; Girl, Ingenue, Leads, Specialties. Good appearance, experienced. Work single or double. Address H. F. LEWIS, General Delivery, National, Ill.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Also Magic. Business builder for night club, theater, hotel. Palm or crystal readings. Salary for act, percentage on readings. PRINCE YODE, The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

EXPERIENCED MEDICAL

Roadshowman — Graduate physician and pitchman, to make openings and contracts. A-1 references. Must close quick. Make offer. Address DOCTOR HOOVER, 6 East Mulberry St., Baltimore, Md.

THE CAPT. MACK SMALL FRY CIRCUS — Presented for fraternal fund raising auspices; also for fairs, parks, theatres and nite clubs. Only show of its kind in America today. Just closed tremendous successful Boston date. Our performance program sensationally presents in Flashy Society Style Circus Stage Ring. Features: Capt. Mack, Children's Circus Friend; Junior Mack, a typical young Circus Boy; Mike, a huge fascinating trained Gander; David, Belgian Mastiff Educated Mental Dog; Three Baby Bears, snappy act of excitement; Jocko, Trained Organ Grinder Monkey Act; Bo and Jo, fast stepping real dog routine; Dixie, clever, beautiful Pickout Pony Turn. Flashy, all new red and white canvas setting. Furnish P.-A. sound system, acts musically set. Show features miniature circus cage wagons; these contain live, unusual menagerie animals. Personnel, equipment finest that's available. Motorized, travel anywhere for right money. This is the grandest Kiddie Show on earth. All interested show executives should write; investigate now; play this new winner. We accept contracts straight or percentage. All inquiries cheerfully, fully answered. CAPT. MACK CIRCUS, R. O. 1, Paterson, N. J.

AT LIBERTY — Mel Lecturer. Years of experience. Work in acts, music specialties, piano, good talker, for summer season. Salary and expenses. Make me an offer. Have car. KING ALBION, One Travelers' Hotel, Knox, Ind.

MED LECTURER — Registered Dietitian. Thirty years' experience. My line or yours; can manufacture anything. DR. C. E. HANKENSON, 112 1/2 Tyler St., Tampa, Fla.

PROJECTIONIST—With own 16MM. Sound Projection equipment. Have P.-A. system and musical lobby. Experienced dramatic actor, play as man, general business and lectures. Approximate ability, all essentials. Married, have car. If you are sincere and really mean business write G. W. RADCLIFFE, 109 Taylor St., Des Moines, Ia.

SIGN ON ANYTHING — Have own equipment and car. Work on contract or salary basis. Will go anywhere. T. J. ROMMEL, 4160 Ellis, Chicago, Ill.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST WANTS THEATRE LOCATION — Graduate of M.P.E.I., Hollywood. Age 27; sober and reliable. Go anywhere. State all first letter. RUSSELL SMART, 321 S. Alvarado, Los Angeles, Calif.

PROJECTIONIST OWNING BOTH 16MM. also 35MM. Talking and Silent Projectors. Screen. Equipped to travel. Reasonable salary. NESTLE, 659 Franklin Ave., Brooklyn, N. Y.

PROJECTIONIST — 20 YEARS' EXPERIENCE. Operate, repair and maintain all types and makes of sound projectors; either permanent or portable. Professional ability. Married, have car. Traveling or permanent. G. W. RADCLIFFE, 700 Taylor, Des Moines, Ia.

PROJECTIONIST — 28 years old, single, reliable. Had experience Stationary and Portable 25MM, Units. Complete and reproduction. LEO WRIGHT, Rt. 2, Box 110, Ft. Collins, Colo.

AT LIBERTY MUSICIANS

EXPERIENCED ELECTRIC Organist, Novachordist and Pianist available after May 10. Modern and reliable. Write MUSICIAN, Box 629, Havre, Mont.

HAMMOND ORGANIST —

Own Hammond. Union, young woman. Classical and swing. Perfect rhythm for dancing or skating. Experienced club, hotel, orchestra and radio. BOX C-465, Billboard, Cincinnati, O. my11

A-1 TROMBONE — READ OR FAKE. GOOD tone and range. Experienced show or dance. Young, sober, reliable, union. Present job ends season here on the 5th. Don't misrepresent. STAN STOWE, care Paramount Theatre, Waterloo, Ia.

ALTO SAX-CLARINET — GOOD TONE, GOOD reader, take-off on both. Will play first or 3d alto. Reliable offers. Wire BOB MILLER, General Delivery, Green Bay, Wis.

AT LIBERTY — ALTO SAX DOUBLING BARI-tone, Tenor, Bass, Clarinet. Young, neat, sober and union. Plenty of experience, play any position. Go anywhere. Fast reader, good tone. Can join May 4. No parties, please. Write or wire HARRY YOST, 4400 Delaware St., Denver, Colo.

AT LIBERTY MAY 10TH — STRING BASS. All essentials. Prefer dance work. Age 20, union. Three years' experience. Have Dodge car. Photo. BOX C-460, Billboard, Cincinnati, Ill.

DRUMMER—EXPERIENCED. GO ANYWHERE. Write, stating all. HARVEY ANDERSON, Brinsmade, N. D.

DRUMMER — EXPERIENCED ALL LINES. Prefer location. DRUMMER, 504 N. Second St., Effingham, Ill.

GIRL TROMBONE — TAKE-OFF, READ, GOOD range, fine tone. Experienced. Sing, some alto. Car P.-A. Male or good girl band. EUNICE JOHNSON, Tomahawk, Wis. my18

GIUITARIST — AVAILABLE AT ONCE. PREFERRED small unit under canvas or small combination at resort. Read, fake. Young, single, neat. Have good voice. Ten years playing. MUSICIAN, General Delivery, Mt. Vernon, O.

HAMMOND ORGANIST — OWN ORGAN. Want to locate hotel, lounge, roller rink. Swing and dinner music, requests. MILLER, 555 Milwaukee, Grand Rapids, Mich. my11

ORGANIST, PIANIST, ARRANGER—RESULTS guaranteed to complete satisfaction in all essentials. Several years' successful engagements; both solo and ensemble. Arrangements in any style. Complete wardrobe, library. Age 24. LEE ROBERTS, 5467 Penn Ave., Pittsburgh, Pa.

TRUMPET — CIRCUS, CARNIVAL OR CON-cert Band. Available June 8. Union, experienced. Can direct also. Age 24. SYDNEY MERTZ, Berlin, Wis. my11

TRUMPET PLAYER—UNION, PLENTY EXPERI-enced in all types of dance and stage work. Play first or second, good tone, take-off. Neat, sober, reliable. Consider all offers. BILLY IMENT, 905 Phillips, Knoxville, Tenn.

TRUMPET — READ, FAKE, CO. YOUNG. GO anywhere. Play shows. JOE GREEN, 1738 Washington St., Toledo, O.

YOUNG LADY HARPISIT—AVAILABLE NOW. Good appearance. Plays all types of music. GEORGIA F. PETERS, 815 N. Finch St., Springfield, Ill. my4

1ST TRUMPET — GOOD TONE, READ WELL. Steady, reliable. Experience and references. Age 19. JOSEPH KEFAUVER, 316 Oakwood Pl., Springfield, O.

3d ALTO CLARINET, 2d CORNET — EXPERI-enced both chairs. No take-off. Single, age 32, union. JIM CURRIE, Murray, Ia. my4

ALTO SAX, CLARINET—Smart, read or fake. Have car. Go any place; distance no object. JIMMIE WILKINS, 1803 Vista Del Mar, Hollywood, Calif.

ARRANGER—Experienced in writing smooth, modern, sweet or swing dance and vocal background arrangements; also organ and orchestral novelties. Would like to do arrangements for an orchestra, recital or publisher. BOX 184, care Billboard, 1504 Broadway, New York. my11

AT LIBERTY — Hammond Organist and Pianist. Experienced hotels, theaters and roller rinks. Write MAYONE EKEDALE, 16 Institute St., Jamestown, N. Y.

DRUMMER—Many years' experience practically all lines; reliable; anything but prefer small swing band. AL. KLEINSMITH, 1112 N. Bluff St., Leavenworth, Kan. my4

DRUMMER—Young, good habits, all essentials. Out or no matter. DRUMMER, 107 W. 60, A St., Gas City, Ind. my11

DRUMMER — 22, union. Concrete set while sweet dreams. Can join on wire. Have car for transportation. LEO RAMBERG, 609 W. 22, Little Rock, Ark.

DRUMMER—21, union, experienced, small-large band. Go any place, any time. Can furnish good references. Also novelty vocals; ten, complete Leslie set-up. DAVID THOMAS, Wabasso, Miss.

ELECTRIC HAWAIIAN GUITARIST — Death South Guitars. Good reader, plenty ride steel. Age 26, single, union. Northern Ill. only. BOB HOLDEN, 88 Inglewood Rd., East 10th, Mass.

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TUMBLER—First class. Do fast Flips, etc. Want cooperation with good acrobatic act or troupe. Don't misrepresent. I don't. DON ANGELO, 1182 DeKalb Ave., Brooklyn, N. Y. my4

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — A GOOD AGENT FOR SLUM Store or Rnt Come. Sober and reliable. I am a money getter. Would like a park or a good show in Texas or California. If you don't want a good man, save stamps, SIA M. RAMSEY, General Delivery, Hagerstown, Md., till May 1.

AT LIBERTY BANDS AND ORCHESTRAS

ATTENTION, BOOKERS, HOTELS, CLUBS, RE-sorts — First-class Five-Piece Dance Band. Unique, different. Sounds like six or seven men. Exclusive arrangements, doubling many instruments, singing trio, novelties, commercial variety music. Band has worked together steady over six years. Union, modern equipment, large library. Present location nine months but prefer change for summer location. Photos and particulars on request. P.S.: If desired can furnish outstanding girl vocalist who is out own discovery. Write ORCHESTRA, 1920 S. 9th St., Terre Haute, Ind. my11

UNIVERSITY OF IOWA CAMPUS BAND — Union. Feature all kinds of music, sweet, swing, special arrangements and novelties. Ideal dinner music. Have complete equipment. Twelve men; have played together several years. Summer work wanted. BILL MEARDON, 1040 East Court, Iowa City, Ia.

FOUR-PIECE ENSEMBLE — 2 MEN, 2 GIRLS, using 2 Violins, Piano, Vibraharp, Accordion, Cello, Union. Concert and popular. Want location. Address KESHNER'S ENSEMBLE, 315 W. Main, Olney, Ill. my4

MUSICAL COEDS — COLLEGE GIRLS, 3 BRASS, 3 Rhythm, 3 Saxes. Late library. Available for location, hotel or resort after June 1. Write 5439 EUCLID, Kansas City, Mo. my11

AVAILABLE — "Music With a Style," sweet or swing. Finest equipment, training and experience. Best producing unit for hotel or resort. Personnel, fifteen young men; Four Horns, four Brass, four Rhythm and Director. Feature novelties and carry complete library of records and all other essentials. Transportation, how even for semi-trailer sleeper bus. Go anywhere. BOX 755, Kansas City, Mo. my4

AVAILABLE SOON — Ray Larson and His Or-chestra. Nice good musicians. Play sweet and swing. Latest equipment. Desire summer loca-tion. Write RAY LARSON, Ada, Minn. my11

COLLEGIATE FIVE-PIECE BAND at liberty after June 6 — Saxs, guitars, complete library, etc. References. Suitable for either dance or hotel cocktail work. Write HAROLD FORD, Box 919, University of Kentucky, Lexington, Ky.

EARL WILLIAMS' CBS ORN — 18 pieces, nylon. Open for location. 1439 Orchard Ave., Camden, N. J. Also can be booked from MCA, New York City.

FAST Large or Small Versatile Colored Orchestras and Entertainers available. Write DODIE ROBERTS, care The American Medical Association, 107 W. 100th St., New York City. my4

ROY SANDERS SYLVANIANS—Union, 11 total. Sweet or swing. Up and coming band. BILL EDWARDS, 1017 N. 9th St., Reading, Pa.

THIRTEEN-PIECE ORCHESTRA available for location or road—Out or August. Just finished nine successful months in North Carolina. Radio and stage experience; commercial or swing. Union, all modern equipment. State all first letter, including salary. Satisfying reliable propositions. JIMMIE McLOWAN, care Imperial Club Orchestra, 3742 Broadway, Kansas City, Mo. my4

AT LIBERTY CIRCUS AND CARNIVAL

BRIGADE AGENT AND 2 BILLPOSTERS FOR season of 1940. Years of experience, sober and reliable. Wire L. A. (JOE) GUNNELS, Box 359, Dothan, Ala. my11

THE DALTONS—ROPE SPINNING BLINDFOLD, featuring 16-year-old Slim, the only person presenting rope spinning this way. Rifle and Pistol Sharpshooting, Bull Whip Manipulating. Two people, flashy wardrobe. Circuses, fairs, etc. Mail address: Centerdale, R. 1.

RIDICULOUS TRIO—Three Ringier Clown, best of pros. Four Acts. Go anywhere. Address care The Billboard, Chicago, Ill. my18

RAMMOND ORGANIST, Novosibirsk—Plenty on the swing side, Lotta smooth, lots of class. To come to us later in... ORGANIST, 37 Seaman, Fairwinds, N. Y.

MODERN DANCE and Show Drummer—Good appearance and wardrobe, reliable, willing, capable of working in with any combination. 22, Communicate with RICHARD VITACCA, 446 N. Homan Ave., Chicago, Ill.

SOLID STRING BASS—Double ended Trombone, sing. Head, Jam, Caden, No panics, Out or no coffee. Available immediately. JOHNNIE SIMP, 308, Kirkwood Hotel, Parma, Ill.

TEACHER—Hawaiian, Spanish Guitar, Violin, Saxophone. Married, sober, reliable. Twelve year school experience. MUSICIAN, 2931 Beverly Ave., Pittsburgh (10), Pa.

TENOR OR ALTO SAXOPHONE—Want steady location with reliable band. Fifteen years' experience. Union, age 32, good reader. GENE LIMA, 74 Wallis Ave., Jersey City, N. J.

TRUMPET—All essentials. Arranger. Four years with last band. Push or sweet. Prefer tenor combination but would consider second chair in big band that pays off. Please state all. OZZE BILCHER, 311 Union, Jackson, Mich.

AT LIBERTY PIANO PLAYERS

PIANIST—ST. LOUISIAN. ALL ESSENTIALS. 24, married, neat, clean living. Formerly with Blue Steaps. Prefer styled band. Join at once. BOB ANDERSON, Apt. 210, 700 Union Blvd., St. Louis, Mo.

AFTER MAY 3—Pianist. All essentials. Union. age 25, single, neat or fun. Go anywhere. Solid clothes. PIANIST, 722 Mulberry St., Macon, Ga.

PIANIST—Colonial. Head, fake, transverse. Paid on also sax and clarinet. Wants location where day work is available, playing at night as substitute. Arrange scope. JOHN FERGUSON, 124 W. Green St., Olean, N. Y.

PIANIST, TEACHER, Chamberlain—Conservatory graduate with years of experience. Want to be called as Teacher or Director. Prefer West. PIANIST, Box 47, West Palm Beach, Fla.

PIANIST—Double Bass, some Accordion. Would like to join small tent show, work 2nd show. Experience in setting up and taking down. State apt. HARRY MCKENNEY, General Delivery, Fredericksburg, Va.

PIANIST—Union, American, single, young man desires reliable opening. Prefer hotel, concert, dance, orchestra work. Wide professional experience. State particulars. BOX C-341, Billboard, Cincinnati.

PIANO PLAYER—Small show, club or tavern. Head, fake, transverse. Thoroughly experienced. Any proposition considered. Write, stating all. No wags. HAROLD DRAGER, Marshall, Wis.

AT LIBERTY VAUDEVILLE ARTISTS

LECTURER FOR MEDICINE SHOW—GOOD straight in all acts. A-1 Talker. Sober and reliable. Let me hear your best offer. Join anywhere. JOSEPH F. STEELE, 206 E. 96th St., New York City, N. Y.

THE CAPT. MACK SMALL FRY CIRCUS—Hey! Everyone loves the Circus. Attention now. Mr. Talent Buyer, sponsor this new and unique grandest Kiddie Show on earth. If interested in a quality show program for your theatre, park, rifle club or resort. CAPT. MACK, R. D. 1, Paterson, N. J.

ACTOR—Singer and Comedian, with experience. Available for top or road show. 21 years of age, with two years college. Have car. Send me your best proposition. DON LASHLEY, Box 189, Madison, Wis.

AMATEUR FEMALE—Has small song. Smash hit at Lee's Uptown Theatre. Want good job town. Money no object. EDITH SARGENT, 216 W. 106th St., New York.

OZARKS' PAY GATE

(Continued from page 35) be instituted with Herbie Kay's Orchestra and a 10-girl floor show. Same group will work in front of the grand stand nightly, with Rufe Davis, comedian, to be among the cast. Night club show will follow in the Coliseum with a portable dance floor, playing from 11 to 1 o'clock.

Big-time dirt track auto racing will return following an agreement between the fair board and John A. Sloan, president of Racing Corp. of America. Sloan having conferred with fair officials en route to Chicago from Los Angeles. It is probable Gus Schrader will be one of the drivers in the two-day events.

Hennies Bros.' Shows will be on the midway. Louis Reps, secretary of Springfield Chamber of Commerce, is fair secretary. H. Frank Fellows is president of the board. Fair in its third year more than doubled opening-year attendance. Last year attendance was 215,000, 150,000 in 1938 and 100,000 the first year.

AGRICULTURAL

(Continued from page 35) inventory losses, particularly since major wars have in the past been accompanied by increasing world commodity prices. The industrial inventory situation, therefore, does not appear to carry the threat of concerted efforts toward extensive reductions such as those which aggravated the decline in industrial activity during the 1937-38 depression.

P. H. BOLLINGER.

INCOME INCREASE

Farmers' cash income from marketings and government payments was larger in the first quarter of this year than in the corresponding period of 1939. Total for January and February was 1,378 million dollars compared with 1,160 million dollars in the same period of 1939. Preliminary indications are that income from farm marketings in March was larger than in March a year ago whereas government payments were somewhat smaller.

The increase in January-February income from marketings this year over last was about equally divided as between crops and live-stock products. Larger receipts were reported on grains as a group, and on tobacco; slightly smaller receipts from cotton and cottonseed and fruits, and about the same returns from vegetables. All major branches of the live-stock industries shared in the larger

income this year—meat animals, dairy products and poultry and eggs.

GGIE GLEANINGS

(Continued from page 35)

Coast before. Mack Bybee will be general manager. Paul Delaney, former manager for Dixon & Davis novelty concession, will be connected in a similar capacity with one of the chain concessions on the island. All institutional bay-area orphans will be given an outing on Treasure Island by the Keys System on June 3. Tex Cameron is spending \$10,000 refurbishing his Oakwood Barbecue, finest framed restaurant on the island. Dave Morris, who just came in from L. A., brought a copy of the menu of the Christmas dinner held in the Gunter Hotel, San Antonio, in 1914. About 500 names of show managers and celebrities of that era appear on the menu, of whom over 75 per cent have passed to the Great Beyond.

Rotunda of the administration building has almost as much activity as the Grand Central Station in New York. People from all parts of the world, of all styles, shapes, forms, faces and figures, are constantly passing to and fro. Charlie Keller, manager of the Cyclone Coaster and Speedway Cars, will soon arrive. Jim Timony, manager of Mae West, is seen on the island frequently and his thought there must be something doing. There is a rumor that Timony is representing Charlie Chaplin's new picture, The Dictator, which may have its preview on Treasure Island. Work is going on apace on the new Midget Village front, which will have for its theme Gulliver and the Lilliputians. H. C. Battorf, secretary to the board of management, who was in Stannford Hospital, is back at his desk. Elmer Bose, of the Donut Corp. and president of the Concessioners' Association, is still in Mt. Zion Hospital. "Fair in Party" is in the air, on the air, everywhere, thanks to the remarkable ability of Jack James, director of publicity. Louis Goebel, animal-farm operator of Holly-wood, in town for conferences with Harry Michaelson in relation to furnishing some of the animals for the Junglesland show, to feature Terrell Jacobs. One of the features will be the largest lion in captivity. "Happy" Johnson may have the front of the Hyattum show, according to Fred Sallh, one of the producers.

The Golden Days of Forty, pre-exposition spectacle, has captured the popular fancy. Business organizations have put their shoulders to the wheel and if this is not the greatest gala event that California ever put on it won't be their fault. Whiskers of all shapes, forms and designs are now appearing on Market street, as minute appendages are one of the requirements of male participants in the carnival. Ray Smith advises that insurance on the Pantheon de la Guerre has been placed and that the great painting is on the way from Baltimore. Jack Hayden, fresh from Australia, will be associated with Bob Sandberg in a number of ventures. Herman Zapf, operator of the Penny Arcade on the Gayway, returned from Florida, where he has orange groves. Fred Sandusky off for another trip to L. A., where he anticipates closing a number of contracts for exhibition space. J. A. Lane's new frozen custard building in the food palace is fast nearing completion. W. W. (Bill) Monahan, the genial general manager, has started a new type of exposition manager. Democratic to the last degree, he is affable and has a sincere desire to co-operate with participants in every possible way with his keen powers of perception and ability to get things done with least possible friction. He has ready wit and will long be remembered as a man who took the reins over a lot of "fractious steeds," trained and tamed them without the aid of a whip. Cyrus Rappaport, who had the Ouling magazine last year, is treating for a novelty concession. Herman Rudick has concluded negotiations for a number of stands on the Gayway and in the palace.

ECHOES OF MEET

(Continued from page 43) one is on an edge or not. This fault was not an amateur monopoly. Some pros I saw were pretty flat too. Why we are getting either a flat or a deep edge and nothing much in between is a mystery. Personally, I suspect that the trucks are too tight, but I leave that for our expert technicians like Messrs. Van Horn, Carpenter and Klefer to figure out. My own cure for tight trucks in dancing

is aiming, lean and quicker straight line hip action.

Amateur Judges

Another milestone passed. Every judge an amateur. On the novice and junior dances the senior amateur roller dancers turn in a most creditable performance. Judges for the senior dances were from the senior national dance judges panel of the United States Figure Skating Association; Joseph K. Savage, president of USFSA; Mrs. Theresa Weld Blanchard, editor of Skating magazine, both of whom were many times national dance champions; Mrs. Carl Engel, Chicago and New York; Miss Sandy Macdonald and Harold Harshorne, present USFSA national dance champions. Great credit should be given Mr. Bergin and Mr. Martin for providing such an outstanding group to inaugurate the lifting of the judging load from the shoulders of the professionals. Our roller amateurs should be able to shoulder the entire load by 1942.

Body Position

A very important factor from now on. The year's improvement was great, but there is much more to be done. Footwork and timing are getting to be very close. It is possible that dance championships henceforth may be won or lost on body position, especially the carriage of the girl. In all pair and dance work it is the girl who is being shown off, and if the technique and timing are not in question it is easy to see what a vital effect body position will have on the judges' card under the heading, "Diction." Last year the body positions were bad. It was our first year. In my report I advocated mirrors. Somehow the printer left it out. Once more I strongly advocate mirrors. No one can see themselves except in a mirror. Seeing one's self in the eyes of friends and professionals is not enough. It need not be a large mirror and it need not be in a conspicuous place, but I cannot be too emphatic in urging use of mirrors.

Leaving behind the bad dance positions of a year ago, we have gotten from the bent back to the almost straight back. I say "almost," for a lot of the backs have not yet quite made the grade. The arched back without getting onto the heel of the skate is yet a rarity. The process could be speeded up by a few intensive lessons from a competent ballet teacher in body positions (not foot or leg work). Asked to point out a few concrete examples of excellence, I singled out at random (there are others, of course) Dorothy Kolb, Shirley Snyder, Lois Goeller, Rita Knuth and, among the professionals, Betty Lytle. In free style the tendency to skate too stiffly, induced perhaps by school figure super-imposition requirements, was well avoided by Eldora Andrews.

Formation Skating

My opinion is that formation skating should not be indulged in by competitive dancers. At the most, only once in a long while, and never within two months of a championship. It seems to ruin their pattern and flattens their edges. The 14-step showed faults that could very easily be charged up to formation skating. Skaters not going into competition had better take over this exhibition practice.

Silver Medal Tests

Another important milestone was successfully passed. These tests were inaugurated in Cleveland by Chairman Fred Bergin. When I left to catch my train several couples who knew the entire seven compulsory dances and had a good optional dance ready had taken the complete test and passed it. Others who had four dances well perfected, but not the remaining three dances, elected to take the test in two parts under the new ruling which has been under consideration by the dance committee for the past three months and which has just been made official. This ruling changes the word "consecutive" in the test book to "different." The four dances selected by a candidate for the first half may be any four of the seven compulsory dances, the optional dance going into the second half.

Mr. Bergin will send out official bulletins on this, I am told. One reason for this move is that we must speed up the development of our men dancers. The girls seem to get more time for practice. The boys are more tied up by business. Another reason is that we prefer four dances well done than seven dances just above passing mark. Time for proper concentration is now assured. Also take note that there is now but one optional dance with a factor of 2. At the tests silver dance test judges from the Western dance centers were trained and immediately put to work. They functioned excellently. The training of Eastern dance center judges will follow immediately.

AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS—DE- scriptive Ad below. my18

BALLOON ASCENSIONS—With Sensational Breath-Taking Parachute jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 So. Dennison St., Indianapolis, Ind. my4

BALLOON ASCENSIONS—For all occasions. Girl Parachute Jumper. JACKSONVILLE BALLOON CO., Jacksonville, Fl. my18

BALLOON ASCENSIONS FURNISHED FOR ALL occasions with one or more Parachute Drops. HENDERSON BALLOON CO., Haskins, O. my4

CONTORTION, ACROBATIC AND DANCE ACT—Four Acts, Aerial Contortion Act, Acrobatic and Balancing Act, Latest Song and Dance Act. Attractive girls beautifully costumed. Playing lows and adjoining states. Literature on request. THE KAY SISTERS TRIO, Deater, Ia.

FLYING SULLIVANS AT LIBERTY FOR COM- ing season for any kind of outdoor engagements. Two Men, one Lady Flying Return Trapeze. Rigging 30 feet high. Ground space required, 100x50 feet over all. All reasonable offers considered. This ad due to last minute misunderstanding. Want to hear from carnivals, celebrations, parks or fairs desiring a good, big free attraction. Gibsonton, Fla., until May 1, then 314 E. Chestnut St., Bloomington, Ill.

FOUR HIGH CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acro- batic Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. my18

SI, FANNY AND TRICK MULE, ABNER—Comedy Novelty Act, Rube Clown grand- stand; also several short Comedy Acts. Avail- able for fairs. SI OTIS, care Renfro Valley Barn Dance, Mt. Vernon, Ky. my18

THE CAPT. MACK SMALL FRY CIRCUS—For children who love their circus and grown- ups who love their children. Don't miss this grand opportunity to book during this 1940 season the grandest Kiddie Show on earth. It's decidedly different with good draw. Is more than an animal show. Hey! Here is box- office action. New, lavish outfit ready to go. CAPT. MACK, R. D. 1, Paterson, N. J.

THE CARMENES—TWO COMPLETE AND distinct acts. Three people hand and ladder balancing equilibrist. Three people comedy acrobatic act. Price and literature on request. Address BOX 21, Williamston, Mich. my25

THREE FREE ACTS AT LIBERTY. SLACK WIRE Act, Comedy Juggling and Balancing Act, Comedy Dog Acts. Price of acts reasonable. Write for literature. CHESTER HUBER, Wa- basha, Minn. my4

AERIAL COWDENS—Three Standard Acts. Fast Double Trapeze (Novelty Revolving Ladder and Eliminated Swingline Ladder. Literature and price to request. Address The Billboard, Cincinnati, O.

CHAS. LINDAIR—Trapeze Artist (Platform Act). Contracting outside celebrities. Gladly paraded. Free advertising space. For literature, particulars address CHAS. LINDAIR, 1204 K. Anthony Blvd., Ft. Wayne, Ind.

CLOWN MOTORCYCLE COP—Celebrations my specialty. General clowning. Comedy Juggling on platform. Produce kid concerts. Supply plenty of entertainment for all. ART APTELA, Billboard, Chicago.

DOUBLE DOG ACT—Featuring rope walking and 50 ft. high dive. Playing New England States only. Literature on request. J. L. BATHON, care The Billboard, Cincinnati, O.

E. R. GRAY'S ATTRACTIONS—Twelve Vaude- ville and Circus Acts. Six Ladies, four gents, Triple Bar Act, Rolling Globes, Confectionist, Roman Ladders, Stalling Act, Comedy Acrobats, Switzer Ladders, Slack Wire, Dog Act, Posing Act, Comedy Riding Act (we use a mule), Singing and Dancing. Can be booked as a unit or separately. Address Box and Keck Ave., Evansville, Ind. 1015

PLEASEING DOG ACT—4 Dogs, featuring "Dew- boy," high-dive dog, using 50-foot ladder. Cute dogs. Prof. Northern. New dressed act. Work in Western costumes. EDGAR MAYOTT, Red Lodge, Mont.

THRILL ACTS—First offering sensational and un- usual acts, featuring the Flying Trapeze, America's most beautiful acrobatic thrill performance. Copy- righted. Open for fairs, celebrations or contract. If you can offer definite contract write to wire A.L. AMERICAN DAREDEVILS, care of Jack Brax, 443 2d, Vernon Rd., Newark, O.

TWO FEATURE PLAYFORM ACTS—Wire Walker and Juggler. Each act runs fifteen minutes. Write for prices and literature. THE GRIFITH TRIO, 314 Main, Keokuk, Ia. D27

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

PREMIUM SHOW UNDER WAY

Pocket Flashlights Seen as Big Items For Novelty Trade

CINCINNATI, April 27.—Pocket flashlights are proving one of the biggest money-makers on the market at this time. Novelty dealers and bingo and salesboard operators are reported to be cashing in on this trend.

Usalite, made by U. S. Electric Mfg. Corp., is claiming attention of salesboard operators and earning folding money for them. It is said. Heralded as a salesboard natural, the item is only 3 inches high and 1 3/4 inches wide. It has plenty of eye-appeal and is available in ivory, maroon and black. It uses Mazda bulbs and employs two Usalite batteries. Salesboard operators are buying the colorful display boards mounted with six lights.

Micro-Lite has available for the trade a complete line of pocket flashlights, including two designs—the three-inch and five-inch spotlights. In the former size lights are available with beaded key chain attached or with key riveted in the side. This light is made of durable material and comes in red, blue, black and green enamel finishes.

This firm recently introduced a new type of light which is designed for amateur and professional radio repairmen, cotn machine servicemen, nurses and physicians. It consists of a four-inch attachment for the five-inch pen light. The attachment, made of Lucite, transmits the light to a point and gives a spot. It is ideal for those who do delicate work. It is said.

Pen lights are being marketed in large quantities. Item is five inches long and has pocket clip for carrying it. Two batteries are used. The flashlight gun, designed along the lines of an automatic pistol, is in demand as a novelty light.

Altho the lights are small and designed for carrying in the pocket and purse, they use standard batteries and (See **POCKET FLASHLIGHTS** on page 64)

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Operators who have not yet been tempted to take a crack at a fishing tackle deal may be interested in the following squib which J. Westerhaus, of Westerhaus Amusement Co., clipped from *The Cincinnati Times-Star*:

"April comes in appropriately with All Fools' Day, for this is the month when the tall story tellers start spinning their tales. It's fishing season again and no one but a fisherman is foolish enough to believe some of the fabulous stories about the one that got away.

"Many States, particularly in the East and Middle Atlantic sections, opened their lakes and streams to trout fishermen this month. In other parts of the land anglers are getting their rods and reels out of closets and readying them for the beginning of the open seasons in their localities.

"The fishermen are just as anxious (See **DEALS** on page 62)

Tenth Exposition Sets Peak for Premium Trade

Attendance and variety of merchandise make opening day a success

CHICAGO, April 29.—All indications pointed to a record-smashing convention both in attendance and in merchandise shown as the 10th annual National Premium Exposition opened here today. More than 140 firms were represented in the displays of merchandise shown and the number of people showing up for registration made sure the prediction of the management that attendance records would be broken. Preliminary registrations had already passed all previous records. Exhibit booths had been completely sold out some weeks ago, according to A. B. Coffman, convention manager.

The premium exposition brings together manufacturers of novelty and premium merchandise and also representatives in all fields that have found premiums to be of use in promoting sales, building customer good will and general promotion. The exposition is sponsored by the Premium Advertising

Look for Boom in Pen-Pencil Sales

CHICAGO, April 27.—Graduation exercises during May and June will boost pen and pencil set sales, and workers who handle these items are preparing for a banner season. New designs on the market are expected to increase demand, and new low prices will mean more profits for the boys. Coupon workers, sheetwriters, concessioners and streetmen, supply houses report, are getting orders in early in order to cash in on this type of business.

The plunger type pen is proving popular and in new colors is a hot item. These have been in the limelight for some time and new designs are seen as big money-makers. Usefulness of these pens and the flash make them sure-fire hits.

While pens will command many sales, attention is being focused on pen and pencil combos. These come attractively packed in individual boxes and have always been consistent sales-getters.

Among firms handling pen and pencil lines are John F. Sullivan, Starr Pen Co., Argo Pen-Pencil Co., Inc., and James Kelley.

A. C. Bingo Set To Resume May 7

ATLANTIC CITY, April 27.—Bingo activity is expected to be resumed here May 7. Operators of Boardwalk games, who pay the city \$3,000 a year, are planning big seasons.

Churches expecting to continue games on a summer schedule include Holy Spirit, on Thursday nights, and St. Michael's parish, Friday nights. Fourth Ward Democratic Club, holding games in the Cosmopolitan Hotel on Saturdays, will soon announce a full schedule.

Association of America, Inc., which has done much to acquaint business with the use of premiums in modern merchandising.

Big Convention Program

Business sessions will open with a round-table session on Tuesday morning, the second day of the exposition. The exhibits opened today at 9 a.m. One of the special features every year at the business sessions is an exhaustive report on legal questions affecting the premium business. This year M. H. Richards, vice-president of the association, will bring the report which will include that of Charles Wesley Dunn, general counsel for the association.

The consumer and his reaction to premiums will be discussed by Prof. Lyndon O. Brown, of Chicago, an authority on the use of premiums. The new fields opening up for the use of premium merchandise will also be discussed by representatives of firms that have been pioneering in new uses.

A unique entertainment program is planned for Wednesday evening. The theme will be "South of the Border" and the program includes dinner, entertainment and dancing. The management promises there will be no speeches, no prize drawings and no amateur entertainment.

Attendance Incentive

Expectancy is high this year because of the prospect of seeing the greatest array of premium merchandise and related items that has ever been brought together at one exposition. The list of exhibitors assures a complete representation of the premium and novelty business and also that high-grade premium items will be shown as well as the greatest variety.

The management says that there are many displays of quality merchandise recommended as premiums for dealers and salesmen and that there is the greatest display ever of those inexpensive items that are being so widely used today for all kinds of promotional work.

The displays will be the greatest education possible in what is available in the specialty field, it is stated. Ideas will be exchanged by leaders of the trade from all parts of the nation.

Salesboard Workers Find N. J. Biz Good

TRUSTON, N. J., April 27.—Salesboard operators who work factories are planning big campaigns in New Jersey. A report from the New Jersey Council, State-supported group to promote advantages of the State, reveals that 186 industries started operation there since January, 1940. Largest of the firms, based on employment, are located at Paterson, 400 workers; Clifton, 294; Trenton, 185, and Jersey City, 185.

Seventeen counties benefited by location of new industries, it was said. Essex obtained 48; Hudson, 32; Bergen, 23; Union, 16; Passaic, 14; Middlesex, 13; Cumberland, 9; Monmouth, 7; Camden, 6; Morris, 6; Warren, 5; Burlington, 3; Atlantic, 2; Gloucester, 1; Ocean, 1; Somerset, 1.

Many plants throught the State are planning expansion programs, which will in turn afford more employment.

BINGO BUSINESS

By JOHN CARY

CLEVELAND seems headed for an understanding on bingo regulations, for it has been reported that Councilman Walter I. Krewson will introduce an ordinance to provide police regulation of games. The measure, Krewson said, will clearly define the types of organizations which may promote games, limit the prizes and require that games be conducted only in buildings complying with fire regulations.

KREWSON'S ordinance would be based on a measure in effect in Cincinnati. Latter city's regulations permit bingo to be conducted only by churches, charitable and fraternal organizations which have been in existence at least five years. Bingo sponsors must notify the police chief 24 hours before the game is held. Not more than 25 per cent of receipts can go toward prizes.

THAT CLEVELAND plans to mold its legislation after Cincinnati's ordinance speaks well for the work being done there by Cincy's City Manager Sherrill and Chief of Police Weatherly. In Cincy bingo is a business that raises over \$1,000,000 a year for charities.

RECENTLY we told about the success of chenille bedspreads as prizes. Mentions of this merchandise award have prompted letters from operators who are conducting games for churches. Some are offering pillow cases and running pillow case nights with considerable success. Women watch for these events and flock to them. The idea ties in with the axiom that if you give prizes that are wanted the hall will be filled. This is the surest way to build repeat business.

INDOOR GAMES are beginning to taper off and plans are under way for the outdoor season. A report comes from Asbury Park, N. J., that the biggest season in recent years is expected there. This goes for Long Branch, too, which is only six miles up the Atlantic Coast. People in this section have always been strong bingo fans. When they are joined by the metropolitan crowds seeking comfort and entertainment at the shore the operators do big business. In the winter at Long Branch the operators in many cases put on bingo for rod and gun clubs and fire departments. Bingo is a 12-month game there, and the operators are alert, putting on games that truly click.

THE SEASON for outdoor bingo will be in full swing every place within the next few weeks. We'd like to hear about the plans the operators are making for this season. There's one thing we want to say as a reminder—use the best lighting effects you can buy. Last season the boys who cleaned up were those who had well-lighted stands, and they will be the same ones to make profits from their games this year. Of course, a good line of quality merchandise is needed, too, but that goes without saying.

METRO MANUFACTURING CO. advises that in a recent ad in *The Billboard* it was erroneously stated that the Everlasting Bingo Ball was available in red and blue. This item is available in red and black. The firm also added that a complete line of bingo supplies is carried and that a big season is anticipated.

POP BAKER



THE NEW 1940 MODEL

Automatic Bingo Blower—Lightning Fast

For Bingo Games Indoor or Outdoor Use. Penny Pitcher, Buckets, Roll Dows, Tracks, Stills, everything for Parks, Beaches and Carnivals. Cat. Free. Mention your business.

2907 W. Warren, Detroit, Mich.

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.

Bunky Doll

Year-round concessioners, bingo and salesboard operators and other prize users will find the bunky doll a gold mine, Blossom Doll Co. reports. The doll is unbreakable, cotton stuffed, has washable face and stands by itself. Available in assorted colors dressed in printed percale with organdy collar. Bunky is 23 inches tall. Firm also has a complete line of all-fabric, feature-face dolls.

with the Hy-Glo process that does for the item what a cellophane wrapper does for a package. Pictures are printed in



four and five colors. Over all is a varnish-like finish producing a luster like polished glass. Made in No. 9 and No. 11 sizes, inflating 9 and 11 inches in diameter, respectively. New low prices that allow nice profits are offered, it is reported.

Shoe Shine Box

Bingo operators and other prize users say the shoe shine stool is very much in demand and is showing indications of being one of the biggest items on stands this season. J. P. Friedel Co. reports. Item provides container for shoe-shining articles and housewives welcome it as protection against use of radiator, chairs or table as foot rest when the men are polishing their shoes. Box comes knocked down with simple instructions and is also supplied fully equipped, the firm reports.

Fluorescent Fixture

Agents and demonstrators are finding the fluorescent fixture a fast seller. Braun Electric Mfg. Co. reports. No wiring is required and it may be installed in a jiffy. Installation costs are eliminated and light is increased over 400 per cent, resulting in a saving of 60 to 75 per cent in electric bills. Fixture weighs 2 1/2 pounds, and measures 18 by 5 inches. It uses a 15-watt bulb. Other styles and sizes are available at prices that sell the item on sight, the firm reports.

Dancer Lighters

The veil dancer and fan dancer, electrifying silent flame table lighters, are good bets for salesboard and bingo men and other prize users, it is reported. Contact lighting stick to rail and figure and it lights. Made of the finest materials and priced to allow nice profits, the firms report.

Recorder

Radio Wire Television, Inc., announces that it has released the Lafayette Model BB-66 combination, which in one 40-inch burr walnut cabinet includes recorder and record-playing equipment. The unit, thru a simple switching arrangement, provides radio reception, recording of

(See POPULAR ITEMS on page 62)

Scenic Balloons

Pitchmen, streetmen and those who handle balloons at fairs, circuses and carnivals, will find the new Hy-Glo Scenic prints money-makers. Oak Rubber Co. reports. These balloons are treated

New! P. D. Q. AUTOMATIC PHOTO MACHINE

Today's Big Money Maker!

NO EXPERIENCE REQUIRED

- Takes and finishes beautiful, black and white or sepia photographs IN ABOUT ONE MINUTE.
- No Films—No Plates—No Dark Room.
- Direct Positive photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES.
- Big attraction. Watch pictures develop in daylight IN ONE MINUTE.
- Easy to operate. Simple instructions show you how.
- P. D. Q. photos are guaranteed NOT TO FADE.
- About \$60 starts you in this interesting Big Money business.

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, front Porches, Street Corners—EVERYWHERE—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.

P. D. Q. CAMERA CO.
109 E. 35th St., Dept. BP, Chicago, Ill.

CONFUCIUS Played It!



America Loves It!

CHOP STIX

First, Chinese Checkers . . . next "Confucius" . . . now CHOP STIX is No. 1 Chinese seller—no sales talk needed . . . easy demonstration brings thousands of quarters . . . wins kids . . . paries parents . . . Gross sale only \$9.00 . . . Right salesman can ride this Chinese craze to riches . . . we show you how . . . sample 25c cash . . . Act fast!

A. M. WALZER CO.
BOX 285, MINNEAPOLIS, MINN.

HERE IT IS!

HOTTEST PREMIUM IN SALES BOARD HISTORY.

HOT SPOT LIGHTER (desk size)

GET IN EARLY and COIN MONEY.



JUST A CONTACT WITH THE LADY AND YOU HAVE A FLAME THAT NEVER MISSES. WHITE US—WIRE US. \$1.00, S.A.M. PLR; 60 cents each in lot of a dozen.

Phildeco Sales
1246 Michigan Theatre Bldg., Detroit, Mich.

BINGO SUPPLIES

Bingo Specials
Concession Markers
Game Cards
Door Prize Coupons
Roll Tickets
Bingo Cards

Catalogue Markers
Cage Outfits
Grand Award Cup
Markers
Pencils
Lap Boards, etc.

Burn-in Die-Cut Wooden Balls
Baskets-Bingo Balls (Red or Black)

Exclusive Manufacturers of "MET-JORD," the Popular Chinese Tile Game

JOBBERS: Write for Catalog and Confidential Price List.

METRO MFG. CO. 28 West 15th St., NEW YORK, N. Y.
Gramercy T-8472

IT WILL BE READY SOON!

The New Shure Winner Catalog
Bigger and Better Than Ever Before

The Right Goods at the Right Prices
Plus Prompt Service

Makes This Catalog the Buying Guide for All the Show World

Watch for our Mailing Date Announcement

N. SHURE CO. 200 WEST ADAMS ST. CHICAGO

ELECTRIC EYE ANNUNCIATOR AND BURGLAR ALARM



STOKES, Homes, Taverns, Shops, Gasgras—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. Flugs in any light socket. Unfailing demonstration takes 10 seconds—makes sales on spot.

SEND NAME **RAY-ALARM** **ONCE** for particulars of Distributor Plan or agent proposition. No money. Just send name.

RAY-ALARM 225 Fifth St., Dept. R-438, DES MOINES, IOWA

FIREWORKS BUY DIRECT

SAVE MONEY. Think of it! An assortment of over 600 pieces of fireworks worth \$6.15, for \$2.95, cash with order. We have the famous "TERRA" flashlight crackers. Werbl's loud-est. You get more for your money at BANNER. Special prices to dealers. Write for free catalog.

BANNER FIREWORKS Toledo, Ohio.
3918 Detroit St.,

Sensational! Fascinating!

The new popular Silent Flame Lighter

Operates in an entirely new principle. Base is attractively finished in dark wood grain and copper. Lighter shaft concealed in base. When withdrawn and touched to any part of nude statuette . . . the shaft tip ignites.

No. 2621—EACH 95c. EACH (LOTS OF 12), 90c.

1940 CATALOG 1940
READY SOON
WRITE FOR YOUR COPY TODAY

CONTINENTAL PREMIUM MART
622 N. THIRD ST., MILWAUKEE, WIS.

ART PHOTO \$1.95 HANDLE KNIVES



No. R 100—Medium size, attractive photos on handle. Closed 3 in. long. Has 2 well ground blades, bolsters at both ends. You must see the photo to appreciate the big value.

Per Doz. \$1.95

DEALERS ONLY. Write for Free Catalog.

ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

DOG SALE!

LOVE PUPE, made with genuine G. E. Alnico Magnets. While they last only \$7.50 per Gross Pair, Prepaid. Send M. O. in full, no O. O. D.

A. M. WALZER CO.
730 Midland Bank Bldg., Minneapolis, Minn.

NEW TURN SIGNAL



FLASHES from REAR WINDOW—DASH Control AGENTS

A whitetail seller. Delivers buy on 244 demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name for facts and Demonstrator sample plan. All 1940! Rush.

WATCH-MY-TURN SIGNAL CO. Dept. W-435, Walnut Bldg., Des Moines, Iowa

WHOLESALE CATALOG 4,000 BARGAINS

FOR SALESMEN & DISTRIBUTORS

FREE

It has 266 pages, chock-full of unusual values. It contains selling plans; order stimulaters; tested fast selling articles to dealers, stores and direct to the consumer. A new record time to get off the press. (Cost about 25c. FREE while stock lasts. Send for your copy Today.

SPORTS CO. La Center, Minn.
5-40 Superior.

BULOVA — GRUEN — ELGIN — WALTHAM

POSITIVELY LOWEST PRICES

NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler PHILADELPHIA, PA.

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New, 1941 Styles now available. Write for Free Catalogue.

CHEMILLE BED SPREADS

2 New Premium Spreads, \$18.00 dozen
Beach Capes, \$18.00 dozen f. o. b. Nelson.
Samples, \$1.50 each prepaid. State biz. GA. BED SPREAD CO., B-8, Nelson, Ga.

RING WORKERS HERE IS A BUY!



A number that sold regularly at \$5.00 to \$7.50 per dozen offered at special clearance price while a limited quantity lasts. They turn over fast at 50c to \$1.00. Beautiful natural gold (17/30-14K rolled gold plate quality) with sterling silver top set with sparkling white stone brilliant. Looks like the real thing. Assorted latest style mountings.

Order No. B240388—Per Doz., \$2.00.
Per Gr., \$21.00.
Introductory Offer:
5 Samples Postpaid for Only \$1.00.

PREMIUM SPECIALS!!

No. B22870—24-Pc. Rogers Nickel Silver Set, bulk \$1.25.
No. B22874—Complete to dovetail lined roll, \$1.25.
No. B22860—Wm. Rogers Silver Plate Lead Tea and Soda Spoons, \$1.85 doz., \$21.00 gr.
No. B14718—Indian design Blankets, 60x80", \$1.25 each.
No. B14721—Jacquard design Blankets, 70x80", \$1.65 each.
No. B25—Alarm Clocks, 65c each.
No. B19032—Dial Clocks, 35c each.
No. B10730—32-Pc. White Breakfast Set, lots of 5, \$2.15 per set.

NEW CATALOG MAY 1

Catalogs 305 and 306 sent on request. Please mention your business, we do not sell retail. Big Spring and Summer Catalog ready May 1st. Reserve your copy now.

JOSEPH HAGN CO.

229 W. Madison St., Dept. BB, Chicago, Ill.

NOTES from SUPPLY HOUSES

Leo Katil Importing Agency announces that its latest catalog of miniature items is ready for mailing. Featured in the leaflet is the new line of floral gems which may be used for wall decorations and are in demand as bingo prizes, the firm reports.

Max Friedman, of Marvel Candy and Novelty Co., who was absent from business due to illness, has returned to his desk. His many friends in the outdoor show world are congratulating him upon his recovery.

Jada Novelty Co. announces that Prof. Peter J. Golden, magician, will be in charge of a new branch recently opened. Firm offers trick, joke, magic and novelty goods. New catalogs are now ready for mailing, the firm reports.

Bernie Epstein, of Epstein Novelty Co., has returned from a trip to Los Angeles, where he visited his sister, Mrs. Larry

Martin. She will be remembered by those in the trade as Estelle Epstein and was associated with her brothers in the firm for 14 years until her marriage two years ago.

Sno-Master Mfg. Co. announces that midway and resort concessioners are expecting a banner season with the new Sno-Master, an automatic snow ball and ice-dispensing machine. At the touch of a lever a full stream of finely chipped ice, uniform and clean, and the correct amount of syrup, properly mixed, is available. Blades are made of stainless tool steel and the machine is 22 inches high with an 11 by 17-inch base, the firm reports.

SPRING BARGAINS

SUN GLASSES KIT — Containing Leather Case, Nail File, Pocket Comb, Mirror and Goggles' Lens Sun Glasses, Dozen \$1.40

UNDERWOOD DRY SHAVERS — Ivory Case with Pouch, Each .80

ELGIN JR. CANDID CAMERA, Each .63

SUN GLASSES — 25c Seller, Dozen .40

TOOTHBRUSHES — American Made, Gross 6.00

RUBBER FLY SWATTERS, Gross 3.00

EGYPTIC PENCILS, Gross .35

POCKET COMBS — Assorted Colors, Made in U. S. A. Gross 1.45

CONFUCIUS BUTTONS — 50 Ass't. Kinds, Large, 100 .90

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

Gauche Uses Novelties

NEW YORK, April 27.—Use of novelties for promotional purposes has invaded Greenwich Village. Latest among districts to use souvenirs is Club Gauche, which, in connection with its Springtime Revue, has gift castanets for feminine trade.

POPULAR ITEMS

(Continued from page 81)

speech or music picked up by microphone, public address service by means of which microphone pick-up is directly reproduced thru loudspeaker and playback of both recorded and commercial records for hallyhoo purposes. Radio equipment consists of high-fidelity 12-tube, three-band receiver chassis, including all modern refinements, such as six-button station selection, built-in broadcast and short-wave loop antennas, static control circuit and tuning indicator. Recording equipment employs acetate blanks up to 12 inches in diameter. The boys who operate at resorts, with carnivals and other spots where crowds congregate, will find this a folding-money maker, the firm reports.

FRAMING A JOINT? HERE'S WHAT YOU NEED

B0451—Aluminum Milk Bottles, Each 5 .25
B0151—Wood Pint Milk Bottles, Each .35
N0140—Three Oaks, Gross 3.00
B01522—"Worth Special" Balls, Doz. 1.40
N1010—Rubber Covered Balls, Doz. .85
N0284—2-Inch Wood Balls, Per 100 4.50

VARNISHED RACK RINGS

N0332—Knife Rack Rings, Per 100 32.10
N0410—Cane Rack Rings, Per 100 2.10

Whisks, Hoopla Rings, Hoopla Boxes, Corks, Cork Cans, Admission Tickets, Etc.

Write for Prices on Items Not Listed.

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

JUST ARRIVED!



OUR NEW 1940 CATALOG IS NOW READY

SEND FOR YOUR FREE COPY TODAY

Again we present to you a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Jammed with the "cream" of the World's Merchandise Mart! The newest and flashiest Concession Items! Premium merchandise and specialties of all kinds! Send for your FREE COPY today!

GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS, MINN.

Mini Auto Tags

Meyers & Insko announce that demonstrators are finding the new miniature automobile tags and Social Security tags quick money-makers because of the new machine that delivers these tags properly marked in one minute. These key ring identifications give a miniature replica of the license plate or Social Security number. Tags are also furnished with names, funny sayings and three initials. Blank inserts in exact colors and wording for each State auto marker are furnished. All that has to be added are the numerals. Window and counter displays are also supplied. The machine is entirely new, the firm emphasizes, and the tags are rounded so as not to cut or rip the pocket.

MAGIC DISC HEATS WATER IN 60 SECONDS



ANY 110-VOLT USE

MILLIONS and more Kings give you hot water fast and cheap. They use only 50¢ of water—plus less than 10¢ of electricity. They are the only magic disc for you to demonstrate. Hurry! Each machine for \$1.00. No money. Just send name on postcard.

RU-WAY MFG. CO.
Dept. 42b, Walnut St., St. Louis, Mo.

Send Free Samples FOR Agents SEND NAME

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.

BINGO OPERATORS CONCESSIONAIRES NOVELTY MEN

Brand New and Reasonably Priced Carnival Supplies for Every Department. Save Time and Money by Ordering From Our Nearest Store. SEND FOR CATALOG.

B. & N. SALES

Complete Stocks on Hand in Our 3 Convenient Large Stores

HOUSTON, TEX. 707 Preston DALLAS, TEX. 2125 Commerce KANSAS CITY, MO. 310 West 9th

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.

WAGONMEN AGENTS

Tremendous Values in Fly Swatters, Fly Ribbon, Snake-Insect Cards, White Shoe Polish, Notions, Carded Goods, Sideline Goods, Drug Items, Premiums.

LOOK! NEW U. S. COGGLES low as 70c dozen.
PHOTO KNIVES & PEN DEALS—CAMERAS.
DUNKILL FAN DANCER LIGHTERS. Get new Catalog—it's FREE.

NEW SUCTION FLAG HOLDER SET. Complete with 3 Flags. Quick-Seller. Doz. Sets \$1.50

Include Postage on Above Items.

CHAMPION SPECIALTY CO., 814-D Central St., Kansas City, Missouri

Hat Hanger

The Cuyler Hat and Coat Hanger is offering agents, specialty men and demonstrators a big opportunity to make money. Cuyler Mfg. Co. reports. Item holds hats so they can't fall off and also holds four overcoats or 12 dresses. This hanger, it is said, has such appeal that the public buys several at a time. It may be installed in a kiosk in almost any place and is great as a space-saver, the firm reports.

DEALS

(Continued from page 66)

and optimistic as ever, for the sale of fishing licenses probably will pass the 10,000,000 mark again this season. It's hard to believe that American fishermen spent nearly \$1,000,000 a day during the season. But that's the price they pay for their sport when you figure the costs of licenses, equipment, transportation, food, hotels and lodges. These anglers range from kiddies barely big enough to hold a light pole to the Western ancient who admits to more than 90 years.

Says Westerhaus: "From this you can see why we believe that operators are passing up a good thing when they neglect to put out boards featuring fishing equipment. The 10,000,000 people who will probably take out licenses this year are too fine prospects to overlook."

The Westerhaus Amusement Co. sells fishing equipment made by the South Ben Bait Co., one of the leaders in the field, and is offering these on what it calls a Fish-o-Board.

Oscar Haruchin, sales manager for Corno Products Corp., advises that their Turn-o-Top, the cleverly designed cigarette dispenser which pops a cigarette into

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed. STARTS AT \$2.95

MEN'S WRIST AND POCKET WATCHES.

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

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AMERICA'S LEADING MANUFACTURERS OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid.

EASTERN MILLS, EVERETT, MASS.

KANE WATCH CO.

ELGIN — WALTHAM — BULOVA — HAMILTON — ORUEN — and Every Well-Known Brand. Largest Assortment at Lowest PRICES. Send for Free Catalog.

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We can furnish you with any Name Plate Newspaper at the following prices: \$5.50 per 1,000; \$15.00 per 2,000; \$35.00 per 5,000. Regular newspaper size. Send paper name desired. 25% with order for immediate delivery. Send for Free Samples.

GARDNER NOVELTY CO.,
1916 University Ave., St. Paul, Minn.

view when the top is turned, will soon be on the market in a number of new styles. Item went over very big when first introduced and in its new housing should continue to move exceptionally well. New Turn-Top models will be available as an ash tray or with a 30-hour clock set in center or with a Dunhill silent flame lighter attached. Container will be large enough to hold both king size cigars and regular size cigarette and manufacturer guarantees that these will keep fresh and undamaged.

Birkhoitz and Geller, of Grand Sales, are all hopped up over returns on their Vell Dancer Dunhill silent flame lighter. They report that the boys like the idea of not having any retail store competition on the item and that they are really going to town with it.

HAPPY LANDING.

BEST ENGRAVING LINE!

New Engraving Pins with 40 year guide—style that are clicking... timely sellers like football, basketball, roller-skating and bowling pins... also all the best selling pocket styles, featuring the selling "Mother-of-Pearl" Lockets... Best Selling White-Gold Ring Styles... Cameo Pins... Hillfolks... Com-pacts... Photo Jewelry. Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

JEWELRY FOR MOTHERS' DAY
and other PROMOTIONS!!
IMMEDIATE DELIVERY!!
Lockets, Rings, Crosses, Engraving Items, etc.
Send for Free CATALOG or \$2.00 for samples.

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ELGIN & WALTHAM
REBUILT WATCHES \$1.75
7 Jewel, 18 Size, in S. H. Engraved CASE, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.,
112 N. Broadway, St. Louis, Mo.

SOCIAL SECURITY PLATES
\$3.00 per 100
GAMES \$1.00 per 100
Stamping outfit containing of a complete set of die, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.

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Stronger Eyes
Learn all the secrets. Our \$1.00 book tells you how to strengthen and improve your eyesight in a short time. Sell it for 50c and give away three "Mystery Tricks" with each book. Agents' price, including bracket 25 books, 30c each; 50 books, 15c each. Sample book and trials, 35c.
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ORIGINAL SLIP-NOT-TIES
New SPRING Styles, \$2.50 Doz. Postpaid. Fast Sellers. Repeaters. Send for Sample Order and be convinced. Free Catalog.
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Get the Pen That Makes You Money

WALTHAM
New All Pearl Package Just Completed. The Package That Gets \$26.00 PER GROSS. Real Money.
Write for Price List on All Type Waltham Pens. **STARR PEN CO.**
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Walt & Brown
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ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

PROVIDENCE . . .
has become air conscious, according to Sam Clelman, demonstrator, who reports tremendous business on the new Sell-Me airplane gliders in Kresge's store there. Earlier, Clelman got rid of 6,000 Chinese checker games in four months in the same store.

PITCHMEN'S PRAYER: "Please make the weather man be good."

BUS ROBERTSON . . .
is working white mice with the paper-folding trick bally in Neisner's, Cincinnati, to reported good takes.

RAY LINDSAY . . .
see Stengail deck purveyor, has been clicking with the item in a downtown Cincinnati location.

REPORTED TO BE . . .
getting the geodius with polish in McGrory's, Indianapolis, is Robert N. Artman.

FAMOUS LAST WORDS: "All I have to do is work and I'll get more than anyone else."

WORKING CLEANER . . .
at Neisner's, Chicago, to reported good results are Fred Andrea and D. H. Bell.

THAT CRACK . . .
pitch exponent, Art Nelson, blew into the Queen City last week while en route to Indianapolis and Chicago and stopped off long enough for a visit to the pipes desk. He reported that business has been satisfactory this season so far and added that he has a number of demonstrations going in department and chain stores in the Midwest. A two-hour session over a flood of beer with the Nelson guy netted us a million laughs.

JOSEPH BEDARD . . .
is said to be grabbing off the lucro with cleaner in Neisner's in Oak Park, Ill.

AMONG THE PITCH . . .
fraternity working Cleveland is P. C. Brandt, purveying herbs in Newberry's there.

FROM PRESENT weather conditions it looks as tho it'll be some time before Old Sol begins to shoot forth his fiery blasts. When it does happen, however, motorists again will start making treks to the cool spots along the highways and byways. That's the time too when the pin-on-tails, spinning tops, novelty hats and caps begin to regain their popularity and should prove lucrative items for a good hustler. They've been good items in other years and this summer should be no different. Why not order your stock now?

GOLDBLATT'S, CHICAGO . . .
has been proving a winner for Sam Chroman and Sam Reid, cleaner workers, according to word from the Windy City.

PURVEYING . . .
his wax layout to good results in Murphy's, Washington, is Joseph Chidichima.

MARY CRANE . . .
is working perfume in Neisner's, Rochester, N. Y., to good turns, according to reports from that sector.

RICTON . . .
scribes from Lafayette, Ala., that he's doing great in schools with his dog circus. He will remain in Alabama all summer, then go to Florida in the fall.

CHET MORRIS . . .
magician and trick cartoonist with Mirth and Mystery Shows, which opened six weeks ago, reports that business seems to be better than last year.

ALMOST ALL IN PITCHDOM are appreciative of good, straight tips.

DOC GEORGE M. REED . . .
met Jack Murray and wife, of herb tea fame, in Columbus, O., recently. He says: "Jack is one of the neatest workers I have seen and he is getting the long green. He has a wonderful frame-up and holds his tips. He works for 50 cents

and \$1. I saw him get 25 passouts out of 30 people in one tip, and most of them were dollar ones. Jack will be in the H. L. Green store in Columbus for four weeks." Reed says med workers are drifting into town but that all are disappointed about the Ohio fair board ruling that no medicine or health food will be allowed to be sold on the county fairgrounds. Tom Kennedy, Red O'Brien, Blade Cook, Frank Libby, Bob Wilson and Dad Morris are asked to pipe in. Morris is recovering from a broken arm.

THINGS WE NEVER HEAR: "It's a funny thing, but if the truth were known we'd discover that localities like ourselves are envious of the few dollars that a pitchman collects and the fact that he is too proud to be dependent and insists upon earning his own way."—Local Merchant.

M. E. SPARKS . . .
pipes for the first time after 15 years on the road. He is a patient in the Veterans' Hospital, Tuscaloosa, Ala., and would like to hear from friends.

HOT-SHOT AUSTIN . . .
who spent the winter in Florida, Georgia and the Carolinas to slow business, pencils from Norton, Va.: "North Carolina mall towns are fair on pay days, but Southern coast towns are n. g. Virginia mining towns are n. g., as mines are only working two or three days a week, and the situation is about the same in West Virginia. Haven't seen any of the boys in these parts. Nearly everybody in Abingdon and Big Stone Gap, Va., is on relief and you can't even get close there. Pennington Gap and Coburn are fair on Saturday. I am heading for the shoe towns of Massachusetts for the summer."

SMOKIE MORRIS . . .
an old sheet writer, is in Bristol, Va. He has quit the road and is painting smoke stacks there, where he and his wife have permanently located.

PITCHMEN should be dignified when in a town and should confine their pitch talks to private meetings among themselves and not in public places.

JOHN W. SWISHER . . .
says this is the straight dope: "West Virginia law on licenses is \$10 per year (if you are selling on foot) for State and \$1 to \$5 per day for towns; if you have a car, \$15 to \$50 per year. You can't sell fake products or use a fictitious address, and you can't use a rooming house or trailer address. Boys, if you want to make a return date be sure to sell a product that you don't have to misrepresent. Fayette County, West Virginia, is a shaky county. Some boys did 30 days for selling without a license on their o. m. Mines in West Virginia are working three to five days a week."

CARL LEANDER . . .
West Coast pitchman, was visited recently at Harborview Hospital, Seattle, by Joe Baker, blackface performer. Baker says Leander will have an operation on one of his legs, which may mean an amputation. Leander is a pen demonstrator.

JIM REED . . .
pens from Chicago: "Irving Cronin, an oldtimer, had a stroke of paralysis last week and is confined in Cook County Hospital, Chicago. Write him, man, as he would like to hear from you."

MARY MORRISON . . .
since closing a grab layout at the stock show and rodeo in Little Rock, Ark., last fall, has opened a lunch room and service station just outside the city limits.

PITCHMEN'S SAYINGS: "What the h—! is a pocket gopher?"—Art Nelson.

JIMMY NEAL . . .
broadcasts from Hartford, Conn.: "Talk about your pipe conventions—more jackpots have been cut up this week than the whole six months of the World's Fair. A few of the gags here are Lester Reynolds, Everhine; Jimmy Billups, liquid thread; Bob

OAK-HYTEX BALLOONS

GYPSY
Emotional
New Variegated
Balloon



More colors than ever before. Don't fail to examine Gypsy at your jobber's, or write us for full details.

The OAK RUBBER CO.
RAVENNA, OHIO.

BEAUTIFUL MINIATURES



No. 2240—Made of vitreoplast (an almost unbreakable glass composition) in gorgeous colors. The fruit basket is 3/4 inch high, in top of handle 1 1/4 inch. The candlesticks are 2 inches high, and match basket in color. Price \$4.00 per doz. sets. Come in twelve different colors, one more beautiful than the other, and when displayed have a gorgeous effect.

We have other miniatures in vitreoplast, illustrated price list mailed on application.

Leo Kaul Importing Agency
115-119 K South Market St., Chicago.

CARD MEN ACE BLADES AT FACTORY PRICES

Here are the kind of blades that sell and repeat. Leather-strapped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Must name for free blade and profit details.
ACE BLADE CO.
Dept. 55, 68 E. Eagle St., Buffalo, N. Y.

Mueller, liquid thread; Bob Fredricks, liquid thread; Carol Wanice, curlers; Winnie Ducosetti, cosmetics; Frank Pufalno, polish; Al Uiman, elastic thread, and myself, liquid thread. All are working stores on Main street. It has rained for the last 13 days. Pipe in, Ed Smith, Barney Weiner, Oscar Mandell, Irving Isenberg and Dick Wilson."

LESTER REYNOLDS . . .
will be in the S. S. Kresge store, Lowell, Mass., week of April 29, and in the Kresge store, Fitchburg, Mass., May 5-11. He is working Everhine store cleaner. Says he would like to read a pipe from Red Bailey and Mickey and Rita Grecka.

KID CARRIGAN . . .
and young Dr. Hale have opened a new lot on Illinois street, Indianapolis. They report business very good but say the town is closed otherwise. They are working books and oil inhalant.

EDDIE (ATLAS) KONUHO . . .
furniture polish worker, pipes that he's opened Eddie's Variety Store on the main stem in Nanticoke, Pa., and he invites any hard-working pitchman to use his walk-in from the street.

FRED H. HACKWORTH . . .
pencil his first pipe in over a year from Crescent City, Calif. He has been in California the past 14 months and reports biz good and on the up grade. Everyone seems to have money, he says.

CONSISTENCY and conscientious presentations to their tips are the bywords of successful pitchmen.

PADDLES MACK McCULLOM . . .
worked a downtown Cincinnati parking lot last week with paddles and the coin ring trick to satisfactory business.

REPORTS FROM CHICAGO . . .
indicate that Jane Cook is clicking with a perfume demonstration in Neisner's in the Windy City.

MANAGING TO CORRAL . . .
his share of the lucro with rug cleaner in downtown Cincinnati's best pitch location in George Haney. During his spare moments George is furthering plans for a nation-wide mail order set-

up, which he will operate in conjunction with Paddles Mack McCullom.

BYRON J. I. DEAN... herb exponent, is working the Green Store, Butte, Mont., to reported lucrative takes.

SAY! CHARLEY COURTEAUX... What's doing? Still in Youngstown, O.?

MRS. GENE FULTON... perfume worker, has her demonstration working to okeh takes in Neisner's, Oak Park, Ill.

CURRENTLY PURVEYING... cleaners in the Green Store, Milwaukee, is Harry Goodman.

CRYSTAL WORKER OF NOTE... J. W. Hendricks is clicking with the item in the Grant Store, Madison, Wis.

EVERYBODY HAS IDEAS. Let's have yours. The best way to understand things is to talk them over. The best place to discuss them is in the Pipes Department. That's what it's for.

BARNEY KAPLAN... pipes from St. Louis; "The Police Circus here ran from April 10 to 23 and boys came in from all over the country but could not get on. All they want here are home boys. There were two crews working, Red McCoy and Steepy got the inside and Big Jake got the outside. Last named had a good crew of outside road men, too."

Pitchdom Five Years Ago

Ray Herbers was in Rock Springs, Wyo. He had been working territory in the Rockies to good biz... Chief Johnny Vogt left Peoria, Ill., for Chicago after working Peoria for a month. Dick Woolley was going strong on the streets in Peoria, and two newcomers to the field, Bob Henley and his buddy, mopped up with blades and whistles there...

OUR SLOGAN FOR OVER 24 YEARS WE ARE "NEVER UNDERSOLED" has given us a tremendous following NOW... We challenge every Buyer to make us prove it. See competitor's catalog... Send us the orders with their prices and in every instance we guarantee you better values. Our line consists of Razor Blades, Toiletries, Shoe-Lace Merchandise, Notions, Novelties, Gifts, Stationery and Dress. UNIVERSAL WHOLESALERS Customers Note: Through special arrangement all orders for UNIVERSAL WHOLESALERS shipped by air. Deposit of 25% With A. C. O. D. Over. Send ALL ORDERS TO NEW YORK ONLY. MILLS SALES CO. 101 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

AGENTS! BIG MONEY SELLING TO COLORED Men and women wanted to sell Colored People. Earn up to \$40 week full time or \$15 week spare time. Be our Agent for Sweet Georgia Brown Hair Beautifier, Face Powder, Bleach Cream, Ice-Cream, Perfumes—300 Products. No experience necessary. We show you. GET THESE 3 PACKAGES FREE! Just write today for Free Samples and Money-Making Agents Order. VALMOR PRODUCTS CO. 2261 Indiana Ave. Dept. A-112, Chicago, Ill. 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. 108 North 7th St., St. Louis, Mo.

Calif. Show was carrying 14 persons... Tom Sgourney was in Louisville on the last leg of what he termed his most successful Coast-to-Coast trip... Chic Denton had just worked Hammond, La., a strawberry town, to slow biz... Bob DeVore was working sharpeners in Peoria, Ill., where Frank Vall was working solder... Doc George M. Reed was in poor health and had closed his chain store at Butler, Pa., April 6... Andy Stenson was working for Louis Colmes, who was running an auction sale in New York under the supervision of Joe Silverberg... Effective April 15, North Dakota required all commercial men using an automobile from which to conduct their business in the State to obtain a State auto license. Larry Larson had to have a \$14.50 set of license plates for his 1934 Ford coach. For heavier cars the fee was higher... Doc George Blue closed a good two weeks in South Bend, Ind., and moved on to La. Fayette... Frank Libby had just arrived in Buffalo from Toronto, where he had spent two weeks and found it plenty tough. Buffalo was in good shape. Many street corners were open to a soldier's reader and shops were working well... Little Doc Roberts was busy dressing up the lot for the spring opening on the city market lot in Oklahoma City. A new light plant was being installed and a larger stage was under construction. Show was under direction of Eddie Deloy... That's all.

Events for 2 Weeks

- April 29-May 4 CALIF.—Lodi, Legion Picnic, 4-5. Los Banos, May Day Celebration, 3-6. Oakland, Garden Show, 1-3. CONN.—New Haven, K. C. Circus in Arena, 29-May 4. FLA.—Webster, Tomato Festival & Carnival, 2-4. GA.—Atlanta, Horse Show, 3-5. ILL.—Chicago, Natl. Premium Expo, 29-May 5. IND.—Fr. Wayne, Dog Show, 4. Gary, Dog Show, 4. KAN.—Leavenworth, Dog Show, 1-2. MASS.—Boston, N. E. Drug & Health Show, 30-May 4. MISS.—Cairo, Northwest Miss. Fair & Horse Show, 30-May 3. West Point, Northwest Miss. Live-Stock Show, 30-May 3. MO.—St. Joseph, Apple Blossom Festival, 2-4. Springfield, Dog Show, 4-5. N. J.—Trenton, Dog Show, 5. Haledon, Old Home Week, 29-May 4. N. C.—Charlotte, Home Expo, 1-4. OKLA.—Ownton, Pioneer Day & Panhandle Stampede, 1-3. PA.—Philadelphia, Dog Show, 4. Hazleton, Indoor Bazaar & Demonstration Show, 2-7. TENN.—Cullerville, Cheese Carnival, Live-Stock & Dairy Show, 2-4. WASH.—Eatonville, Community Days, 2. WIS.—Manitowish, Indoor Circus, 2-4. Sheboygan, Indoor Circus, 2-4. CAN.—Amherst, N. B., Cumberland Motor Show, 1-4. May 6-11 CALIF.—Fresno, West Coast Rolyrs, 11. Hanford, Pioneer Days, 10. Oakland, Mills College Horse Show, 10-11. Oakland, Travel, Vacation, Playland Expo, 4-10. Sacramento, Horse Show, 10-11. San Francisco, Natl. Hobby Show, 8-12. Sonoma, Mother Lode Rodeo, 12. ILL.—Rock Island, Amer. Legion Celebration, 6-11. MASS.—Pittsfield, Food Show, 6-11. MICH.—Benton Harbor, St. Joseph & Benton Harbor Blossom Festival, 6-12. MO.—Joplin, Dog Show, 9. Kansas City, Sportsman's Horse Show & Expo, 6-13. Kansas City, Dog Show, 11-12. N. J.—South Orange, Dog Show, 11. O.—Columbus, Dog Show, 11-12. OKLA.—Tulsa, Dog Show, 7. PA.—Ekins Park, Dog Show, 12. Holopole, Firemen's Street Fair, 6-16. Philadelphia, Rodeo at Arena, 6-11. TENN.—Humboldt, W. Tenn. Strawberry Festival, 8-10. TEX.—Dallas, Dog Show, 12. Bretham, Malfest, 9-10. Pleasanton, Panhandle Plains Dairy Show, 7-11. VA.—Bristol, Dogwood Festival, 8-10. WASH.—Spokane, Jr. Live-Stock Show, 3-10.

POCKET FLASHLIGHTS

bulbs. Flashlights are American made. Batteries have a life span of about three months under normal conditions. With new low prices being offered on these items, indications are that the demand will exceed expectations. Firms handling these lights include U. S. Electric Mfg. Corp., Micro-Lite Co., N. Shure Co., Spors Co., and Joseph Hagin Co.

CORRAL

(Continued from page 35) six months with a broken pelvic bone, the result of being thrown by a bronk. COL. JIM ESKEW, of the J. E. Ranch, will direct the first annual championship rodeo at the Arena in Philadelphia. Matinee will be held Wednesday and Saturday during the run. Rodeo Association of America rules will govern the contests.

CIRCLE X RIDERS, Inc., are in Winchester, Ind., planning unit's opening there, according to Vaughn Chenoweth. Site for the rodeo is a former tourist camp and roadside inn and preparations are now under way for construction of an arena and grand stand. As a charter member of the organization, Chenoweth will furnish some equipment and will assist in publicity and promotion work. Dick Lennoux was elected president and A. Reed Abel secretary.

A2Z RODEO and Wild West Show will open soon at Jackson, Mich., according to word from quarters there. Unit plans to play week stands under auspices and moves from Jackson to Lansing, Mich., and then into Ohio, Pennsylvania and New York. Equipment is new and show will have a seating capacity of 2,500. Unit will move on trucks. Staff includes H. L. Fubert, managing director; G. W. Chapin, general agent; Frankie Bland, advance press and promotion agent, and John (William) McDonald, advertising agent. Jim Hart will have the billing crew.

WITH AWARDS totaling over \$3,500, Shreveport's (La.) Annual Spring Rodeo, sponsored by Louisiana State Fair Association, will be conducted under South-west Rodeo Association Rules. T. E. Robinson Rodeo officials announced. Two shows a day are scheduled. In Shreveport to help ballyhoo the show were Logan Jarnigan, trick and fancy roper; Pete Adams, announcer, and Vaughn Krieg, Alice and Mario Greenough, cowgirl bronk riders. They are also aiding in setting up the arena and making personal appearances before civic clubs. Clyde Miller's horses will be used in the quadrille.

FOUR CONTESTANTS were awarded saddles and shares of the \$3,685 prize money in the final session of Cleveland's third annual American Legion Rodeo. They were Mike Fisher, bulldogging; Kid Fletcher, steer riding; Bart Glennons, bronk riding; Leo Huff, calf roping. One of the largest fields of entrants in event's history was entered. Prize money also was the largest, providing daily prizes of \$108 for the top man of each event; \$81 to \$54, second place; \$40 to \$36, and \$27 to \$13, fourth place. Save for Curly McCall, trick rider, who broke two ribs early in the week, there were no injuries.

Day money winners: Steer Riding—first go round, Jim Whiteman, Kid Fletcher, Rock Parker, Jack Whitley. Second go round, Kid Fletcher; Hubert Sandell and Robert Flowers split second and third, Mitch Owens. Third go round, Ken Roberts; Felix Cooper and Buck Dowell split second and third, Buck Wyatt. Fourth go round, Gerald Roberts, Jim Whiteman; Kid Fletcher and Fritz Becker split third and fourth. Bronk Riding—first go round, Wayne Loucks; Frank Finley and Bart Glennon split second and third; Gerald Roberts and George House split fourth. Second go round, Ned Ferraro; Paul Gould, Milt Moe, Jerry Ambler and Louis Bronks split second, third and fourth. Third go round, Bart Glennon; Louis Brooks, Jerry Ambler and Pat Plaskett split second, third and fourth. Fourth go round, Ken Hargis, Mitch Owen; Wayne Loucks, Ken Roberts and Paul Gould split third and fourth.

Calf Roping—first go round, Buddy May, Ike Rude, Amye Gamblein, Pat Parker. Second go round, Ike Rude, Harry Hart, Tommy Smith, Leo Huff. Third go round, Jack Skipworth, Jim Snirely, Leo Huff, Amye Gamblein. Fourth go round, Buddy May, Jack Skipworth, Pat Parker, Leo Huff. Bulldogging—first go round, Hub Whiteman and Homer Pettigrew split first and second, Mike Fisher, Doc Blackstone. Second go round, Homer Pettigrew, Jim Whiteman, Mike Fisher, Whiteman. Third go round, Ted Mosse, Mike Fisher, Bill Parks, Louis Brooks. Fourth go round, Buck Jones, Jack Wade; Milt Moe and Homer Pettigrew split third. Entrants as officially given by rodeo secretary Bob Mathews: Kid Fletcher, Tom Knight, Lee Ferrante, Leo Thorn, Mitch Owens, Wayne Loucks, Ken

Roberts, George House, Ken Hargis, Hubert Sandell, Robert Flowers, Tom Mix Ekew, Buck Jones, Paul Gould, Paul Denmore, Chet McCarty, Buck Dowell, Pat Plaskett, Bart Glennon, Mike Fischer, Jack Skipworth, Dee Burk, Ray Marity, Jack Kennedy, Bud McMackin, J. R. Lund, Glen Tyler, Frank Monroe, Rock Parker, Milt Moe, Tommy Horner, Jerry Ambler, Junior Eskew, Jack Watley, Dick Steppert, Ned Ferraro, Bill Parks, Ed Davis, Slim Walsh, Mary Parks, Frank Quirk, G. K. Lewallen, Pat Parker, Orville Stanton, George Finley.

Charlie Smith, Harry Hart, Ted Mosse, Jimmy Hayden, Eddy Hovencamp, Jack Twait, Ike Rude, Frank Antry, Louis Brooks, Buddy May, Buttons Yonick, Col. Jim Eskew, Fog Horn Ciancney, Dolly Eskew, Herbert Maddy, Mary Louise Randolph, Chief Onelda, Ruby Roberts, Pat Ciancney, George Ward, Heppy Nichols, Shorty Long, Johnnie Davis. Ted Allen, Amy Gamblin, Leo Huff, Frank Finley, Carl Voothrees, Gerald Roberts, Curly Hatchell, Fritz Becker, Lonnie Allen, Bob Murray, Doc Blackstone, Pee Wee Morris, Buck Wyatt, Felix Cooper, Andy Gibson.

R. E. Doubleday, Mildred Mix Horner, Theo Thinnus, Percina Morris, Helen Hammerschmitt, Chip Morris, George Adams, Evelyn Cullen, Larry Cullen, Buddy Mefford, Spike Tinley, Brahma Rogers, Carl McCall, Rabbit Quirk, Bill Sawyer, Roscoe Armstrong, Claire Thompson, George Cotton, Frank Brown, Joe Barnett, Happy Nichols, Lucky Boy Williams, Ralph Aquino, Tom Scaramuzzo, Jim Kennedy, John Henry, Johnny Walsh, Red Hammerschmitt and Odeus Cowart.

CIRCUS SAINTS-SINNERS

(Continued from page 35) guy, Norman Bel Geddes, the Futurama artist, will be a hard one to initiate, but the committed has made an early start and it can be seen in session frequently at the Hotel Astor in dead earnest trying to think out comedy material. Some day we will relate how these things are worked out. It is a revelation how out of a gang of comedians without a thought suddenly there evolves a great initiation full of belly-laughs.

Dexter Fellows' Tent: We wish we could adequately describe all that happened on the day North was initiated into membership on April 10 at the Hotel Astor. Nearly 700 persons crowded onto the lot, some from all over the United States. F. Dartus Benham, founder of the tent, walked around dolled up in an equestrian director's suit. He thought he was the only one dressed that way until the club sprang a surprise on him and produced two others similarly dressed. It created quite a laugh. Then there was the new barker's stand, with its patent front, so that whenever Prexy Hoffman thought "Bill" was barking too much, he just pulled a rope and "Bill" was inclosed so that no one could see him. North was part of the huge parade that brought him into the lot. Parade was led by Merle Evans' Band of 30 pieces and one only realizes the volume of this band when he is close to it.

Buddy North was there and others from the Big Show. Freddy Benham was in a howdah and was brought in by eight members dressed as clowns. Then came Frank Buck leading a huge Gargantua skin, the skin being filled with John Ringling North. There was a great show (too many dogs) put on for the benefit of John and then a collection was taken up to go towards the Dexter Fellows' Memorial, preceded by talk by Prexy Hoffman and Benham. Tex O'Rourke, official fall guy biographer, took Johnny in hand and we were glad to hear him reminisce about old circuses. After that Johnny was dressed in a derby hat and a checked coat, tied to a board and around him were put china plates. O'Rourke, loaded with blue-nosed, ivory-butted sixguns, then stood about 25 feet in front of the target and fired at the plates, breaking them one after another. When Johnny took his place on the dais he breathed easily, for, not having a ticket to sit on the dais, which was behind a tent, he was made to crawl under the canvas and as he did so loaded slapsacks played their parts. Splendid door prizes were given at this luncheon. The two huge banners, donated by the Strobbridge Lithographing Co., added much color to the decorations. This affair will long be remembered, and we must say, too, that Professor Sharon Stephens' Dexter Fellows' Tent band also did a swell job.

Hartmann's Broadcast

IN THIS pillar, issue of April 6, we stated that 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 Laredo (Tex.) Times*, and was written by Frank J. Lee, press agent of the Greater United Shows.

This item prompted Frank Rieble, ticket seller and press agent of Al O. Barnes' Circus for six years and now employed on *The Banner-Herald*, Athens, Ga., to send us a large batch of clippings from *The Augusta (Ga.) Herald* (daily) concerning Capt. Frank Cushing's Death's Holiday Thrill Circus. Accompanying the clippings was a letter in which Rieble said, in part:

"I have a few facts here that will no doubt interest Frank Lee and other press agents on the road. *The Augusta Herald* gave Death's Holiday Thrill Circus 365 column inches on its front page and 454 column inches inside, a total of 823 inches, between February 14 and March 13, without one cent of paid advertising figured. Many pictures were run and feature writers of the paper had many long articles.

"Little Marjorie Bailey, while working on her high pole, drew 25,000 people to block the streets in this small town of Augusta. Capt. Frank Cushing, Miss Bailey and the entire troupe of Death's Holiday showed to a very satisfactory crowd the first day of the Central Labor Union celebration at Greene's show-grounds after the free exhibition downtown, but were rained out the balance of the week."

We started to measure the clipped material from *The Augusta Herald*, counted up to 500 inches, got tired and quit. Not an issue was missed between February 14 and March 13. It is not fair, however, to compare this publicity showing with that made by Frank Lee for the Greater United Shows without any newspaper tie-up, altho the record is something to crow about also.

Some of the publicity in *The Augusta Herald* had the appearance of display advertising, but this space was donated due to the paper having tie-ups with the Central Labor Union, under whose auspices the thrill circus appeared. Marjorie Bailey did her high-pole act atop *The Herald* building several times a few days the week before the show at Greene Stadium, and at the opening (and only) matinee at the stadium children of all local institutions and others unable to pay were guests of the newspaper.

WE CAN'T believe it, but a reader who asks that his name be withheld writes that on a tour last winter he noticed where a circus manager had about 20 men in winter quarters and that because the manager was unable to meet the nut of \$3.50 or so a day to feed the men, he decided to send them out to hunt odd jobs with the understanding that they were to give up half of what they earned to him.

What have the workers in question to say? Were they satisfied and did they follow out the plan voluntarily? If so, who else should care, even tho we don't think that a manager with such funds that won't permit of decent living conditions for his workers should be in show business as an operator?

ALTHO in his 70th year, Dick Collins can still make some of the younger generation step if he has to when going after space in the daily press. Dick, as some of you readers probably know, is now press agent of the Art Lewis Shows, a railroad carnival for the first time this year, and he has been landing oodles of space in *The Virginian-Pilot* of Norfolk, Va., where the show has wintered. This is something when one considers that *The Virginian-Pilot* is the oldest and most conservative paper in the Old Dominion. It recently celebrated its 75th anniversary.

Since Doc Waddell has retired, Dick feels that he is the oldest active press agent in outdoor show business today. Dick doesn't like to be referred to as a public relations director, director of publicity or director of anything. What was good enough for Tody Hamilton, Dexter Fellows, Frank Braden and such

men as these, plain p. n. is good enough for him, he says.

Getting back to Norfolk, it will be recalled that Dick was press agent for the amusement zone at the Jamestown Exposition in 1907, laying claim to being the first one on the pay roll and the last one off—about a year and a half of very happy recollections.

Dick is not new around the Art Lewis Shows. He exploited Lewis and press-agented him thru Canada. He declares that the Lewis show this year is really new from the ground up, with the sole exception of the train, which was formerly used by the Hagenbeck-Wallace Circus, and that this looks new, too. He says he has an office that is more like a big business man's sanctum than a press agent's wagon. Adjoining his office is the show's ticket office, and in the other end of the wagon is Lewis' private office.

Dick during the past winter was an inmate of three hospitals. He feels now that he has been cured, with the exception of his eyes, which are in bad shape because of the belladonna he has been taking to heal his stomach ulcers. He was told, however, by his doctors to expect this eye trouble and that as his stomach improved his eyes would recover their normalcy. This he finds has been coming to pass.



The High Sign

A READER in Wichita, Kan., noting the existence of a midway password, "I'm with it," wonders why there can't be some sort of identification for carnivals thumping their way hither and yon. "Many of the boys," he says, "hitchhike to and from the shows. I, for one, own a car. If some kind of sign were to identify a carnival hitchhiker, I'm sure the boys would be given official recognition on the roads and highways."

The correspondent suggests a feather in hat or hoods or a hat brim turned up, or anything else that could become standardized and easily recognizable. It sounds very practical, but before long outsiders are bound to become aware of the "office" and mooch themselves in on a good thing.

Recently we said there's no reason why the headless-girl illusions shouldn't continue to lure more patrons and thus more folding money. There's a note in the mail from a reader whose name we can't decipher who claims various exposes of the illusion tend to wash them up as pay attractions. It is claimed that an attraction playing the South charged a nickel as a blow-off to show how the gag works and that about 95 per cent of the customers paid the extra tab to grab themselves some cheap education.

It brings up the old question of whether an expose helps or hurts. Many will recall the exposures in large display advertisements made by a major cigaret company in connection with magic tricks. There was quite a fuss at the time, which was about eight years ago, but the average person who read the ads couldn't tell you today, or even at that time, before his memory dimmed, how the tricks were executed. Even if he could, what about it?

If, as the correspondent says, there's money being made on the headless girl as a blow-off expose attraction, that's show business, too. At any rate it's doubtful whether the revelation will affect the box-office allure of the illusions when put on as sight attractions. Having been wrong before, we have no doubt that we are again battling par for the course.

A nine-foot granite shaft memorial was unveiled in New Britain, Conn., on April 24 as a tribute to Dexter Fellows, of the Ringling-Barnum circus, whose heart stopped beating in Hattiesburg, Miss., on November 26, 1937, following a long and distinguished life as big-top press agent and personality extraordinary. The ceremonies at Fairview Cemetery, where a great man is interred,

were led by former governor Harold G. Hoffman of New Jersey, who is president of the Dexter Fellows Tent of the Circus Saints and Sinners Club of America. At the top of the shaft is a frieze representing a circus tent and on the facade a silhouette of Old John, the elephant which Dexter always spoke about as he went up and down the country peddling his incomparable wares to city editors and photographers. Beneath the pachyderm is a profile in bold relief of a drawing of Dexter by Bob Davis, of *The New York Sun*. An inscription on the monument, by H. L. Phillips, also of *The Sun*, says:

"He made the hearts of children leap.
He made both young and old
Their faith in childhood fancies keep
By circus tales he told."

The monument was unveiled by P. Darius Benham, organizer of the tent and friend of Dexter's, and others who attended the ceremonies were William P. Dunn Jr., John T. McManus, Harry W. Hataing and Fred P. Fitzer, vice-president of the tent.

It seems odd that representative executives of the Big Show did not turn out to pay tribute to a man who was perhaps its most famous employee, performers included, and who did more than his share in bringing money to its box offices. Perhaps we shouldn't have mentioned the word money. Unfortunately, however, it was lack of the same which retarded the ceremonies until nearly two and a half years after the death of Dexter Fellows.

In order not to break the skein of 53 successive years of operation, a movement is on foot to conduct a grandstand show and midway at the Central Canada Exhibition, Ottawa, canceled by the directors owing to the war. The militia has taken over the exhibition buildings, but there is said to be a possibility that the grand stand and carnival features can be staged without hampering the army's work. If this comes about it will be striking proof that there is no blackout on entertainment in a nation at war, and Ottawa, capital of the Dominion, is a strategic point where such proof is particularly needed.

Notes From the Crossroads

By NAT GREEN

THE thousands of people who nightly watch Albert Spiller's seals go thru their paces in the Chi Stadium circus can not appreciate the splendid job of training that Spiller has done in a few months, for they are unaware that these seals are new and not the group Spiller worked for several years. Last December Spiller was in an accident in which he was injured and his seals and paraphernalia were lost. As soon as Spiller had recovered from his accident he framed a new act and started rehearsing a group of "green" seals. Now, less than four months from the time he started training the animals, he has them working like veterans.

The Thrill Day season is at hand and the boys who put on spine-tingling stunts are getting ready for their initial 1940 shows. Pat Purcell was in town last week and after taking in the Stadium circus departed for Springfield, Mo., where the first Jimmie Lynch unit opens May 5. Earl Shipley, in charge of the clowns at the circus, will leave a few days before close of the engagement to join the Lynch outfit. Flash Williams and his manager, Al Sweeney, have left for the East, where Flash has a number of New York State engagements. "Whitey" Harris, now clowning at the Greater Olympia Circus, leaves next week to again be with Lynch's New York World's Fair unit.

Guy Moore, of Lanquay Costume Co., well known among show folks, will be wearing a cast for some time as a result of being hit by an auto and sustaining a bad break of the left shoulder. . . . W. L. Harteler, sound man, and Rube Liebman and Lee Overland, of the Barnes-Carruthers field force in from Iowa for a few days on his. . . . Harry Chipman, manager of the advertising car and general press agent of Wallace Bros. Circus, postcards from Wheeling: "We have a swell show this year and I have a hunch we'll elick if we get a break on the weather." . . . R. L. Lohmar of the ACA becoming so streamlined he's going

MEN and WOMEN

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to have to see his tailor. . . . Arthur Wirtz will make a brief business trip east next week. . . . M. H. Lavine, Superior (Wis.) fair man, in for a couple of days on his way home from an extended southern trip.

Too bad union rules wouldn't permit Izzy Cerrone to use his own band at the Stadium circus. Izzy fronts a local pick-up band and is doing as well as could be expected with such an outfit. With his own boys he could do a first-rate job. . . . Frank Buck's jungle camp at the circus is attractively set up as a free attraction and is attracting a lot of attention. Ranged around the Stadium lobby, the exhibit, mostly birds and monkey with a sprinkling of larger animals, is a center of interest before and after the show. T. A. Loveland is supervising the exhibit. . . . Jack Duffield left last week by plane for the West Coast, Frank F. off again for Flushing Meadows. . . . Frank Burke planned in from the East Thursday (25) on Paul Whiteman business. The "swing king" probably will play Chicago shortly. . . . J. C. McCaffery off for Joplin, Mo., Wednesday (24) to visit the Henries show. And from Joplin Burt Wilson writes: "The Cannon Hotel lobby tonight looked as if the Magic Carpet and the Atwell Luncheon Club had been moved here. Harry Henries, Jimmie Simpson, Ralph Clawson and all the boys on hand. Also Joe Lewis and wife, in to work the Fiesta. Two carnivals here, Henries and Snapp. Almost as good as a circus." Commenting on the Fitch Bandwagon program on the air, on which Merle Evans and his band and other circus folks appeared, Wilson said: "The circus will never die as long as kids laugh and applaud as they did that night." . . . Had any confirmed New Yorkers been around the Hotel Sherman lobby last week they would have been more than ever convinced that what they refer to as the Fur West—meaning Chicago—is still inhabited by the Redskins. Bucks, squaws and papooses in full regalia cluttered up the lobby, reason for their presence being the Wisconsin Outdoor Show displaying the vacation advantages of the Badger State.

Truck and Trailer Legislation

CINCINNATI, April 27.—Art Lind, a showman playing the New England States, writes: "Cars bearing other than Massachusetts license plates are trespassers on the highways of this commonwealth after a period of 29 days. Massachusetts will not reciprocate with any State. Compulsory insurance here seems to cause much carelessness in driving."

Saskatchewan Looks Good

REGINA, Sask., April 27.—War in Europe and present crop prospects indicate that Saskatchewan will be a good show spot this year. Since Germany took over Denmark Saskatchewan farmers may be called on to step up their production of butter, eggs and bacon. Confiscation by Germany of Danish production will probably shut off about 40 per cent of Great Britain's egg imports and 25 per cent of her butter imports. It is considered that Canada will be called on to increase its exports to compensate for the loss of these Danish products. Already prices have started to move up.

Liked Special Articles in Spring Number; Corrects

Editor of *The Billboard*:

I read with great interest the story, "Taps for Circus, Unless—" by F. A. Sullivan, in the Spring Special Issue of *The Billboard*. There is much to be said of the circus. It is my opinion that people are still very much interested in it.

Here in Madison I am asked a half dozen times a day: Will the Ringling show visit Madison this summer and when will it come? No one asks when is the circus coming, but rather when is the Ringling circus coming. Also, I dare say there is not another city in the country that gives the Ringling circus more publicity than Madison. A local paper even carried a New York review of the Ringling show, and a fine review at that. Pretty early in the season for a Ringling review, especially since the show will not be here for several months. Furthermore, we in Madison right now can guarantee that we will give the Ringling show a big day's business. Also, we have a radio station here in Madison that reaches all parts of the State and we can get all the free time we want for Ringling publicity. I dare say that what is possible in Madison is possible in every city. I will also venture to say that Madison is one of the toughest cities for any amusement attraction to make good in, but the Ringling show never fails to click. Everyone who has seen or had dealings with the Ringling circus certainly knows the reason.

I also read with great interest the article, "History of Famous Parade Wagons," by Robert D. Good. To clarify the record I would like to make a few corrections. I have in my circus collection the original statement of the purchase of some of the wagons, checked personally by Otto Ringling, and the receipted bills. The tableau wagon Great Britain was built by the Bode Wagon Co., Cincinnati, in 1903 for the Ringling show at a cost of \$1,500. The tableau wagon Germany was built by the same company in the spring of 1903 at a cost of \$1,900. The tableau wagon Russia was likewise built by this company for the Ringling show at a cost of \$1,900, as was the United States tableau in the spring of 1903 at a cost of \$1,500. That same spring this company built for the Ringling show a glass snake den at a cost of \$850 and an organ wagon at a cost of \$1,425. This company was located at 1653-1657 Central avenue at Livingston street.

Moeller & Co., Baraboo, Wis., as the article stated, did build a great many wagons for the Ringling circus, including the famous chimera wagon. The bells of that wagon were cast in Milwaukee.

In the early days there were many circus wagon builders at Delavan, Wis., and wagons were built in that city for circuses in various parts of the country. Also in the days gone by many shows took to the road from Delavan.

SVERRE O. BRAATHEN.

Madison, Wis.

Gives Dope on "Firsts" In Wire-Walking Realm

Editor of *The Billboard*:

In the Out in the Open column of March 30 I note an argument here in Providence regarding the first to do a forward and back somersault on the wire. In the '90s the first person was, I believe, Eino Eddy, who used a balancing pole, finishing his act by turning a back. He used a hump rope, not a wire.

Then came Cadlee and the Great Cadieux; both turned backs on a wire cable, using balancing pole. This was about 1900. The first to turn a back on the tight wire using an umbrella was a member of the Youngman Family, a German wire act brought to this country for the Sullivan & Conditine Circuit. (This confirms statement made by Euse Dyer, of Providence, in the column under discussion.—Editor's Note.)

About this time also Roy Skinner was doing a back handspring and cartwheel, as were the Eddy Family and Togan and Geneva. The first to turn a forward somersault on the wire without pole or umbrella was Con Coltrano, so credit should go to Con for being the originator of this daring trick.

The Naitto Family, who appeared in Providence recently, were the first women to do both a forward and back. I stand to be corrected by anyone who can present other facts on the first to do

backs and forwards on the wire. I first appeared as a wire cyclist in 1902 at Tony Pasator's with my wife. We were the first couple to do a combination tight and slack wire cycling act.

Providence, R. I. DAN VALADON.

Circus Historical Soc. Notes

NORTH PLATTE, Neb., April 27.—Bill Green Jr., of Washington, Kan., will have his circus collection on display at the home-coming in that city. He was appointed chairman of hobby exhibits.

A scenic photo by Walter Pietschman, of Detroit, won the grand award at the 1940 salon of the Chrysler Camera Club in that city. A recent portrait of Lou Jacobs, Big Show clown, by Don Smith, president of CHS, carried away a merit award in the same show.

Mrs. Betty Leonard has written article, illustrated, on her first show for the coming issue of Spec.

All CHS members thank Fred Pitzer, national secretary of the Circus Saints and Sinners, for the moral support promised in a recent letter.

Art Stensvad and Don Smith are having miniature United States and Belgian wagons made. Don hopes to exhibit his in the Detroit Hobby Show. Art's wagons will be exhibited locally in August when his Campbell Bros. Circus will have its opening.

Charlie Campbell, Sylvia N. C., CHS, and Art Stensvad, CHS of North Platte, Neb., thank Circus Fans for keeping their Campbell Bros. & Stensvad Combined Circus going. The show has been traveling since January.

Don Smith's collection of old-time circus photos will be on view to the public for the first time at the Detroit Hobby Show in the J. L. Hudson Auditorium.

All collectors of Circustiana who are interested in this organization may write Walter Pietschman, 7337 Third avenue, Detroit. He is secretary-treasurer.

Model Makers Organize

LONDON, April 20.—British builders of fair-ground devices and circuses in miniature have been brought together by Edward Graves, London representative of *The Billboard* and *World's Fair*, organization being titled Showland Model Makers' Association. Proxy is Alderman Patrick Collins, doyen of British showmen. Exchange of correspondence with American model makers is invited. Letters should be sent to Secretary Fullbrook, *The Billboard*, Cromwell House, Fulwood Place, London, England, W. C. 1.

PERU PICK-UPS

(Continued from page 35)

vate Pullman is stored at Russell coal yards in downtown district.

Two big trucks moved into the city week before last with a consignment of wild animals from the Ringling-Barnum show at Madison Square Garden, New York. In the shipment were giant hippo, Chester; Hannas, hybrid zebra, two leopards, four zebras, two tigers, one ibex, two Abyssinian asses and collection of rare birds and monkeys. Animals will replace those lost in Cole Bros. winter quarters fire.

R. O. (Dick) Scatterday, when stopping off here, reported that his Gladstone bag, containing clothing and valuable circus files and papers, was taken from his car while parked downtown.

Earl (Irish) Greer is here from Rochester, Ind., and is acting menagerie superintendent. Cat and wild animals are arriving daily from Frank Buck and others, and zoo is getting much publicity in the press.

Drivers who stopped here en route to Rochester were Joseph Hayes, 8-up; Charles Gable, 6-up; Ted White, Curly Martin, Roy Baker and Henry Helms.

Russell Bros. Circus billed Loganport, Ind., for May 7, but put up no opposition paper in Peru or towns adjacent to Rochester.

Mr. and Mrs. Arnold Maley are here from New York.

Stated that R. J. Lawell will be with Cole Bros. in the advertising department. Walter Perry, concessioner, is here from Columbus, O.

C. H. Marsh, Circus Fan, saw the St. Louis Police Circus.

Information has been received here that Cheerful Gardner, elephant trainer, suffered a broken leg while working bulls at Goebel's Animal Farm on the Coast.

James (P. A.) Bennett, day watchman

at the circus farm, will be 90 years old May 10. Friends are planning reception for him.

Eddie Woekener, back from indoor dates, states he will have a 15-piece concert band and callope. First appearance of new organization, now rehearsing here, will be at Terre Haute, Ind., with a circus under auspices of Trades Labor Association. New band is union affiliated.

Ray Marsh Brydon has five big semi-trailers at Cole quarters in Rochester. Tommy Poplin, circus electrician, has installed new electric light plant in one and another is being converted into a traveling hotel. Stated that Brydon, now playing indoors, will open his World Exposition Shows under canvas about May 15.

New Cole attaches here are C. A. Fisher, Robert Whalen, Tex Brown, Leonard Kennedy and John Lowery. Last named is assistant to John Austin, pony superintendent.

Gene Weeks, Cole concession superintendent, is here from Rochester.

William Britton and five assistants are readying five flat cars for shipment to Baltimore, for Ringling-Barnum.

CIRCUS FANS

(Continued from page 35)

circus, and I mean grand! This does not look like the circus is dead."

The James E. Cooper Top of Washington, D. C., took two boxes at the opening of the Wirth Circus there and some 20 fans assembled.

Sir Cedric Hardwicke, well-known circus fan, is at Williamsburg, Va., where a picture entitled *The Honors of Virginia* is being made.

Dr. William Mann, who is in the interior of Liberia, is expected to sail for home the latter part of May.

Still Working on Stamp

The committee headed by Sverre O. Braathen, of Madison, Wis., appointed at the last convention to make an effort to obtain a commemorative stamp of the circus, is still pegging away and has hopes that it will be issued. "For Your Information," column conducted by M. Oakley Christoph in *The Hartford (Conn.) Courant*, mentioned their efforts in its issue of April 23. The *New York Times* of April 21 carried an article that said in part: "Meanwhile, behind the scenes it developed that the current flood of commemorative postage stamps will be increased by one based on the circus—if a man named Sverre O. Braathen, of Madison, Wis., has his way. Mr. Braathen described by a circus spokesman as the 'hottest thing in America as a circus fan,' is a member of the law firm of Sachtjen, Braathen and Forkner, of the Wisconsin capital."

Fred W. Schlotzhauser, of Oquawka, Ill., attended the circus at the Stadium, Chicago, Sunday night, April 21. He states that this was the 10th indoor circus he has seen in Chicago since 1929. Tomorrow he will go to Benld, Ill., and catch Russell Bros. Circus.

Circus Fans writing *White Tops* were very enthusiastic about Marie Evans and his Big Show band on their broadcast on the Bandwagon Program April 21. Beverly Kelley and the clowns also came in for much praise.

Walter B. Hohensadel, of Rochelle, accompanied by Melvin Olson, attended the matinee performance of the Chicago Stadium Circus April 21 and renewed acquaintances with Bumpy Anthony, Happy Kellems and Eddie Ward, among others.

ROUTES

(Continued from page 22)

Newell & Steger (Warwick) NYC, h.
Niles & Joan (Stark) Phila, h.
Niska (Music Hall) NYC, t.
Niva, Vera (Stage Door) Phila, h.
Nordstrom, Dagmar (Chez Harry) NYC, h.
Norman, Karyl (Frontenac) Detroit, h.
Normandie Beeps (Broadmeor) Colorado Springs, Colo., h.
Novak, Wilma (Stamps) Phila, h.
Novellus, Pour (Venice) Phila, h.
Nunn, Claire (St. Francis) San Francisco, h.

O'Connell, Helen (Pennsylvania) NYC, h.
Old New York Quartette (Hunter) NYC, h.
Oppenheim, Harold (Chez Harry) NYC, h.
Ortega, Helen (El Chico) NYC, h.
Osborne, Phil (Gay '90s) NYC, h.

Paige & Parker (Westminster) Boston, h.
Palmer, Gladys (Bartel's) Chi, h.
Palmer, Margie (Hoody) NYC, h.
Parks, Frances, Debilantes (Gayety) Cincinnati, t.
Parks, Eddie (Brown Derby) NYC, h.
Pastenes & Fanchon (Brando's) Boston, h.
Paula, Bene (Mills Morehead, Ky., 1-3, 1.
Pavlova, Olga (Westminster) Boston, h.
Peppers, Thure (Stork) Phila, h.

Perry, Barbara (Cocanut Grove) Boston, h.
Phillips, Jimmie (Smalls) NYC, h.
Pickens, Jane (Piazza) NYC, h.
Pickel, Hollis & Vernon (Edgewater Beach) Chi, h.

Pimental & Belan (Casa Maria) NYC, h.
Pisaki, Joseph (Brown Derby) NYC, h.
Pope, Glen (St. Moritz) NYC, h.
Powell, Beat (Park Central) NYC, h.
Purdy, Audrey (Old Romanian) NYC, h.

Rabner, Charlie (Cafe Society) NYC, h.
Radko Sisters, Thure (Tower) Kansas City, Mo., t.

Ramirez, Carlo (Music Hall) NYC, t.
Rascha & Mirka (Le Ruban Bleu) NYC, h.
Raymond, Martin & Lee (Hollywood) NYC, h.
Raythim Rambieri, Thure (Palomar) Seattle, t.
Reardo, Don (Village Barn) NYC, h.
Reich, June & Jerry (Chez Ami) Buffalo, h.
Reichman, Harry (Veranoes) NYC, h.
Rickson, George (Chateau Moderne) NYC, h.
Rissa, Rodita (La Conga) NYC, h.
Rivers, Tubby (Belmont) Miami Beach, Fla., h.
Robbins Bros. & Margie (Riverside) Milwaukee, t.

Roberts, Roberts (486) Chi, h.
Roberts, Whitney (Tower) Kansas City, Mo., t.
Roberts & White (Cocanut Grove) Boston, h.
Rock & Dean (Golden Grill) Hornell, N. Y., h.
Rodriguez (Montparnasse) NYC, h.
Rolicke's Trio (Bagamore) Rochester, N. Y., h.
Romona (Hollywood) NYC, h.
Ronald & Roberta (Royal Hawaiian) San Francisco, h.

Rooney, Pat (Latin Quarter) Boston, h.
Rosaban & Seattle (Ambassador) NYC, h.
Rosales, Marco (Hazel House) NYC, h.
Rose, Jean (Sawdust Trail) NYC, h.
Rosa, Allen (Brando's) Boston, h.
Roth-Verdun Jitterbugs (El Hat) Chi, h.
Royce, Rosita (Leon & Eddie's) NYC, h.
Russell, Mabelle (Brown Derby) NYC, h.

S

St. Clair, Silvia (Le Ruban Bleu) NYC, h.
St. Clair, June (El Hat) Chi, h.
Staki, Marion (Fanda) NYC, h.
Salazar, Carlos (El Chico) NYC, h.
Sallinger (Fifth Ave.) NYC, h.
Sandel, Vera (Bevoort) NYC, h.
Sargent, Jean (Lalmer) Phila, h.
Sava, Marusia (Casino Russe) NYC, h.
Scheck, Al (Padock) Miami Beach, Fla., h.
Sedley, Roy (Walton) Phila, h.
Seymour, Dan (El Hat) Chi, h.
Sharon, Julia (Stag) St. Joseph, Mo., h.
Sharon, Olive (606) Chi, h.
Sheridan, Neva (Gay '90s) NYC, h.
Shields, Ella (Sawdust Trail) NYC, h.
Shore, Willie (El Hat) Chi, h.
St. Fanny & Mule Abner (Liberty) N. Y., h.

Wilkesboro, N. C., 99; (Paramount) Hockey, May 1; (Marion) Marion 2; (Paramount) Hockey 3; (Strand) Harrisonburg, Va., 4-11.

Stiel, Seb, Trio (Beverly Hills) Newport, Ky., h.
Skellen, Ned (Chicago) Chi, t.
Slepushkin, Stephan (Casino Russe) NYC, h.
Slin & Stam (Senator) Phila, h.
Smeek, Roy (Earle) Washington, D. C., t.
Southern Sisters (Schroeder) Milwaukee, h.
Spencer & Foreman (Cocanut Grove) Boston, h.

Stacey, Loretta (Casino) Pittsburgh, h.
Standish, Helen (Park Central) NYC, h.
Stanley, Irene (Le Polakow) NYC, h.
Stewart, Sally (Sawdust Trail) NYC, h.
Stewart, Bonnie (Palumbo's) Phila, h.
Stockwell, Harry (Village Barn) NYC, h.
Sullivan, Lee (Leon & Eddie's) NYC, h.
Sutherland, Ann (El Hat) Chi, h.
Swann, Russell (Beverly Hills) Newport, Ky., h.
Swifts, Thure (Beverly Hills) Newport, Ky., h.

T

Tapp, George (Palmer House) Chi, h.
Taylor, Johnny (Dizzy) NYC, h.
Tharpe, Rosetta (Cotton) NYC, h.
Therrien, Henri (Oco. Washington) Jacksonville, Fla., h.
Thompson, Edna (Palumbo's) Phila, h.
Thury, Irma (Hungaria) NYC, h.
Timbila, Chas. Slim (Earle) Washington, D. C., t.

Tip, Tap & Toe (Loew's State) NYC, t.
Tondelero & Lopez (Leon & Eddie's) NYC, h.
Torres, Magola & Louis (Embassy) Phila, h.
Travis, Jimmie (Casa Grande Dade Ranch) Berwyn, Md.
Tuoker, Sophie (Chez Paree) Chi, h.

V

Valdez, Vida (Marana-Madrid) NYC, h.
Van, Gus (Earle) Washington, D. C., t.
Van & Allen (Lookout House) Covington, Ky., h.
Vance, Jerril (Palumbo's) Phila, h.
Varone, Joe, & Three Sparkettes (Tap House) Elmira, N. Y., h.
Vaughn, Nancy (Barney Oallant's) NYC, h.
Vera, Joe (Congress) Chi, h.
Vernon, Evelyn & Jimmy (La Martinique) NYC, h.

Vine, Billy (Wonder Bar) NYC, h.
Virginiana, The (Earle) Washington, D. C., t.

W

Wade, Bill & Betty (Book-Cadillac) Detroit, h.
Waldron, Jack (Brown Derby) NYC, h.
Walker, Mildred (Sawdust Trail) NYC, h.
Wallace, Babe (Southland) Boston, h.
Walt, Oscar (Fifth Ave.) NYC, h.
Wanger, Wally, Grls (Lido) NYC, h.
Ware, Dick (Siska Show Bar) Detroit, h.
Warner, Jack & Jill (Harry's New Yorker) Chi, h.

Watson, Eunice (Steve's) NYC, h.
Wayne, Myrl (Mills Morehead, Ky., 1-2, 1.
Welch, Muriel (La Maresse) NYC, h.
Wenck, Senor (Roxey) NYC, t.
Wenell, Ray (Gaiety) Phila, h.
West, Everett (Chez Paree) Chi, h.
White, Denny (Delmonico's) Phila, h.
White, Helva (Howery) Detroit, h.
White, Eddie (Colosimo's) Chi, h.
White, Lawrence (Ambassador) NYC, h.

Wicke, Gus (Gay '90s) NYC, h.
Wildt, Bobby (Cocanut Grove) Boston, h.
Wilkins, Dorothy (New Yorker) NYC, h.
Willie, West & McOinty (Palladium) London, h.

Winter Sisters (Latin Quarter) Boston, h.
Wise, Don (Pronounced) Detroit, h.
Wolf, Frank (Eroll) Hastings, Neb., 1-2, 1.
Wood, Harry (Paramount) NYC, t.
Woodall, Harold (Wejlin) NYC, h.
Wooden, Toni (Chateau Moderne) NYC, h.
Woodson, Pour (Jefferson) St. Louis, h.

Z

Zero, Jack (Brown Derby) NYC, h.

J. F. SPARKS SHOWS WANT

Manager and Acts for Circus Side-Show. Complete equipment furnished. Will consider booking outfit with own equipment. Performers and organized Band for Minstrel Show. Will place tickets. Sell exclusive frozen Custard. All legitimate Concessions, reasonable rates. Gallatin, Tenn., this week; then into Kentucky. All replies to J. F. SPARKS, Gallatin, Tenn.

Crescent Amusement Co.

Opening First in Downtown Greenwood, S. C., Free Gate, Monday, May 6. Can place Long and Short Range Lead Gallery, Cigarette Gallery, Pitch-Till-You-Win, Hoop-La, Ball Game, Will give X if put on two. Playing established territory; free gate; best 4th July 1940 in State, Baltimore, N. C. Will book or buy No. 2 or 12 Wheel. Want book Smith & Smith Chairplane with or without transportation. No junk. Want capable, experienced, sober single party take complete charge new Role Fun House. Bookers closed without notice. Will furnish transportation for Octopus or Hoop-La. Closing Amistice Day. Address: Gastonia, N. C., this week; Greenwood, S. C., next.

BARLOW'S SHOWS

3700 Bond Ave., East St. Louis, Ill., this week. Will sell exclusive on Corn Game, Cook House, Scoles, Penny Pitch, Photos, Palmistry, Long Range Gallery, High Sticks, Nails, Swings, Diggers, Candy Fair, Cigarette Gallery, Hoop-La, Custard, Bowling Alley. Outfits open for Athletics, Snags, Half and Half, small Jig Show, Ten-in-One. Want Advance Agent with car who will bill.

WANT

O. J. BACH SHOWS

Want Ice Cream or Custard, Photos, Arcade, Cotton Candy, Scoles, Hoop-La, Pan Game, Short Range Gallery. Address: Sherburne, N. Y.

BLUE RIDGE SHOWS

Want Shows, Rides, Concessions. Good proposition for Diggers. Want Cornet and Trombone for Minstrel Band, also Comedian and two Charus Girls. Want Photo Machine and Sound Car with Concessions. Johnnie Temple, come on. Address: JOE KARR, Selmer, Tenn.

ENDY BROS.' EXPOSITION SHOWS, INC.

WANT

Monkey Show, Funhouse, Fat Show. Will furnish beautiful equipment and panel front. What have you to offer? Acts for Side Show, guarantee salary from office. Can place legitimate Concessions, Ball Games, Lead Gallery, Photos, Box Ball. Musicians for Minstrel Show, office pay. Girls for outstanding revue. Reply to RALPH N. ENDY, Manager, Darby, Pa., this week. P. S.—Show that will keep you working 52 weeks each year.

MILLER BROS.' SHOWS

Want to join at once—Merry-Go-Round Foreman, Help on Rides that can drive semis. Will place Octopus or any new Ride. Can place Penny Ride. Will place Shows all kinds. Want Monkey Circus, Fun House, Freaks and Annex Attractions for Side Show. Concessions—Place all kinds legitimate Concessions. Reading, Chester, Camden to follow. Write or wire MAURICE MILLER, Hyattsville, Md., this week.

FIDLER UNITED SHOWS

Want Concessions that work for Stock, especially Watch-La, String Game, Get Rack, Balloon Dart, Fishpond, Candy Floss, American Palmistry and Long Range Gallery. Want Cook House and flashy Kiddie Rides. Want Girl Show, Fun House, Mechanical Show and Acts for Ten-in-One. Clark and Dotty want Lafayette Shows, Doc Cox and Harry Donovan to wire or come on. Address: 4217 North Florissant Avenue, St. Louis, Mo., this week; Lincoln, Ill., week of May 6th.

GREAT EASTERN SHOWS

Opening May 6th, Hastings on Hudson, N. Y. Want legitimate Concessions all kinds—Photos, Scoles, Pitch-Till-You-Win, Shooting Gallery, Cork and Lead, Hoop-La, etc. Will sell exclusive Cookhouse, Custard, Bingo. (Floyd Shook, Paul Brown, wire.) Want Shows all kinds with or without outfits. (Cliff Patton, wire.) Monkey Show. (Boardman and Joe Weeks, wire.) Want Kiddie Rides, U-Drive-It, Loop-the-Loop, Loop-o-Plane, also one Flat Ride. Need Electrician for Koley Light Plant. (Electrician Joe and others formerly with Acme Exposition, wire.) Sound Truck wanted. (Sullivan, wire.) This show entirely new and playing best money spots in east. 10 Celebrations, 12 Falls booked. Need three Promoters (no bookers). Wire or write MANAGER, GREAT EASTERN SHOWS, Manhattan Hotel, Paterson, N. J.

STOCK CONCESSIONS WANTED

That work for 5c and 10c, to play the best Celebrations in Kentucky, followed by 10 straight weeks of County Fairs, starting July 5, after big 4th of July Celebration at Grenup, Ky. Times are normal in the Blue Grass country. Have Snake Show outfit complete with banners. Want Manager with Cork to operate same. No glomming. Can place Shows with own outfit. Address:

F. H. BEE SHOWS, INC.

ELIZABETHTOWN, KY., THIS WEEK.

JOHN R. WARD SHOWS

WANT

WANT

WANT

Managers and Performers for Minstrel Show. Talker-Manager, also Conventmen for same. Have complete outfit for Peeping Show. Want Manager and Talent for Athletic Show. Experienced Man for Turn-Over Fun House, recently rebuilt. Will book Penny Arcade and Stock Concessions. Opening for sober and reliable Ride Help that drive semis. For Sale—2 Two-year-old Lions, books to work domes; Two-Wheel Trailer, Cage. Address this week, Elkton, Mo.

Crowds Turn Out For Great Lakes Toledo Inaugural

TOLEDO, April 27.—Braving freezing weather, more than 1,000 turned out for Great Lakes Exposition Shows' 1940 debut at Front and Main streets here on April 18 under American Legion Post auspices. With warmer weather on Saturday and Sunday good crowds were on hand. Shows operate under a pay gate policy. Attractions presented a pleasing appearance and organization is carrying nine rides, 10 shows and 27 concessions. Only unit not opening was the motordrome, which is still being renovated. It will be ready for shows' next stand, however.

Staff includes Al Wagner, general manager; Al C. Beck, business manager; Harry Winters, secretary; John McConnell, auditor; Mrs. Al C. Beck, assistant secretary; Mrs. Mattie Wagner, treasurer; C. H. Droege, billposter; E. L. Mack, special agent; Charles Harbaugh, electrician; E. B. McLaughlin, foreman, art department; Dad Davis, transportation superintendent.

Shows

Sterling Attractions' Circus Side Show, Cliff Younger, manager; Walter Curtis and H. L. (Sheeny) Bush, tickets; Virginia Curtis, Floating Lady; Lucille Pettes, Broom Illusion and sword box; Lloyd Priddy, magician and emcee; Dolly Dixon, Doll Lady; Earl (Shorty) Smith, fire eater; Gene Sakj, escape; Delores DuShane, accordionist and ventriloquist; Osage Kid, prison act; Sonoria Doloros Coronado, fat girl; Daisy Hartwell, mentalist; Leo Leola, annex; Edythe Sterling and Cliff Younger, talkers. Snake, operated by Sterling Attractions; James Bea, talker-tickets; Kiko, Salon De Beaux Arts, operated by Sterling Attractions, and featuring Yvonne and her Art-

ist Models; Joe Morris, talker; H. E. Mend, tickets. Beauty Parade Revue, Edythe Sterling, manager. Six Dancing Rosebuds, Jack McMurray, talker; Tex Collins, tickets; Pete LaVerdi, accordionist. Illusion, Professor Lambeck, Mary Lee and June Diggs. Athletic, Kid Davis. Mirror Maze Funhouse, Lou Procter; Motordrome, Chuck Thomas, manager. Rides are Merry-Go-Round, Twin Ferris Wheels, Whip, Loop-o-Plane, Chairplane, Scooter, Tilt-a-Whirl, Kiddie Autos and Kiddie Soapplanes. Now Octopus and Kolloplane are to be delivered about June 10.

Concessions

Cookhouse, Mr. and Mrs. Floyd Mellen, owners; O. C. Landis, front; P. Fortner, counters; Opal Landis, tables; P. Prieur, chef. Mrs. Mabel and George Collins, blower; L. L. Wilson and Red Ryan, grind stores; Larry Levy, ham and bacon; Babe Harbaugh, pitch-till-you-win; Ozy Breger and Gene R. McKale, slum skillo; Mrs. Jean Tisdale, Temple of Knowledge; Gene Tisdale, ball game; bingo, Barney Able, manager; Joe McCormick, J. D. Thompson and Joe Jackson, assistants; Mr. and Mrs. George Oberer, dart game; Ed Kochme, penny and balloon pitch; E. L. Rucker, photos, cigaret gallery; R. Reynolds, pop corn and peanuts; rat and pan game is operated by office; Bobby Beach, ball game. Recent visitors include Mr. and Mrs. Bobby Jones; Vic Horwitz, owner-manager Motor City Shows; J. B. Weir, Joe Earley, Thrush Brothers, L. C. Shafer.

W. E. West Ends in Black At Iola; Roster Announced

IOLA, Kan., April 27.—W. E. West Shows wound up their opening week's stand here last Saturday at Kelly Showgrounds under American Legion Post auspices to fair business for the stand, altho unsettled weather prevailed most of the time. Saturday and Monday's business was good, but threatening weather curtailed attendance the remainder of the week. Saturday, however, brought the shows out on the right side. Iola Register was liberal and newsboys were guests of Owner W. E. West on Thursday night. Hymie Schreiber and Slim Johnson visited.

Line-up includes W. E. West, owner; Mrs. W. E. West, secretary-treasurer; James White, general agent; Tommie Marks, legal adjuster; Edgar L. Meeks, press; Bill Clark, electrician; Hal Curtis, mechanic; Gene Maslen, ride superintendent; Van Cliff, sound truck.

Rides

Merry-Go-Round, Gene Maslen, foreman; Roy Loy, tickets. Ferris Wheel, Ed Scanlon, foreman; Joseph Kiplinger, tickets. Mix-Up, Horace Quick, foreman; Mrs. E. S. Spalding, tickets. Loop-o-Plane, Robert Cougill, foreman; Mrs. Marie McCollam, tickets. Kiddie Auto, H. G. (Shorty) Casida.

Shows: Side Show, Captain Frank's Wonder Dogs, Ron Ton and Bingo; Texas Jack and Lone Star Rodeo; Mrs. Frank, tickets. Athletic, Honey Boy Lyman; Mrs. Lyman, tickets. Half and Half, Verne LaVerne; Blackie Burlingame, tickets. Peaches and Temptations, Mary White; Blackie McCollum, tickets. Artist Models, Dan Welcher; front, Edna LeBrell and Hazel Coots.

Concessions: Cookhouse, L. D. Crandal; pop corn, L. Opeal; diggers, Bob Wells; Big Tom, Osa Daniels; corn game, Joe Jenkins and Edgar Meeks; penny pitch, Mrs. Betty Cougill; photo gallery, Maybelle West and Carl Lent; penny pitch, Jack Clark; ball game, Herbert Rollings and Gloria Boynton. Agents are Charley Thornton, Fred Wilson, Roy Coots, Hanchable Davis, Jack Phillips, W. E. Collins and Ed Sanders.

Central Amuse. Beaufort Launching Is Successful

SULADA, S. C., April 27.—Central Amusement Co. opened here on April 15 after a successful inaugural stand in Beaufort, S. C., marred to some extent by failure of some attractions to arrive. Business was slow here the first part of the week. Ernie Woodward was appointed assistant manager. Sound truck and banners will be handled by Roy Brown.

Ride foremen are Red Gore, Jess Lord, Frank Jones, with Slim Clark and Charles Waite, assisting. Shows: Circus Rodeo, Tex Rose, owner; Bartonis, bare-back riders; Reno McGree, comedy rider; Billy Barton, cloud swing; Miss Marjorie, contortions; Professor Barton's dogs and goat; Johnny Autrey, singing cowboy, and Mrs. Rose, tickets. Snake Show, Jack Orr, owner; Mrs. Orr, tickets. Petri-

fied Man, Prof. W. H. Agnew, exhibitor, and Mrs. Agnew, tickets.

Concessions: Photos, Mr. and Mrs. Floyd Kyle; ball game, Mrs. Earnie Woodward; duck pond, May Reese; pop corn and peanuts, Mr. and Mrs. Oliver M. Grothers; long-range gallery, J. Shaler, assisted by James Switzer; cigaret gallery, George Smith; groceries, Mr. and Mrs. Joe Miller, assisted by Victor Mays; bingo, Frank Pope; penny pitch, Floyd Ashley; rat game, Billy Edwards; fish-pond, J. T. Flowers; pitch-till-you-win, W. S. Baker; pan game, Mr. and Mrs. Earl Miller, and aerial ball, Bob Mayhan.

Bench Bentum to Endy Show

PORTLAND, Ore., April 27.—Bench Bentum left here yesterday for Philadelphia, where she will join Endy Bros.' Shows. Her water show personnel this season will consist of herself and Blanche Grace, springboard; Ken and Viola Blake, high dive; Fred Beattie, high clown dive; Harry Bentum, manager and emcee; Jack Kennedy, props, and Jack Bentum, electrician.

Model Builders' Activity

GLENDALE, Calif., April 27.—Charles L. Stern, Austin, Minn., has finished carving another eight-horse team and driver. James Barrett has enlarged his quarters at Esington, Pa., and is rebuilding many of his wagons. George Hubler, Dayton, O., recently completed 101 Ranch No. 65 wagon. He also added a caterpillar tractor. At present he is working on Ringling-Barnum No. 25 seat and plank wagon.

John Drorak is repainting several wagons. He had some of his wagons in a hobby show. Kenny D. Hull and wife will be with Ringling-Barnum. Charles Sotaja left with Madame Medini to join Russell Bros.' Circus. Charles Elwell, director of publicity for the Model Builders and formerly of Bennington, Vt., has established residence at 426 West Ivy street, Glendale, Calif.

Charles Bennett and Gordon M. Potter visited the Cole quarters, and also Otto Scheinman, whose models they saw. Bennett, too, while on the West Coast, visited James Craven, Kenny Hull and Walter Mathie, also Baldwin Park and Goebel's animal farm. He saw some Ken Maynard wagons at the United States Tent and Awning Co. plant.

Anyone desiring information concerning the association should write to Charles L. Stern, 802 Padden avenue, Austin, Minn.

OHIO VALLEY AMUSEMENT CO. WANTS

SHOWS, CONCESSIONS.

Girl Show, Grind Shows, Athletic Show, low percentage. Concessions—Doris' Bowling Alley, Spring Game, Cigarette Gallery, Ball Game, except Milk Bottle, Candy Floss, Penny Arcade. May 6th-10th. Beechbottom; Moundsville follows; then two weeks in Wheeling, all West Virginia. Chilly Fisher wants Agents. Wire or write Peshawan Point, Ohio, this week.

BARFIELD'S SHOWS WANT

Cookhouse to join at once. Good office support in good territory for same. Want Colored Musicians, especially Trombones; also Comedian and Charus Girl for Colored Minstrel. Address: Greenville, Tenn., this week; St. Paul, Va., next week.

CONCESSIONS WANTED

FOR BEST ROUTE IN NEW ENGLAND. KING REID MANCHESTER, VT.

AGENTS WANTED

"Pot Out" Eddie wants Agents for Rambo Darts. Must be sober. Nick Raymond, come on. Can use good Ball Game Agents.

LAWRENCE GREATER SHOWS

Lexington, N. C., this week; Statesville, N. C., next week.

SUNSET AMUSEMENT CO. WANTS

Concessions and Mechanical Show for Legion Drum Corps, North Kansas City, May 6 to 11. Richmond, Mo., this week.

UNITED AMUSEMENT CO.

Want Shows, Cigarette Gallery, Pitch-Till-You-Win, Ball Game. Want several Wheels, Cookpost, Pa., this week; Everett, Pa., follow. Address: BOBBY CLOTH, Business Manager. P.O. Joe Luz, wife.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, April 27.—The Amusement Department, headed by George P. Smith Jr. and Frank D. Shean, yesterday announced that every available building and property on the midway has been sold. This has come about more than two weeks before the fair presents its 1940 edition on May 11. Area embraced is from the northern end, Morace Harding boulevard, to the southern tip, where American Jubilee is sited. Includes the loops from east to west, of course. Department gives great credit to Board Chairman Harvey D. Gibson, who has displayed such great interest in the destiny of the Forty Funland. Statement is by way of spiking the ugly rumors dispatched by agitators, malcontents and diehards.

There will be no blackout on entertainment on the Forty Fair's Front.

NEW PROJECT: Roller-skating rink, occupying Macy Building, formerly Children's World; public skating and professional exhibitions: 10 cents for spectators, additional 15 cents for afternoon skating; evenings, 15 cents for audience, 25 cents for participants; free skates; operator, contracting firm of John A.

Johnson, company being called World Roller Rink.

There will be no blackout on entertainment on the Forty Fair's Front.

NEW PROJECT: "Battle of Emotions," testing of audience reactions by apparatus designed for the purpose; also professional cast, mostly ferns; site, Garden of Allah building, part of Dodgem ride frontage; sitdown show, two bits; operator, Dr. William M. Marston.

There will be no blackout on entertainment on the Forty Fair's Front.

NEW PROJECT: Girl show tentatively titled Why Do? Location, Time and Space Building, right opposite Parachute Jump; continuity by Charles Sherman, direction of David Niles, both associated last year with Phillip Gelb's Crystal Palace. Gelb also presents this one. H. W. Reiter is handling the publicity.

Dream of Venus, undersea gal item, being readied on same location as last year, with Gardner Display Co. operating and Alfred Stern managing. Subtitle is 20,000 Legs Under the Sea. Addition will be on Octopus dance. Reiter also pairing this one.

There will be no blackout on entertainment on the Forty Fair's Front.

NEW PROJECT: Great White Way Inn, in building known last year as Savoy, then Hollywood On Parade. Reatha Royce, dove-dancing star of the '30 Crystal Palace, will head this one. Operator, Chapin & Krueger, engineers-contractors who built Crystal Palace.

NEW EATERY: Spaghetti Bar in Hobby Lobby Building of Children's World; two bits for the elongated delicacy, another nickel will include coffee; similar bar on lower floor of Italian Pavilion. Shop will be built on three levels, an exhibit to reveal process of cooking, saucing and serving, with several girl ballys. Bar will be 50 feet long and total seating capacity about 200. Operator, Giovanni Butoni, owner of an old dynasty of spaghetti factories.

There will be no blackout on entertainment on the Forty Fair's Front.

PICKUPS: Billy Rose left for Sanfran to attend to his Watchamacallit show there. . . . Neil H. Oldfield, nephew of the still-alive but legendary race driver, Barney, has been named track manager of Goodrich-Lynch thrill arena. Don't suppose Jimmie Lynch's manager, Pat Purcell, had anything to do with the appointment. . . . Al Shaffer begins rehearsals on his Winter Wonderland ice-skating show next Monday. There'll be a 16-girl line and feature acts. . . . Emmett Oldfield (any relation to Barney?) signed for Mike Todd's Gay New Orleans village.

CONCESSIONS: Frank Galland, 12 penny crushing locations, plus three handwriting analysis booths. . . . Four to six horoscope spots are about ready for signature. . . . Teddy Goldstein, two hum-a-tune locations, four toy sex pitcheries. . . . Dufour & Rogers, in association with Murray Goldberg, eight weight-guessing and eight age-guessing scales. . . . Kaplan & Bloom, 15 cane-umbrella stands. . . . Frank and Paul Miller (Miller Bros. Concession Co.), of Ringling-Barnum, have ground distribution of official guide books, published by Rogers-Kellogg-Stillson, Inc. . . . Charles Peters will be back with at least one trick-card spot.

Fred Baldwin, owner of a riding academy in Factoryville, Pa., is training a contingent of 48 amateur and pro riders there for the mounted sequences in American Jubilee spec. Stock is on a rental basis for a flat sum. Frank Wirth office is credited with the booking. Expo pays for feed and transportation, Larry (Buster) Crabbe, former Olympic free-style swim champ, is Aquadons No. 1 to Aquabelle Eleanor Holm of the Rose Aquacade this year. He replaces Johnny Wettsmuller. Also signed are Frank Libuse and Saxon Sisters. Sketches for this edition will include Sanfran expo of 1918, Paris expo of 1925 and Chi fair of '33, plus an aquatic representation of pre-war Vienna.

TWENTY-SEVENTH

SEASON

TRAVER CHAUTAUQUA SHOWS, Inc.

Combined With
FAIR AT HOME SHOWS, INC.

15 RIDES

2 FREE ACTS

CALL

Show Opens May 3 to May 12
MANVILLE, N. J.

2 SATURDAYS

2 SUNDAYS

Johns-Manville Plant Working 24 Hours a Day With Conditions the Best.

WANT

Account disappointment want Octopus and Rollerplane. Also Motordrome or Novelty Shows. Wire what you have. Will furnish outfits. Have opening for Custard, Ball Games or any legitimate Concessions. No Roll-Downs. Tip-Ups or Coupon Stores tolerated. Want experienced Cook House Help.

GEORGE W. TRAVER, Mgr.

39 No. Summit Ave.,

Chatham, New Jersey

WANTED FOR

Mighty Sheesley Midway

Scooter or Silver Streak and any novel Shows. Can use Talker or Trainer for Chimp or Monkey Show. Want Man to take charge of two Ferris Wheels; prefer one who understands Fordson Tractor. Louisville, Ky., week April 29.

ENDY BROS.' SHOWS, Inc.

Capable Man to handle complete Ten-in-One Side Show, also Working Acts for same. Can place Funhouse, Monkey, Unborn Shows, Penny Arcade, Silver Streak, Talker for office-operated Minstrel Show, Grinders. CONCESSIONS—Candy Floss, Long Range Shooting Gallery and other legitimate Concessions. Address:
ENDY BROS.' SHOWS, INC., this week, Chester, Pa.

WANT

HELLER'S ACME SHOWS, INC.

10 DAYS

South River, New Jersey

MAY 2-11

Auspices Fire Department

Want Custard, Corn Game, Digger, Mrs. Neal, wife. All Concessions open except Cuckoo. Want Talker, Working Acts for Side Show, Plantation People or complete Company, People for Amstello Show. Will book Fun House, Working World. Can use reliable Ride Help. Can place two Free Acts. This show plays all good money spots in New Jersey, New York and Pennsylvania. Long fair season assured. Will hold space for those joining Monday, May 6th. All address:
HARRY HELLER, SOUTH RIVER, N. J.

WANT LEGITIMATE CONCESSIONS

Of all kinds. Will sell exclusive on Custard and Photos. Want sober Tilt-a-Whirl Foreman. Also want Grind Shows. All address

KEYSTONE MODERN SHOWS

Hinton, W. Va., this week; Charleston to follow.

WANT

TALKERS---GRINDERS---LECTURERS

FOR OUR 3 WORLD'S FAIR SHOWS

New York San Francisco Royal American Shows

Address: Cliff Wilson, Paramount Hotel, New York City.

DOC SMITH SHOWS WANT

RIDES—Ferris Wheel, Obstacle, any Flat Ride. SHOWS—Will book one Grind Show. CONCESSIONS—Pitch-Tilt-U-Win, String Game, Hoop-La, Darts, Penny Pitch, Digger, Jungle Board, American Palmtree, Corn Game. I have Joust, complete. 18x24, seats 50; will sell or rent and book on show. Also want Sound System. Address all mail and wires to BOX 246, Franklin, N. H. Show opens Saturday, May 18th. Think I can give everybody a season's work.

PERSONAL HEADLINES
Take in up to \$75.00 a Day by Printing "Wise Crack" Headlines. Big Profits! Like wild-fires at Conventions, Fairs, Hotels, and Concessions. We sell complete Outfits, including Type, Machine and Newspaper Reasonably. Write or wire
AMERICAN WOOD TYPE MFG. CO.,
608 S. Dearborn St., Chicago, Ill. 270 Lafayette St., N. Y. City

Talkers and Lecturers

For Motordrome, Crime Show and Illusion Show.

Want Girl Motordrome Rider.

F. W. THOMSON

Riverview Park, Western and Belmont, CHICAGO, ILL.

WANT LAKE VIEW PARK

SHEBOYGAN, WISCONSIN
OPENING DECORATION DAY

The only amusement park within sixty miles. Drawing population 80,000. Want Merry-Go-Round, Ferris Wheel, Kiddy Rides, Miniature Railroad, Roller Rink, Penny Arcade, Refreshment Stand, Lunch Stand, Novelty Stand, Ball Games, Percentage or Flat rent. No gambling. Have booked 22 big industrial picnics. Hurry. Address: PETER LINDEMANN, 2730 So. 7th St., Sheboygan, Wisconsin.

TEXAS SHOWS

WANT RIDE HELP for Ferris Wheel, Swing and Other Rides.

SMALL PIT SHOW. Have new Canvas and Banner Line.

HAWAIIAN SHOW. Have complete Frame-Up.

Want those who can stand good treatment.

CAN PLACE TURN-OVER FUN HOUSE, WORKING WORLD, BIG SNAKE, SMALL MOTOR-DROME AND MONKEY SHOW. ALSO CLEAN CONCESSIONS. Pedicure, no. 0811. Pitch-Tilt-You-Win, Hoop-La, Dart Joint, Frozen Custard, Bingo, Novelty, Sealer.

Remember this is our 25th Annual Year. 12 years without closing. Ned Bull, Texas Tommy, George Harris, Robert Mallory, wire.

Address: Gregory, Texas, this week; Teft, Texas (celebration), week May 9; Port Lavaca, Texas (12th Centennial Celebration), week May 13.

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COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Distinctions —

People know the difference between a decent business and the racketeer who horns in.

The Minneapolis Times-Tribune has now taken its place among those prominent newspapers that have in the last few months devoted valuable editorial space to advocating tolerance and reason on the question of modern pinball games.

Its feature editorial in the issue of April 20 is entitled "Reform Restraint." There is material for an essay or sermon in the suggestiveness of the title itself. The world owes practically all its progressive ideas to reformers but the perpetual temptation to reformers is that of going astray on some minor issue. Much energy, time and money is thus wasted by good citizens who go off at a tangent on small issues when much more serious problems confront the nation.

Proper restraint is an ideal which we should all observe even when we engage in reforms. The editorial in the Minneapolis paper is a good example of proper restraint and thus may be helpful to editorial writers as well as to the average citizen.

There are much more important public and moral issues in any American city today than pinball games, and in support of that fact, The Minneapolis Times-Tribune joins with The San Francisco Chronicle, Philadelphia Record, Detroit Free Press, New York Daily News, Baltimore Sun and others in pointing out to public officials and citizens' groups the existence of more important issues. A crusade against pinball games means neglect of more serious problems, these newspapers all agree.

There are problems that naturally arise in connection with pinball games, but experience in scores and scores of American cities has shown that co-operation between officials, merchants, citizens' groups and the professional operators who own the games, can correct any evils that arise. (Seven States and more than 50 cities now license or tax pinball games.) In practically every city where there is agitation against licensed pinball games, it happens that agitation against the games is used to create a smoke screen for some serious public evil.

The Minneapolis newspaper addresses itself to the reform groups in the city in a modest tone that is commendable. Minneapolis has had a campaign against vice and graft, a problem that is common to all cities.

"We have from time to time pointed out that enthusiasm for reform has a pronounced tendency to wane," the Minneapolis paper says. "This public grows weary of grand jury investigations and vice trials, all because reformers in their fervor carry on beyond the fitful indignation of the great moral middle class."

The application to the pinball situation is also made plain: "If the militant reform forces of Minneapolis, whose labors in the past few months are having good results, want to consolidate their gains, we would suggest less emphasis on the pinball machines and '14 games,' otherwise we suspect there will be a reversion to the conditions which they have restricted, but not extirpated."

In plain words, the Minneapolis paper is saying to all good citizens that in tralling off on a drive against pinball

games, they are leaving the more serious public evils to start all over again.

The Minneapolis newspaper points out an important distinction that is present in all cities when there is an issue about pinball games. It defines the middle class, average citizen; points out that many of these good citizens like to play pinball games and that they do not feel they have committed a moral wrong by playing. Then the newspaper says that these good citizens will draw a sharp distinction between pinball games as legitimate amusement and any racketeer that may get into the business.

This is an important distinction that newspapers, public officials and reform leaders do not always recognize. It is a very important distinction if the cause of justice is to be promoted.

The point can be illustrated by what recently happened in Chicago. The coin-operated phonograph business in Chicago came suddenly into the spotlight. Two names alleged to have connections with the underworld were said to be in the phonograph business. There had been no secret about it for months. There are 125 or more professional operators of automatic phonographs in Chicago, but four of Chicago's newspapers suddenly played up the phonograph situation as if it were a racketeering business and dominated by racketeers. Newspapers all over the country picked up the Chicago phonograph news item and featured the phonograph business as a racket.

Immense damage was done the phonograph business in Chicago and in all parts of the country because of these sensational stories—and all of them based on the allegations that two men were said to be using political and underworld tactics in the phonograph business. When representatives of the organized operators came before the city council, it was seen that they were small business men of the city, known to their neighbors, and simply engaged in the music business for a living. More than 125 business men and their trade had been damaged because of allegations against two names.

The Minneapolis paper points out that the average citizen will recognize situations like this also in the pinball business. There is no known way to prevent racketeer characters from entering the pinball business, the florist business, or any other business. Good citizens know this all too well and the Minneapolis paper says that the average, middle class citizen will act on this knowledge when it comes to voting.

"Thousands of not altogether wicked persons amuse themselves with pinball games every day without any consciousness of moral wrong," the Minneapolis paper states.

There is no reason to try to make the chosen form of diversion of these thousands of good citizens criminal or immoral by making their chosen form of diversion illegal. There would be too much paternalism in trying to legislate in detail the forms of amusement which grown-ups may enjoy. A tolerant attitude toward such things as pinball games will win the respect and support of thousands of citizens in behalf of real causes and serious problems.

This is true in Minneapolis and it is true in other cities.

NEVER IN A MILLION YEARS

Might as well make it a billion years—and you still won't find anything that interests people more or more often than their own pictures. That's why PHOTOMATIC, the amazing picture-taking machine, has the highest, longest profit average of them all! Get wise . . .

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., L. I. City, New York

BARGAINS FROM DAVE MARION

IMP JOBBERS AND QUANTITY BUYERS, WRITE

Vert Peckets, repainted, reconditioned . . . \$29.50	Columbia Bear Door Pay, like new . . . 37.50
Vert Champs . . . \$12.00	Gallop, Domino 37.50
Four Bells . . . 37.50	Tandem . . . 27.50
Mills to B.F. . . 22.50	Mills to Puritan 7.50
Model F . . . 11.00	Sings . . . 7.50
Metal Typex . . . 124.50	3 Winapacks, Ea. 5.00
Wurlitzer 412 . . . 37.50	Wurlitzer P12 . . . 27.50

Free Play Tables, \$10.00 Up. Write for List.
1/3 Deposit Required—Bargains Every Week.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

Wall Boxes Keep Distrib Active

BROOKLYN, April 27.—Charley Aronson and Bill Alberg, of Brooklyn Amusement Machine Co., report they are meeting with great success on music system wall boxes. "We have decided to establish a central warehouse in New York for the distribution of these systems," they report.

"We are breaking in men as we go along and expect to have from 30 to 40 men doing nothing else but installing the music system throught the East," reports Aronson. "The success we are enjoying with these units is truly phenomenal. Wherever they have already been installed collections have jumped to new record highs.

"The only reason that we are delayed at all is because of the fact that we have to train men as we go along. This requires time and also requires a slow expansion movement so that we can fit right into the demand as we go along," Aronson said.

Atlas Has Big Phono Department

CHICAGO, April 27.—"The Atlas Novelty Co. is proud of its affiliation with the Seeburg Corp. as distributor of the firm's products in Iowa, Michigan, Northern Illinois, Western Pennsylvania and Western New York," declare Eddie and Morrie Ginsburg, heads of the Atlas firm.

"Phil Greenburg, manager of the Pittsburgh office, is making an enviable record in his territory. He and Sales Manager Art O'Mealia are helping phonograph operators throught the Pittsburgh

area realize more profits thru the installation of the Seeburg remote control equipment.

"In Buffalo, Ben Kulick has firmly established that office as a leading outlet to music operators in that area. Honest treatment of operator's problems has won a host of friends and many sales.

"In Detroit, Mike Kratzo, as sales manager, and Barney Greenberg, office manager, are responsible for Seeburg sales in the State of Michigan. This is a big job, which is being carried on successfully. They are assisted by roadman Gene Strubbers.

"The Chicago office has as its territory Iowa and Northern Illinois. Bob Ben Weiss is the roadman who is kept busy contacting operators. Irving Ortiz is top man in the Chicago office as assistant to the 'bosses'—that's us—Morrie and Eddie Ginsburg.

"A total force of 38 constitutes the personnel of this organization, which is devoted exclusively to the distribution of Seeburg phonographs, remote control equipment and other coin-operated machines."

Atlas is also proud of its record for fine reconditioned machines and its smooth-running organization built up over a long period of years. According to Morrie and Eddie Ginsburg, their well-organized organization should make 1940 one of their best years.

Operator Praises Groetchen's Imp

CHICAGO, April 27.—Letters praising Groetchen's popular three reel gum vendor, the Imp, continue to pour in, according to reports received from Groetchen Tool Co. officials.

"A Southern operator writes as follows: "We received the Imps ordered from you in very good condition and were amazed at how they sold. Everybody just falls in love with the machine when they see it. Please ship us six cases of Imps with meters."

K. C. Novelty In New Location

PHILADELPHIA, April 27.—K. C. Novelty Vending Co. has moved to much larger and better equipped quarters at 419 Market street. The first floor is devoted to the novelty and carnival supply department, which is looked after by Abe Casnoff, one of the partners. The second floor is devoted to the large pin game and vending machine distribution business.

This enlarged floor gives the company ample space to properly display a large line of games and vendors. The store is modern in all particulars with large street display windows. Jack Kaufman, another partner, looks after the second-floor business. They report very satisfactory business during the first part of the year.

Attention CONCESSIONAIRES

Keeney's Spectacular

ANTI-AIRCRAFT MACHINE GUN

WILL BE THE BIGGEST MONEY MAKER FOR PARKS, FAIRS, CARNIVALS, ARCADES AND RESORTS—Write at once for the address of your nearest

KEENEY DISTRIBUTOR!

J. H. KEENEY & COMPANY, NOT INC.
2001 CALUMET AVENUE CHICAGO, ILL.

DISTRIBUTORS FOR MILLS PHONOGRAPHS, GAMES & SLOTS

LOOK OVER THIS LIST OF A-1 RECONDITIONED MACHINES FOR REAL BARGAINS

SPECIALS	Balding Champ . . . \$25.00	Zip \$25.00
Rockola Ten Pins (1939 Model) . . . \$100.00	Big Six 50.00	AUTOMATIC
Bally Alley 90.00	Bar Score 22.50	Hawthorne \$72.50
Evans Ten Strike (1939 Model) . . . 115.00	Circus 25.00	Home Stretch 40.00
PHONOGRAPHS	Contact 25.00	Kentucky Skill Time . . . 42.50
Wurlitzer P-12 (1110-1000) . . . \$40.00	Fellow Up 27.50	Square Bells 35.00
Rockola Imperial 16 . . . 35.50	Gun Club 27.50	Sport Page 55.00
Wurlitzer P12 27.50	One-Two-Three 35.00	NEW GAMES
Wurlitzer 500 225.00	Score 45.00	Write for Prices
Mills Studio 45.00	Scots 42.50	GENOO CADILLAC
FREE PLAY	Super Six 65.00	BALLY BEAUTY
Avalon \$30.00	Vegas 40.00	GOTTIER SUMMER TIME
	Trophy 25.00	KEENEY RED HOT
	High Lite 25.00	GOTTIER OH JOHNNY
	Topper 30.00	C. O. D.

TERMS: 1/3 Deposit With Orders, Balance C. O. D.

OLIVE NOVELTY CO. 3020 OLIVE ST. ST. LOUIS, MO.

WANT SLOTS

Will make a liberal trade-in allowance on Mills Cherry Bells, Pace Deluxe Comets and Groetchen Columbias on any new Pin Games. We are distributors for all Pin Game Manufacturers. Write for our complete list on used equipment of all kinds, as well as Jobber's Prices on all the New Games.

AUTOMATIC SALES CO. 416-A BROAD ST., NASHVILLE, TENN.



POPULAR CHICAGO RENDEZVOUS. Olson's proudly boasts a complete Seeburg wireless remote control music system. As may be seen, Seeburg Wall-o-Matics are within easy reach of all patrons. It is reported that this equipment has greatly increased not only music earnings but actual location patronage as well. The simplicity of the Seeburg wireless remote control music system, necessitating only a plug and socket, has won it great favor, it is declared.

Phonovision Corp. Announces Product

LOS ANGELES, April 27.—Phonovision Corp. of America has announced a new coin-operated machine embodying the use of sound and vision, presenting for the ears and the eyes of the public a variety of music, sport, educational features, etc. The name of the machine is Phonovision.

"Phonovision, in its external appearance, is a smartly streamlined cabinet with a screen artistically built into the front on which the observer will see and hear any type of entertainment or subject of interest," it was said in describing the machine. "Within the Phonovision cabinet is a specially adapted sound motion picture projector, sound reproducing device of improved and tested design and the required coin-operating mechanism.

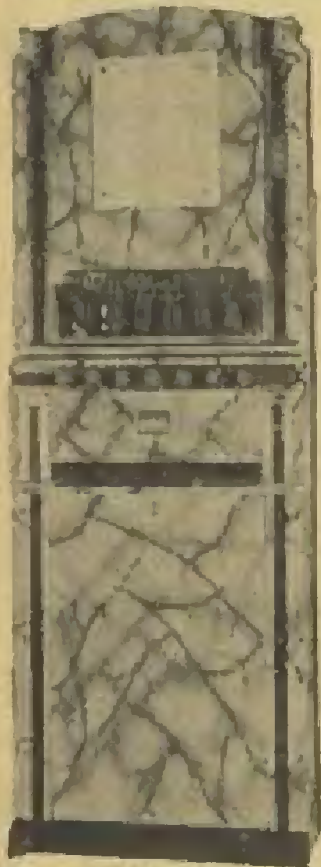
"Entertainment subjects have a running time of from two to four minutes. A series of subjects numbering from six to eight are combined in one unit contrived for both diversification and the utmost in entertainment value. The first subject may be a popular band leader and his orchestra rendering a number in a highly personalized manner. The second coin would perhaps offer a charming dancer with orchestral background. Comedians, actors, impersonators, musicians, one-act plays, miniature musical shows, sports shorts, etc., are but a few obvious items which may be offered.

"Phonovision is planned for use as a coin-operated entertainment machine, as an advertising media and as a visual educational machine. As an advertising machine it would not be coin-operated, but rather would be set to repeat an ad at certain intervals. In the field of visual education the machine should find much use in schools, museums, exhibits, etc."

CIGARETTE MACHINES

7-COLUMN STEWART-McGUIRE

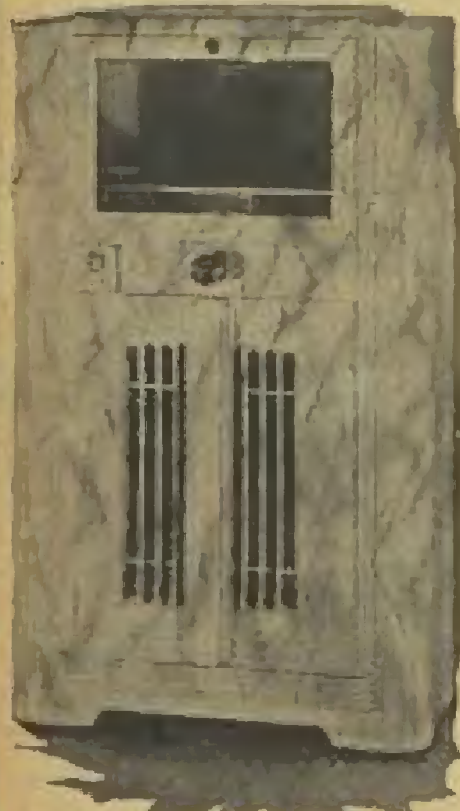
Manufactured by Arthur DuGrenier
Thoroughly reconditioned and
refinished in the famous
Marbleglo finish.



PRICE \$49.50
ON TERMS

Down payment \$9.50. Balance \$5.00
a month. Terms on orders of ten or
more machines. 10% off for cash.

DON'T confuse this ma-
chine with the
ordinary used
cigarette machine you might buy.
They are thoroughly reconditioned
and in the usual Electro Ball Company
manner, which insures you A-1
condition.



Seaburg twelve-record Model "A" Sym-
phonette thoroughly reconditioned and re-
fined in the famous Marbleglo finish.
These machines are thoroughly recondi-
tioned in the usual Electro Ball Company
manner and are ready to put on location.
Price on terms \$49.50—down payment
\$9.50, balance \$5.00 per month—10%
off for cash. If terms are desired kindly
furnish your bank and three mercantile
references with your order.

Reconditioned Bally Alley, \$150.00.
Reconditioned Evans Ten Strikes (1938
Model), \$150.00. Reconditioned Sea-
burg Ray-o-Lites, \$125.00. All of the
above may be bought at \$25.00 and
\$8.00 per week, 10% off for cash.

ELECTRO BALL CO.
1200 CAMP ST.
DALLAS, TEXAS

Genco Policy To Up Game Profits

CHICAGO, April 27.—Genco, Inc., manufacturer of novelty games, reports that its recent releases, Blondie and its new game, Cadillac, are being acclaimed by operators as two of the speediest profit makers. "Our new policy is to build machines for a speedier profit turnover," they commented.

"The operator today is faced with the necessity of obtaining speedier profits so that he can turn over the games on his route much more frequently than he ever did before," they declare. "This is due to the fact that the public tires of games more rapidly than it ever did before. At the same time it is also due to the high trade-in values placed on games within the first three months of their introduction.

"Therefore the operator needs games today where speedier profits are available. Our Cadillac is sweeping over the country like wildfire because it is bringing operators double the profits in half the time.

"Fast turnovers result in big profits for operators. This news has come to us from hundreds of leading operators throughout the country. Many of these still have Blondies on location and claim that the money being earned by these machines is boosting the trade value every day. The same is now true of Cadillac.

"Cadillac is already being acclaimed one of the greatest five-ball games ever devised. The profits being earned with Cadillac everywhere in the country are truly amazing. The trade-in value of the game is therefore going up. The game being a hit makes the trade-in value so much greater. The fact that it is a speedier profit getter makes it a better bet for the operator in every way. He will have taken a handsome profit on Cadillac before he decides to trade it in. At the trade-in he will profit once again, for his original investment being out of the machine plus a profit, whatever his trade-in value, is more profit to him. Therefore buying Cadillac the operator is getting a double profit game."

Grand National Biz Taxes Phones

CHICAGO, April 27.—"Grand National is undergoing a bit of face-lifting," states Mac Churvia. "Our telephones have been so overtaxed by incoming calls from operators the country over that it becomes necessary to consult with the telephone company officials regarding installing of their latest equipment to facilitate the handling of telephone business. Installation of this newer and modern equipment is now in progress at Grand National.

"Our direct wire service with Western Union, coupled with a greatly improved telephone arrangement will, we believe, add greatly to the fine service that we are striving to give our customers.

"Our business," adds Al Sebring, head of Grand National, "is running along smoothly, and we are well satisfied with the progress we are making in

keeping up with the requirements of our customers. We continue to preach about service, because next in importance to shipping thoroughly reconditioned equipment, we believe that prompt replies to operators and intelligent handling of orders are the most desirable and finest kind of service that can be rendered operators anywhere."

Shortstop's Ninth Production Week

CHICAGO, April 27.—"The orders for Shortstop continue to flow in at such a fast pace that we are entering our ninth week of production on the game," states John Christ, sales manager of Exhibit Supply Co.

"This is conclusive proof that the game gets better and better as it goes along. In other words, players never tire of playing the game because of the many interesting and amusing features. Intense interest is retained until the last ball is played, since there is always a chance to win with this last ball.

"This last-minute suspense is what holds the player's attention. No player has the advantage over the other. Even tho the player starts off with a very low score after playing four balls he still has an opportunity to win the game by skillful shooting of the last ball.

"It has always been the paramount interest of Exhibit engineers to produce games that are entirely different in playing appeal. They contend that by bringing out games that are alive with action and full of amusing features, they are giving operators games that will really prove profitable to operate because they are bound to get the play of those persons enjoying this type of amusement."

Retail Disk Biz Subject of Survey

CHICAGO, April 27.—Viewing the interest on the part of consumers in phonograph records during the last several years, the Controllers' Congress of the National Retail Dry Goods Association recently undertook a limited survey of phonograph record operation among department stores with annual sales from \$2,000,000 to \$5,000,000. Reports on the findings appeared in a recent issue of the association's publication, Balance Sheet.

It was said that interest in this field on the part of retail stores was probably due to the sales of radio-phonographs, estimated at 650,000 units for 1939, an increase of 84.5 per cent over 1938 and 610 per cent over 1934. Of the 16 stores acknowledging the association's questionnaire, only six carried phonograph records. It was revealed that the average investment at cost in records made by these stores ranged from \$400 to \$1,920.

The investment of \$400 represented 2 per cent of the stock of the entire radio and music department and reflected a four times annual turnover. On the other extreme the \$1,920 investment was 16.5 per cent of the stock of the entire department and resulted in a 3.1 times annual turnover. Figures revealed a slight tendency for stores with low average inventory to develop high turnover.

AMERICA'S
BIGGEST MONEY-MAKER

Western's Deluxe

BASEBALL

WESTERN PRODUCTS, INC.

925 W. North Ave., CHICAGO

9 Chicken Sam

Rayolite Guns
Latest Serials

\$92.00
F. O. B.
Chicago

BOX No. 426, The Billboard,
Chicago.

Evans Ten Strikes, 1938 Model	\$115.00
Chicken Sam Ray-o-Lite	99.00
(Base \$10.00 Extra)	
Jellied Ray-o-Lite, with Base	149.50
1939 Deluxe Rockola	170.00
1939 Mills	159.00
Wurlitzer #16A	75.00
Mills 1938 Zephyr, Light Up	49.50
Capehart, Light-Up Grill	45.00
De Re #10	25.00
Seaburg 12 Record	29.50
Wurlitzer #12 or #11	29.50
Rockola 12 Record, Regular	25.50
Electrophones	10.00
Dbl. Bell Standard Coin Console, with 5¢ and 10¢ Mills mechanism, 5¢g proof, 2 weeks old, Original Cost \$125.00, Now \$125.00.	

All of these Machines are in good condition.
1/3 deposit with order.

AUTOMATIC MUSIC CO.

1724 Wabash Ave., TERRE HAUTE, IND.
Phone: Crawford 7248

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

Many Uses for Metal Typer Disks

CHICAGO, April 27.—"One of the primary reasons for the success of Metal Typer," explain Groetchen Tool Co. officials, "is that it appeals to everybody—men, women and children. The child understands how to operate the machine and its uses. The older person not only finds it entertaining to make the disk, but the resultant aluminum disk, properly stamped, has hundreds of uses.

"Easily stamped out on the modernistic and easily understood Metal Typer, the aluminum disks have a multitude of uses. Personal identification, luggage markers, social security numbers, automobile license numbers—these are but a few of the useful uses of the disks.

"Then, too, the fun of stamping out the disks—that is something that every red-blooded American likes to do. This is an age of machinery and every person is tuned to the times. Everyone enjoys creating something by himself—this is one of the outstanding reasons for success of Metal Typer.

"Metal Typer is in use in a wide variety of locations. In fact, it is suitable for almost any kind of a location anywhere. Parks, carnivals, transportation terminals, stores, arcades and a variety of other locations have all found that Metal Typer is profitable, is attractive, is much used and, above all, repeat play is large."



SALES MANAGER VINCE SHAY of Mills Novelty Co. and Ray Farnow close a deal. The table is Spinning Reels, Mills' new game with top jackpot.



Monarch

FREE PLAY SPECIALS

ALL THESE AND PLENTY MORE



<p>BALLY</p> <p>Gold Cup, 5 Ball \$110.00 Scoop 82.50 Roller Derby 82.00 White Balls 82.00</p> <p>KEENEY</p> <p>Super Six \$45.00 Thriller 43.00 Super Changer 87.00 Hit Number 16.00</p> <p>GOTTLIEB</p> <p>Big Show \$44.50 Keen-a-Ball 44.50 Lot-o-Smoke 42.50 Twinkle 32.50 Betting Champ 28.50</p> <p>GENCO</p> <p>Punch \$64.50 Mr. Chips 82.50 Aircraft 38.50</p>	<p>Variety \$44.50 Champion 47.50 Headliner 39.50 Supreme 34.50 Spottam 29.50</p> <p>DAVAL</p> <p>Follow Up \$37.50 High-Lite 34.50 Liberty 20.50 Midway 22.50 Side Kick 23.50 Gem 19.50</p> <p>STONER</p> <p>Fantasy 49.50 Clipper 29.50 Davy Jones 27.50 Speedy 24.50 Chebbie 20.50</p>	<p>EXHIBIT</p> <p>Jumper \$52.50 Golden Gate 47.50 Rebound 44.50 Avalon 34.50 Conquest 34.50 Contact 20.50 Skyrocket 24.50</p> <p>CHICAGO COIN</p> <p>Commodore \$64.50 Nippy 62.50</p> <p>Ring \$37.50 Bubbles 27.50 Rink 27.50 Fair 24.50</p> <p>Lucky \$45.50 Buckaroo 42.50 Majors 31.50</p>
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BALLY GRAND NATIONAL ONE-BALL MULTIPLE JACKPOT, AUTOMATIC PAYOUT \$119.50

Write for New Price Bulletin Listing Complete Selection of Free Play Games, Cassioles, Legal Equipment, Phones, Counter Games.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE. Cable "MOCOIN" CHICAGO, ILL.

"Freedom for the Pinballers," Asks Humorous Writer

OAKLAND, Calif., April 27.—Adopting a humorous attitude, Art Cohn, sports editor of *The Oakland Tribune*, speaks up for "freedom of the pinballers" in his column, "The Cohn-ing Tower," dated April 9. The column follows:

"I wish that the State, having appointed itself as the guardian of my morals would make up its mind what is good and what is bad for me.

"The State approves of gambling on horse races and, as long as it gets 4 cents out of every dollar I bet, it will continue to encourage promoters to build more and more tracks to help part this fool from his money.

"Yes, it's perfectly all right for me to blow all my dough on the gee-gees, but . . . I must not play roulette, craps, chuck-a-luck, Faro, monte, lansquenet, rotage-et-noir, rondo, tan, fan-tan, seven-and-a-half, hokey-pokey, 21, slot machines and baccarat, among other parlor games so dear to my childhood. The State says they are bad for me.

"A couple years ago, U. S. Webb, then attorney-general, ruled that stud-horse poker was good for me. Stud, he found in his law books, if not in the Penal Code, was legal. But draw poker is bad for me. Yes, that form of poker is illegal.

"The State cannot make up its mind on pinball machine games. Around here, they are bad for me, and tho' I may ring up a world record score, there is no payoff. However, when I go to Southern California on one of my periodic visits, pinball machines are good for me. I usually make expenses on 'em.

"In my book, gambling is gambling and if it's morally wrong, it is morally wrong in every form.

"But the State doesn't feel that way

about it. You can play stud poker, but not draw poker. You can bet on horses, but not on dogs. There is one law for Northern California . . . and another one for Los Angeles County.

"Really, I do wish the State would make up its mind.

"I can take a flatful of paper clips and, from my office window, can hit—if the wind is right—five dice games, two horse books and a public card parlor that offers whist, pinochle, pedro and piute.

"The take on those cigar-store dice games (ace-away or yip, 20, poker dice, rattle-dangle, klondike, qualify, jack-pot and hooligan) is plenty and I want to know why that inconsistent guardian of my morals, the State, doesn't demand 4 cents of every duck wagered on the roll of the speckled cubes.

"I also would like to know if rolling double or nothing for drinks, or playing craps for chips, or using any of a dozen equally crude subterfuges is gambling, in the eyes of the State, and, if it is, why isn't the State getting its 4 per cent?

"Or is there any moral difference between dropping a herman on a horse race or blowing the same amount on a cigar-store dice table or in a slot machine such as can be found at the right clubs or at a card parlor playing whist, pinochle, pedro or piute?

"Gambling is gambling and, since this wicked old world seems determined to keep on gambling, I say the State should get its 4 per cent out of all such betting devices, not horse racing alone.

"Furthermore, if it's legal to gamble on dice and cards right out in the open, why does the State prohibit us pinball machine bugs and roulette guys from having our fun, too? I demand equal rights, that's all.

"Or is the State attempting to reform us pinball machine experts and roulette rous and regiment us into a race of horse players, craphooters and card sharks? Apparently that's the case and I am quite indignant over this flagrant violation of civil liberties. We pinball and roulette guys have some rights!"



THE GENERAL VENDING SERVICE CO., owned by Harry Hoffman, George Goldman and Irvin Blumenfeld, recently opened this new distributing and jobbing showroom in Baltimore. The company has been in the operating business continually since 1925 as one of Baltimore's oldest operating firms. Blumenfeld, speaking for the firm, declares: "Our many years of experience in operating gives us a clear picture of the needs, problems and the point of view of the operator."

THE WORLD-FAMOUS KENTUCKY DERBY

AND THE GRAND OPENING

OF THE OHIO SPECIALTY COMPANY'S

Beautiful New Showrooms at 539 S. 2nd Street

OPEN HOUSE

FRIDAY AND SATURDAY
MAY 3 AND 4

HOURS—9 A.M. TILL MORN.

ALL COIN MACHINE MEN VISITING THE DERBY AND OUR MANY FRIENDS AND CUSTOMERS ARE CORDIALLY INVITED TO ATTEND THIS GALA EVENT.

SEE ALL THE NEWEST AND LATEST MACHINES

We Are Distributors for All Leading Manufacturers

REFRESHMENTS - - DRINKS - - ENTERTAINMENT - -

OHIO SPECIALTY COMPANY

539 S. SECOND ST. LOUISVILLE, KENTUCKY

BILL BETZ SAYS:

WE'RE HAVING SPRING HOUSE CLEANING
ALL PRICES CUT TO THE BONE

These Machines Carry Our Usual Reconditioned Machine Guarantee. All in A-1 Condition.



PHONOGRAPHS	
Seeburg Sym. Model Mayfair	\$189.50
Seeburg Sym. Model Plaza	159.50
Seeburg Sym. Model Concert Grand	166.00
Seeburg Sym. Model Gem	139.00
Seeburg Sym. Model Regal	149.50
Seeburg Melody King (20 Records)	104.00
Seeburg Melody King (18 Records)	68.50
Seeburg Sym. Model H or J	54.50
Seeburg Sym. Model B, C, or D	24.50
Seeburg Sym. Model A	24.50
Seeburg Sym. Model A with Illum. Cab.	64.50
Seeburg Sym. Model A with Illum. Grill	39.50
Seeburg Sym. Model H with Illum. Grill	69.50
Wurlitzer 24 Record	124.00
Wurlitzer 616	89.50
Wurlitzer 412	34.80
Wurlitzer P-12, in Illum. Cabinet	64.00
Wurlitzer 7-18	69.50
Wurlitzer P-12	24.50

Mills Dance Master	\$15.00
Mills De Re Mi	29.50
Mills Boodle	29.50
Mills Zephyr (Like New)	59.50
Rockola Imperial 20	74.50
Rockola Rhythm Master (18 Rec.)	59.50
Gable	18.00

MERCHANDISE MACHINES	
Snacks Gum Vender	\$ 5.00
Ever Ready Peanut Machine (3 Compartments)	7.50
Snacks	10.00
W. B. Dancy Peanut Vender	3.50

SHOOTING MACHINES	
Rayette Rifle Range (Quick Shooting Model)	\$50.00
Jungle Dodge	30.00
Rayette Chivien Gun	125.00

Bally Alley Bowling Game \$125.00

ONE-THIRD DEPOSIT REQUIRED WITH ALL ORDERS.

W. B. NOVELTY CO., INC.

1903 WASHINGTON AVE., ST. LOUIS, MO. 3105 GILLHAM PLAZA, KANSAS CITY, MO.

New Orleans

NEW ORLEANS, April 27.—Following the coldest winter in many years, the Deep South is enjoying springlike weather and once more patronage is increasing at outdoor locations. Phonograph operators say that play is well ahead of a year ago and close to an all-time peak. Higher cotton prices this spring, the steadily growing oil boom as South Louisiana gets its 100th producing field this week and general all-round better conditions are credited with the improvement.

A sure sign that music operations are good are reports by disk distributors that record sales are far ahead of the first four months of 1939 and that prospects continue bright for the future.

There also has been a sharp increase this spring in patronage at dozens of Vieux Carre (Old Quarters) night spots, which are turning to phonographs for entertainment, especially after midnight.

Nick Carbajal, general manager of Dixie Coin Machine Co., is confined to his home with a stomach ailment which will hold him down for several weeks,

altho he is recovering. In his absence Mrs. Carbajal is subbing at the office. Julius Pace, the ops' Kingfish, is expressing keen satisfaction with the new creations by Bally, Keeney, Chicago Coin and Gottlieb.

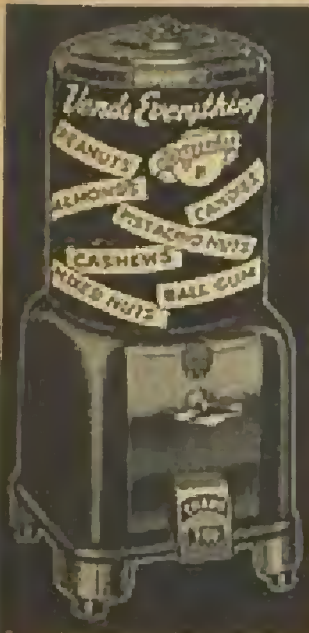
Dolphus Dollnig Passes

(Omitted from last week's issue)

CHICAGO, April 27.—Dolphus Dollnig died in a hospital here April 16 after a brief illness. Burial was in the All Saints Cemetery April 16. His death came as a surprise to the trade, altho some knew that he had entered the hospital last week.

"Dolly," as he was affectionately known to the coin machine trade, was a brother-in-law of the Mills brothers (Mills Novelty Co.) and founder of "The Coin Machine Journal."

Recently he was said to be actively associated with the new movie machine connected with the name of Jimmy Roosevelt.

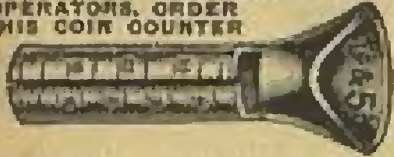


THE NEW ESQUIRE
THE LAST WORD IN VENDING PERFECTION

Truly a great vendor — it is universal — vends all types of bulk merchandise and vends them accurately — no additional parts necessary. Holds 1200 balls of gum or 5 to 6 lbs. of bulk merchandise. Standard Finish

ESQUIRE (single unit)
Sample \$8.95.
Percolate Finish 50c extra.

1/3 Cash With Order, Balance C. O. D. OPERATORS, ORDER THIS COIN COUNTER



Prany-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each, prepaid cash with order. No C. O. D. Write for complete details on TOPPER, SPECIAL, Standard, Wall Reckoner, etc.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



Automatic Games Takes More Space

CHICAGO, April 27. — Automatic Games, of Chicago, one of the leading bulk vendor manufacturers of the industry, recently announced the leasing of new and larger factory space at 2422 Fullerton avenue. The change was necessitated, says H. F. Burt, of Automatic Games, because of the increased demand for their line of Silver King venders and because of the addition of two new machines to their line.

"Our new King Jr. vendor, introduced at the 1940 Coin Machine Show, met with such approval that it was not long before the factory space was inadequate," said Burt. Just this month we announced a new de luxe ash tray model King Jr. This model is the same ruggedly built, good-looking King Jr., with a handsome non-tarnishable magnesium ash-tray base. Operators report the new model easy to place in the best locations for both table and counter use.

"Automatic Games also announced this month a new half-inch 1,100-size ball gum vender. This new machine, which will be known to the trade as the Prize King, was put out by Automatic Games because of the many requests that they had from jobbers and operators for a well-built vender that would handle half-inch and five-eighths inch gum balls. The Prize King has a specially constructed mechanism with a two-ball reserve chamber which eliminates all possibility of missing or jamming."

New Cig Machine Firm in New York

NEW YORK, April 27.—Louis H. Cantor opened offices this week at 250 West 54th street, New York, which will be known as Louis H. Cantor Co. The company will distribute the National cigaret machines in New York, New England, New Jersey, Delaware, Maryland, Virginia and Washington.

The New York offices have been furnished in the most attractive, modernized mode, with a reception room, display room, private office and large repair shop. Cantor expects to travel quite a bit. When he is on the road the office will be in charge of Al North. An office in South Boston, Mass., will carry a complete line of National Vendors, in addition to a service accommodation for the operators in that territory. This office will be under the management of Walter Strauss.

New York CMA Talks Over Outing Plans

NEW YORK, April 27.—Tentative plans for the annual outing, June 15-18, were drafted at the regular meeting of the Cigaret Merchandisers' Association Thursday night. Designation of the scene of the event is pending, it was reported.

According to Matthew Forbes, manager, other CMAs are invited to join and make the meeting a get-together. This fact was mentioned at the Interstate CMA meeting in Boston recently, when no future meeting date was set. If arrangements can be made, it is probable that the Interstate will meet at the outing on the Saturday of the two-day affair. Another point to be decided is whether it will be only for members or if women will be guests. New York favors an affair similar to the one held last year and at which only members were present. However, this CMA is leaving the matter up to other organizations that want to hold the affair under joint sponsorship.

A large percentage of the membership was present at this meeting, Forbes said.

Wrigley Net Sets Ten-Year Record

CHICAGO, April 27.—Earnings of the William Wrigley Jr. Co. for the first quarter of this year reached the highest level for the period since 1930.

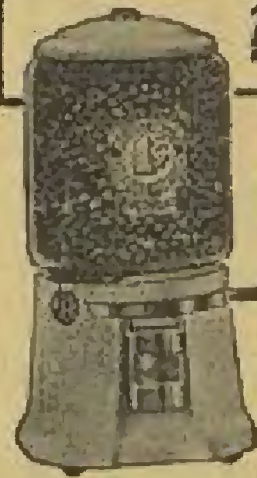
Profit totaled \$2,457,835, after depreciation, federal taxes and foreign exchange loss, due to the application of current free rates of exchange to current net assets and current year's profits of foreign subsidiaries, equal to \$1.25 a share compared with \$890,148 in the preceding quarter, and \$2,193,356, or \$1.12 a share, in the corresponding quarter of 1939. Profit for the latest period included profits from foreign subsidiaries in the amount of \$92,898, after deducting foreign exchange loss.

Axton-Fisher Net \$620,334 Last Year

LOUISVILLE, April 27.—The Axton-Fisher Tobacco Co. of Louisville, Ky., reports for 1939 net income of \$620,334 after deductions for operating expenses, normal federal income taxes and other charges. This is equal after dividend requirements on the 6 per cent preferred stock and under the participating pro-

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
- ★ Hammeroid 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

AT LAST

A 5c Package Cigarette Machine, Beautiful, Attractive Machine Vends 5 Cigarettes for 5c.

Operators, Jobbers, Distributors, Write for Exclusive Territory.

AJAX COIN MACHINE EXCHANGE

461 Elizabeth Ave., NEWARK, N. J.

WANT LOCATIONS FOR COCA-COLA VENDING MACHINES

IN N. Y. AND N. J.
If you know some good spots for us we will pay a fair price upon installation of machine.
BOX 154, Care Billboard, N. Y. C.

visions of the shares to \$5.59 each on 45,405 shares of Class A common stock and \$2.54 each on 112,012 shares of Class B common.

Net income in 1938 was \$729,451, or \$0.72 a share on Class A and \$3.30 a share on Class B. Undeclared cumulative dividends on the 6 per cent preferred and Class A common stocks at year-end were \$254,446 and \$430,464, respectively.

Six-and-a-Quarter Millions Is Profit For Hershey in 1939

HERSHEY, Pa., April 27.—The Hershey Chocolate Corp. earned a net profit of \$6,233,304, according to the annual report for 1939. This is after charges for depreciation, interest, federal and State income taxes and \$107,406 inventory adjustment.

After allowing for participating provisions of the convertible preference stock, the profit is equal to \$7.24 each on 857,740 shares of no par common stock, excluding 42,900 shares held in the treasury. In 1938 the company reported a net profit of \$4,126,254 after inventory adjustments, equal to \$4.17 a common share.

For the last quarter of 1939 the company made \$1,400,094, or \$1.78 a common share. This compared with \$1,026,900, or \$2.44 a share on the common stock for the preceding quarter ended with September 30, and with \$569,310, or 46 cents a common share, shown for the December quarter of 1938.

Lehman Vetoes Cig Tax Deductions

ALBANY, N. Y., April 27.—Governor Lehman vetoed the Coudert Bill, which would have permitted smokers to list cigaret taxes under legal deductions in making out their State income tax returns.

Lehman objected to the bill, declaring that it was loosely drawn up and that both retailers and consumers might deduct the tax on the same package of cigarets from their gross income. The governor also pointed out the actual saving involved is very small—only about 25 cents per average taxpayer.

TORR'S TODAY'S BUY WAMPUM AUTOMATIC TOKEN PAYOUT



WRITE FOR PRICES

SILVER KING

\$5.50 Each in lots of 10

SPECIAL ALMONDS 800 COUNT ONLY 37 1/2c lb.

1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

TORR 2047A-SO. 68 PHILA.

MAKE MONEY NIGHT AND DAY WITHOUT SELLING

Slap 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.

Empire Toy & Candy Vendor



GENEAL PENNY GETTER!

The EMPIRE is equipped with our Patented For Vending Attachment. Vends Toys and Candies for 1c. Operator's Net PROF. IT is over \$2.00 at each sale. Many EMPIRES empty 3 and 8 times weekly! Operate a "chain" of these Steady Money Makers! Remit Only \$10.00 for This Deal:

- 1 EMPIRE, 10 pounds Candy Coated Peanuts.
 - 2 gross assorted Toys.
 - 1 Toy Display Frame.
- EXCLUSIVE EMPIRE FEATURES:** Mugs of Candy, Slot, Beautiful Chrome Finish Body, Yale Lock on Money Box. Same Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Complete Price.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Coming Events

Tenth Annual Premium Exposition, Chicago, at the Palmer House, April 29 to May 3.

16th Annual National Music Week, May 5 to 11.

National Restaurant Week, May 6 to 12.

National Carbonated Beverage Week, May 12 to 18.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

Eighth Annual Convention of the Retail Tobacco Dealers of America, New York, May 18 to 18.

National Governors' Conference, St. Paul, June 2 to 5.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

Twenty-fourth Annual Convention of the Associated Retail Confectioners, New York, at the Pennsylvania Hotel, June 2 to 5.

National Confectioners' Association Convention, New York, June 2 to 5.

American Federation of Musicians' Convention, Indianapolis, June 10 to 15.

Convention of the National Association of Music Merchants (retail music stores), Chicago, July 30 to August 1.

1. Small Down Payment — 24 Months to Pay!
2. Only \$11.50
3. Most Model Nationally Famous
ADAMS
 Chewing Gum
 These are the 3 BIG REASONS why more and more operators are buying Adams gum vendors! A SURE, SAFE, STEADY, PROFITABLE BUSINESS! A LIFETIME BUSINESS! Write for Complete Details TODAY!!

G.V. CORP.
 655-FIFTH AVE., NEW YORK

Ash Back on Job After Operation

PHILADELPHIA, April 27.—Joe Ash, of Active Amusement Machines Corp., is back on the job after undergoing an operation at University Hospital here.

"Regardless of what anyone says, getting back on the job again makes me feel 100 per cent better," said Ash.

"There's nothing like listening to the turmoil in our place of business from early morning until late in the evening. It may sound noisy and raucous to anyone else, but to me it's music compared to a hospital bed."

"I want to take this opportunity thru *The Billboard* to thank all of those people who were so kind to write me while I was at the hospital and who sent me so many entertaining telegrams, letters and newspapers, as well as candy and flowers. Imagine anyone sending me flowers."

January-March Ohio Cig Tax Nears 2 Millions

COLUMBUS, O., April 27.—Cigarette tax revenues of \$1,872,836 for the first quarter of 1940, an increase of \$250,000 over the corresponding period in 1939, have been reported by Tax Commissioner William S. Evatt.

Evatt attributed the rise partly to reducing from 10 to 5 per cent the discount allowed wholesalers for affixing tax stamps.

will give out-of-town operators an opportunity to attend two great events at the same time. All operators holding the rank of Kentucky Colonel will be the special guests of Col. Harry Cohen, he announced.

Ohio Specialty Co. Opening May 3-4

LOUISVILLE, April 27.—Having outgrown its former location on Broadway, the Louisville branch of Ohio Specialty Co. has been obliged to seek larger quarters at 539 West Second street, which will prove more convenient to operators and provide four times as much floor space for displaying its large stock of machines. Parking space for 20 machines is provided in the rear of the building.

In setting May 3 and 4 for the formal opening, Harry Cohen, owner, and Harry Rosen, manager of the Louisville branch, took into consideration Derby Day. This

See Decline in Unemployment

WASHINGTON, April 27.—President Roosevelt's economic advisers, it has been learned, have sent him a memorandum indicating the state of the nation as regards unemployment. An encouraging note was sounded by a federal economist, who stated that unemployment should be down to about 9,000,000 in April.

The memorandum is a compilation of differing estimates from prominent labor statistics sources. It draws no original conclusions.

The President was told that the best unemployment figures available until the census takers check up in April are as follows:

	Estimated 1939 Average	Estimated for January, 1940
National Industrial Conference Board	9,100,000	9,300,000
American Federation of Labor	10,100,000	10,200,000
Congress of Industrial Organization	10,700,000	12,000,000
A Federal Economist	9,200,000	10,500,000

The economist, one whose figures are used regularly by a half dozen federal agencies, said the higher figures for January were due partly to the business decline in that month but largely to seasonal factors which always increase unemployment in that month.

This statistician figures that an average of 2,000,000 was unemployed in 1929, with the figure rocketing to 14,000,000 in March, 1933, declining to 6,250,000 in September, 1937, rising again to 10,300,000 in February, 1938, and touching temporary bottom again at 8,800,000 last October.

If the usual seasonal factors operate this year—a circumstance of which he is not sure because of the recent business decline—this economist calculates that unemployment should be down to about 9,000,000 in April.



JUST A SMALL PART OF THE CROWD that turned out for the recent opening of the Simon Sales, Inc., offices in New York.

AMERICA'S No. 1 BUY

DuGrenier's CHAMPION

"AMERICA'S FINEST CIGARETTE MACHINE"

Write, Wire or Phone TODAY For Complete Details of the DuGrenier EASY TIME PAYMENT PLAN!!

DUGRENIER SALES CORP., 630 FIFTH AV., NEW YORK

A ONCE-IN-A-LIFETIME BARGAIN FOR VENDING MACHINE OPERATORS!

Used, Reconditioned
STEWART-McGUIRE GUM VENDORS

6 COLUMN HEXAGON
 Vend Adams Chewing Gum ALL IN PERFECT CONDITION!

\$4.95 In Lots of 10 or More
 Less Than 10, \$5.50 Each

Limited Quantities. First Come, First Served! Send \$2.00 deposit, balance C. O. D., for yours while they last. Phone and Wire Orders Will Receive First Attention.

ADAMS CHEWING GUM All Flavors **43c** Per 100

NORTHWESTERN SALES & SERVICE CO. 589 Conoy Island Ave., Brooklyn, N. Y. Tel.: BUCKminster 4-2770

SENSATIONAL NEW VENDING PRODUCT PRETZEL BITS

Delicious golden brown, light and about the size of peanuts. They will vend in your standard peanut vendor or in machines ordered from us. Think of the thousands of locations where peanut machines are now located, but still open to this new and different product. A string of these machines will insure a handsome profit. Be the first in your locality. Rush one dime to cover packing and mailing of your sample.

ORDER NOW
THE SPECIALTY DEVELOPMENT CO.
 BLUFFTON, INDIANA

YOUR FINEST OPPORTUNITY

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, HOOK-OLA, MILLS PHONES, Perfectly Reconditioned, Low Prices. Write

BABE KAUFMAN (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

Automatic Phono in SEP Ad

CHICAGO, April 27.—In the April 27th issue of *The Saturday Evening Post* the United States Rubber Co. shows an automatic phonograph in its half-page advertisement for Keds shoes made by the firm. The ad depicts a group of youngsters dancing and the true swing style, while others stand around the phonograph.

MUSIC MERCHANDISING

Sees Bigger Use of Phonos In Mexico; Only 2 Obstacles

MEXICO CITY, April 27.—Leading distributors and operators of automatic phonographs in this city state that there are only two major factors existing at present to keep Mexico from becoming even a larger coin phonograph user than it has been already. One is the "ridiculously low value of the Mexican peso" and the other a six-month probationary permit from the government (now four months old) asking that operators adhere to a rule controlling the tone volume of each phonograph on location.

This latter obstacle is not something that Mexican operators are necessarily objecting to, but is a problem that they are finding difficult to solve. It seems that most proprietors of locations where there are coin phonographs have an inherent desire to turn the volume of their machines up to the limit, either for advertising purposes or just because they like their music loud. This widespread practice evoked so many complaints from citizens that the government was forced to step in and tell operators that unless they did something to keep the tonal volume of their machines down to a reasonable point the machines would have to come out. Operators obtained then a six-month grace period in which to cope with the problem, and in about two more months it will be up to the government to decide if the wrong has been righted.

Low Exchange Value

Most important factor, however, now influencing the coin-operated phonograph, according to distributors and operators, is the low exchange value of the peso. They say that it is self-evident that when it requires nearly six pesos to buy one American dollar, the cost of purchasing and shipping a phonograph from the U. S. amounts to a considerable investment, especially when it must be figured that the machine takes in Mexican money when installed. Despite this condition, it is pointed out that at present there are approximately 9,000 phonographs operating in the Federal District of Mexico right now. If the ratio on the money exchange was more even, they say, there is no question that the phonograph business would increase a great deal.

There is much optimism expressed over both of these problems, and hopes are high that both will be satisfactorily adjusted this coming summer. In the event that they are settled, it will not only mean a tilting of the automatic

Acme Busy With Music Stimulator

BROOKLYN, April 27.—Sam Sachs, of Acme Sales Co., phonograph remodeler, is having his hands full, he reports, the way orders are jamming the factory for the new Acme Music Stimulator.

"Operators from all over the country are rushing orders for the Acme Music Stimulator," said Sachs. "We stepped up our production several times and find that the more we step it up the more we are behind. Operators of music machines appreciate the music stimulator, for they know that this will not only help to increase collections anywhere from 30 per cent to 50 per cent, but also because it eliminates so much trash being placed on top of their machines.

"One operator wrote us, 'Even if the Acme Music Stimulator never increases my take it's well worth the price, for it helps to dress up the machine and it certainly keeps coats, bottles, signs and other trash off the top. This is important to us. You are doing the music operators a big favor with the Acme Music Stimulator.'

"We stood at the bar in one tavern where we placed the Acme Music Stimulator on test and we were amazed at the way people sitting and standing around were walking over to the machine as the sign continued to blink at them. 'Play Your Favorite Music.'

phonograph industry in Mexico, but also the entire coin-operated field. Distributors are overly-cautious right now in investing money in coin games, because they fear that with the exchange being what it is, games would lose their novelty before the investment could be realized thru play for the operator.

Needle Applauded By Distributors

CHICAGO, April 27.—"We certainly are enthused over the reports we are receiving from our distributors on the new 4,000-play Pfanstiehl Needle," reports W. P. (Bill) Hemminger, sales manager of the Pfanstiehl Chemical Co. "For example, Art Pockras, of Universal Amusement Co., Philadelphia, writes the following: 'The new 4,000-play Pfanstiehl Needle is making a big hit with music operators thruout my territory. Any number of these fellows have expressed their great appreciation for the time saved in servicing their machines by the elimination of the necessity for turning the needles. I'm confident you can look for some mighty fine business from my territory.'

"G. H. (Cy) Perkins, of Phonograph Operators' Association of Maryland, Inc., writes: 'I guess the old saying, the proof of the pudding is in the eating certainly can be applied to the new Pfanstiehl Needle. After an operator tries the new Pfanstiehl Needle he just won't have any other.'

Phono Rental Business Growing

CHICAGO, April 27.—Current issue of Radio and Television Retailing (April, 1940, page 34) carries a story on the rental of phonographs and records for parties and other gatherings. The phonographs displayed in the story are not the type utilized by the coin machine business, but are portable affairs which

Rumor Du Pont To Make Phonograph Disk Materials

NEW YORK, April 27.—Rumors among the phonograph record trade officials have indicated the possibility of a new plastic material for use in making phonograph records. It is reported that Du Pont is experimenting with plastics, seeking one suitable for sound reproduction.

W. P. Jensen, sales manager of the plastics department of E. I. Du Pont de Nemours & Co., Inc., located in Arlington, N. J., recently answered an inquiry stating:

"At present this department of our company, and the only one, generally speaking, producing plastic materials other than 'cellophane,' is not producing a plastic material, current state of development, that is entirely suitable for the fabrication of records.

"As you know, we maintain very extensive research and development laboratory facilities. There is a possibility that we will have something that is suitable to offer at some time in the future and when available announcement will be made."

may be handled by one man. They are of the single turntable type, with no automatic apparatus.

The article points out that there are from 50 to 100 small parties and social functions going on every Saturday night in any city of 100,000 population and that these affairs call for some form of music. It is said that as many as 75 installations are made in a single month by one firm. The average for the year is about 400 rentals.

Thirty dance records are usually furnished with the units. Two types are used: for small parties, the motor unit contains the speaker; for large dances, the speaker unit is separate from the motor unit to avoid feedback. To further enhance the use of the phonographs, microphones are available for use with the units.

Newspaper advertising and circulars specifically designed to attract the party giver keep the phonographs busy.

Phonos Factor in Retail Record Sale

DETROIT, April 27.—"We have considered in detail the great benefit to be derived from the use of records made expressly and primarily for music machines," reports Joe Brilliant, of the Ammer Record Co., Detroit. "The success of a record on machines all over the country is a tremendous factor in its retail sales and the importance of the operator has therefore increased proportionately. With these thoughts in mind our records, bearing the name Ammer, are manufactured primarily for automatic phonographs and secondarily for retail sales. All of which implies that from our own experiences on our own machines, we are in a position to follow each trend minutely and release numbers accordingly.

"The name Ammer is a condensation of Automatic Music Machine Operators' Recordings. Taking the first initial of each word we get the one word—Ammer. That's what we want, recordings made solely for automatic music machines—recordings which have proven themselves real nickel nabbers. And recordings that the operators can depend on for real quality. This is what brings home the bacon for the music machine operator today."

Monarch Music Equipment Sales Up

CHICAGO, April 27.—Al Stern, of Monarch Coin Machine Co., reports a sizable increase in sales of music equipment. Stated Al: "This past week has seen Monarch sales in music equipment go higher than they have been for any other week in some months.

"Phonographs are more in demand today than at any time since the start of the year. Important, too, is the fact that there has been a large increase in orders from music operators everywhere for remote selector wall boxes. In considering reasons for this large volume of sales, we came to the conclusion that one of the biggest reasons is the fact that, with the advent of warmer weather, many more and larger locations are opening up."

Universal Names Needle Distributor

PHILADELPHIA, April 27.—Arthur Pockras, of the Universal Amusement Co. and an active member of the association here, has joined the group of distributors handling Pfanstiehl phonograph needles, it is reported.

"Our operators have needed everything this needle has," says Pockras. "After three tests of our own we are convinced we can cut down costs and make more money for operators."

Smutty Disk Gets City Fathers' Ire

DETROIT, April 27.—Music with a local reference, instead of eliciting the pride of civic boosters, got a formal rebuff this week from the officials of Hamtramck, 50,000 population suburb of Detroit. Latest to break in the territory is *Hamtramck Mama*, recorded in a hillbilly style and released on phonographs around this area.

Mayor Walter Kanar became aroused, as did the members of the City Council, and operators in Hamtramck itself were requested to remove the record from their machines—and generally did so. His honor was seeking some method of stopping the tune in the courts at last reports.

William Cohen, Hamtramck city attorney, said, "The thing is just plain nasty, and our people are angry. We're going to ask that it be withdrawn by record distributors in this area as a matter of good business."



ANNOUNCEMENT BY THE RUDOLPH WURLITZER CO. of the appointment of the Cox Vending Machine Co. as Wurlitzer distributor in Salisbury and Charlotte, N. C., was prefaced by the remark: "Progressiveness won for Cox the Wurlitzer distributorship." Located in Salisbury, Cox is now operating a branch in Charlotte. M. G. Hammergren, general sales manager of Wurlitzer, in announcing the appointment expressed his faith in Cox's "hard-working and hard-fighting organization." Above, left to right, are Wurlitzer assistant sales manager, Ernie Petering; Wurlitzer district manager, Bill Dutton, and distributor L. F. Cox.

For HELPFUL ADVICE VISIT YOUR NEAREST WURLITZER DISTRIBUTOR



ARIZONA
DeLoss Osborn
1154 W. Washington Blvd.
Los Angeles, Calif.

ARKANSAS
Commercial Music Co.
323 Center St.
Little Rock, Ark.

CALIFORNIA
DeLoss Osborn
1154 W. Washington Blvd.
Los Angeles, Calif.

DeLoss Osborn
1268 Folsom St.
San Francisco, Calif.

COLORADO
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

CONNECTICUT
Hub Automatic Sales
Garda Hotel
New Haven, Conn.
Hub Automatic Sales
26 Brighton Ave.
Boston, Mass.

DELAWARE
Penn. Coin-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.
Penn. Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

DISTRICT OF COLUMBIA
Penn. Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

FLORIDA
Modern Vending Co.
822 Fifth St.
Miami, Fla.
Simplex Distributing Co.
713-717 S. McDuff Ave.
Jacksonville, Fla.

GEORGIA
Hankin Music Co.
258 Pryor St., S. W.
Atlanta, Ga.

IDAHO
Pacific Distributors
4 Bernard St.
Spokane, Wash.

ILLINOIS
Chicago Simplex Distributing Co.
2430 S. Parkway Drive
Chicago, Ill.

Wal-Bil Novelty Co.
24 S. Tenth St.
St. Louis, Mo.

INDIANA
Guarantee Distributing Co.
2451 N. Meridian St.
Indianapolis, Ind.

IOWA
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.

KANSAS
Central Distributing Co.
607 W. Douglas St.
Wichita, Kans.

Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.

KENTUCKY
Kentucky Springless Scale Co.
514 S. Second St.
Louisville, Ky.

LOUISIANA
J. H. Peres Amusement Co.
922 Poydras St.
New Orleans, La.

Service Novelty Co.
807 Desiard St.
Monroe, La.

MAINE
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MARYLAND
Penn. Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

MASSACHUSETTS
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MICHIGAN
Wolverine Music & Spec. Co.
1010 Beaubien St.
Detroit, Mich.

NEW HAMPSHIRE
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

NEW JERSEY
Modern Vending Co.
Industrial Bldg.
1060 Broad St.
Newark, N. J.

Penn. Coin-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.

NEW MEXICO
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

NEW YORK
Art Novelty Co.
29 Beaver St.
Albany, N. Y.

Davis Sales Co.
192 N. Clinton Ave.
Rochester, N. Y.

Sieking, Inc.
Cor. 14th & Central Plwy.
Cincinnati, O.

OKLAHOMA
Commercial Music Co.
704 N. Broadway
Oklahoma City, Okla.

OREGON
Pacific Distributors
424 N. Broadway
Portland, Ore.

PENNSYLVANIA
Banner Specialty Co.
1508 Fifth Ave.
Pittsburgh, Pa.

Penn. Coin-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.

Benl. Sterling, Jr.
Rocky Glen Park
Scranton, Pa.

RHODE ISLAND
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

SO. CAROLINA
Amuse Novelty Co.
129 N. Spring St.
Spartanburg, S. C.

SOUTH DAKOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

TENNESSEE
G & S Amusement Co.
121 Fourth Ave. S.
Nashville, Tenn.

Southern Distributing Co.
628 Madison Avenue
Memphis, Tenn.

TEXAS
Commercial Music Co.
726 N. Ervay St.
Dallas, Tex.

Commercial Music Co.
2016 Travis St.
Houston, Tex.

Commercial Music Co.
508 Seventh St.
San Antonio, Tex.

UTAH
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

VERMONT
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

VIRGINIA
Southern Music Co.
1224 W. Broad St.
Richmond, Va.

WASHINGTON
Pacific Distributors
4 Bernard St.
Spokane, Wash.

Western Distributors Inc.
3126 Elliott Ave.
Seattle, Wash.

W. VIRGINIA
R & S Sales Co.
9 Butler St.
Martinsburg, O.

WISCONSIN
State Music Distributing Co.
1121 S. 16th St.
Milwaukee, Wis.

WYOMING
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

WURLITZER
DISTRIBUTORS
THE MOST HELPFUL
DISTRIBUTOR ORGANIZATION
IN THE
AUTOMATIC MUSIC INDUSTRY

MINNESOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

MISSISSIPPI
Service Novelty Co.
155 E. Pearl St.
Jackson, Miss.

MISSOURI
Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.

Wal-Bil Novelty Co.
24 S. Tenth St.
St. Louis, Mo.

MONTANA
Pacific Distributors
4 Bernard St.
Spokane, Wash.

NEBRASKA
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.

NEVADA
DeLoss Osborn
1154 W. Washington St.
Los Angeles, Calif.

1268 Folsom St.
San Francisco, Calif.

Davis Sales Co.
105 Lexington Ave.
Syracuse, N. Y.

Modern Vending Co.
656 Broadway
New York, N. Y.

J. H. Winfield Co.
1022 Main St.
Buffalo, N. Y.

NORTH CAROLINA
Cox Vending Co.
Salisbury, N. C.

Southern Music Co.
235 Summit Ave.
Greensboro, N. C.

NORTH DAKOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

OHIO
R & S Sales Co.
9 Butler St.
Martinsburg, O.

Triangle Music Co.
4606 Prospect Ave.
Cleveland, O.

Triangle Music Co.
406 N. High St.
Columbus, O.

SEE WURLITZER ADVERTISEMENT, BACK COVER THIS ISSUE BILLBOARD

WHY DO SEEBURG OPERATORS MAKE MORE MONEY?

*Because... these Seeburg "FIRSTS" put more money in the Cash Box **

1. SEEBURG COMPLETE CABINET ILLUMINATION . . .

First on Seeburg Symphonolas! An exclusive Seeburg development that skyrocketed location receipts! Acclaimed by operators as the biggest attraction in the history of automatic music!

2. SEEBURG MARBL-GLO . . .

First on Seeburg Symphonolas! The Seeburg "FIRST" that opened the doors to hotel lobbies, smart cafes, exclusive nite spots and clubs. Marbl-Glo expanded the field of music operating. It gave the music operator more permanent and profitable locations!

3. SEEBURG WIRELESS REMOTE CONTROL . . .

First on Seeburg Symphonolas! The greatest achievement of them all! Three years of success . . . now the greatest factor in automatic music! Seeburg has pioneered a "music system" that insures the future of automatic music operating. Seeburg Wireless Remote Control is a "cash box natural" that is demanded by top spot locations throughout the country. Overflowing cash boxes is the big reward on every location! Ask any operator of Seeburg Wireless Remote Control!

4. SEEBURG ILLUMINATED *Deluxe* SPEAKORGAN . . .

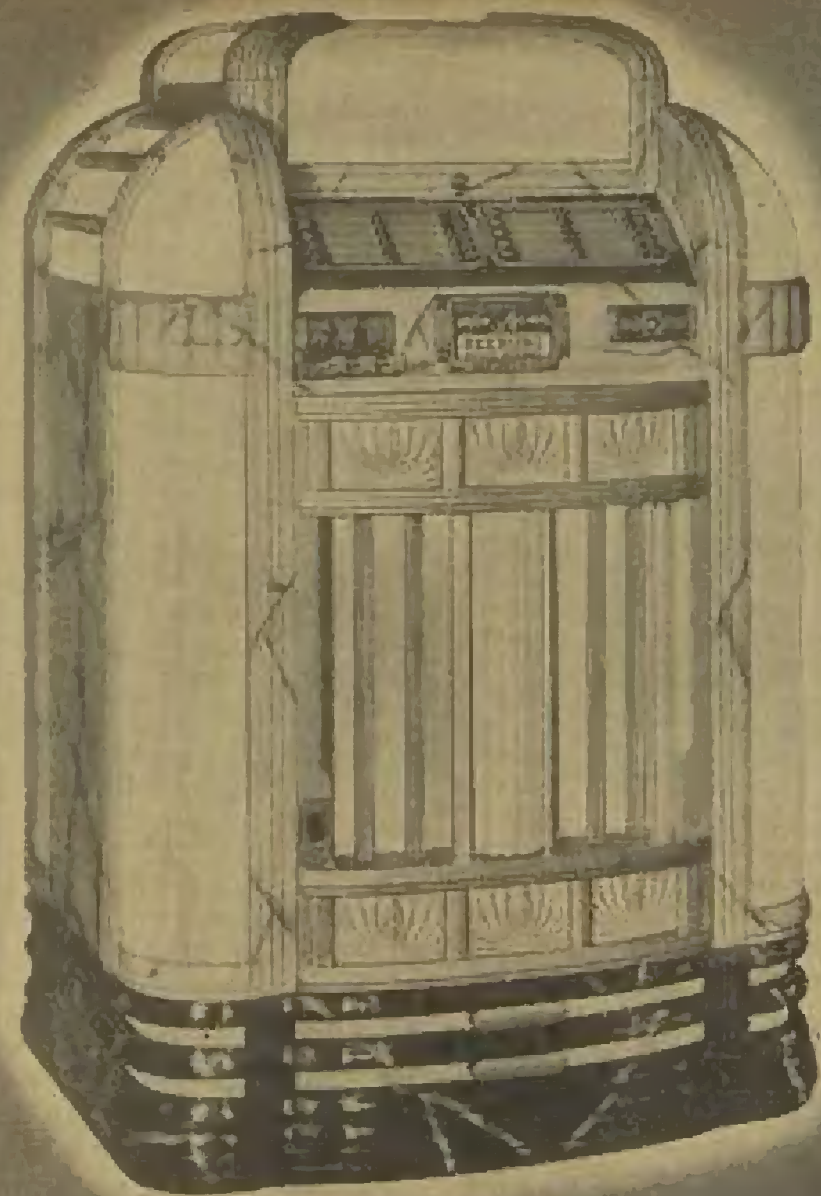
First deluxe illuminated auxiliary speaker designed to tie up directly with remote control and phonograph operation! Seeburg took the old-fashioned auxiliary speaker that was an eyesore and created a modern, illuminated, beautiful fixture. The Seeburg Deluxe SpeakOrgan makes the phonograph live in every section of the location and definitely directs play toward the coin chutes!

FIRST AND ONLY WIRELESS REMOTE CONTROL AUTOMATIC MUSIC SYSTEM *Now Ready for Immediate Delivery!*

SEEBURG HAS GIVEN MUSIC OPERATORS MORE MONEY-MAKING "FIRSTS" THAN ALL OTHER MANUFACTURERS COMBINED!

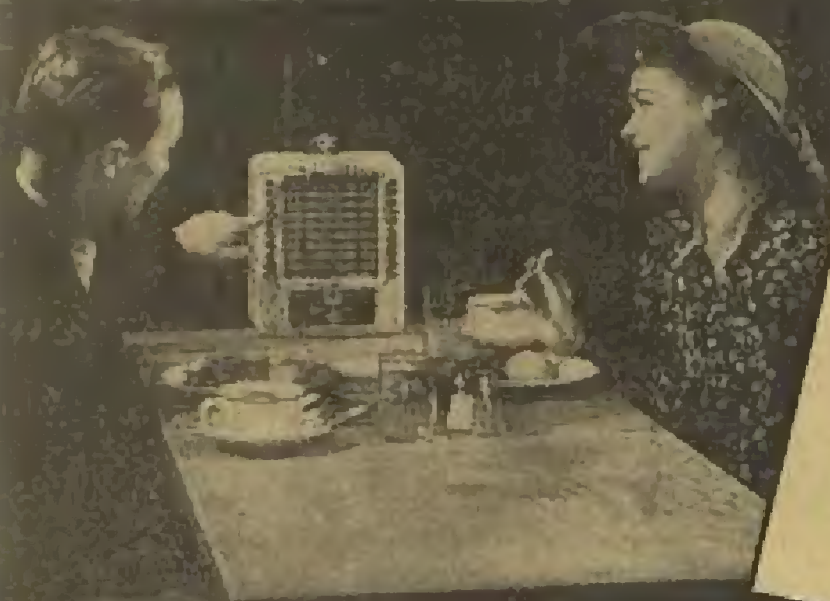
**The Seeburg "Firsts" Listed Are Only a Few of the Many Major Advances Which the J. P. Seeburg Corporation Has Pioneered and Developed!*

Money making locations everywhere are demanding Seeburg's Complete Wireless Remote Control Music System!



20 RECORDS
SEEBURG SYMPHONOLA
Colonel
ELECTRIC SELECTION

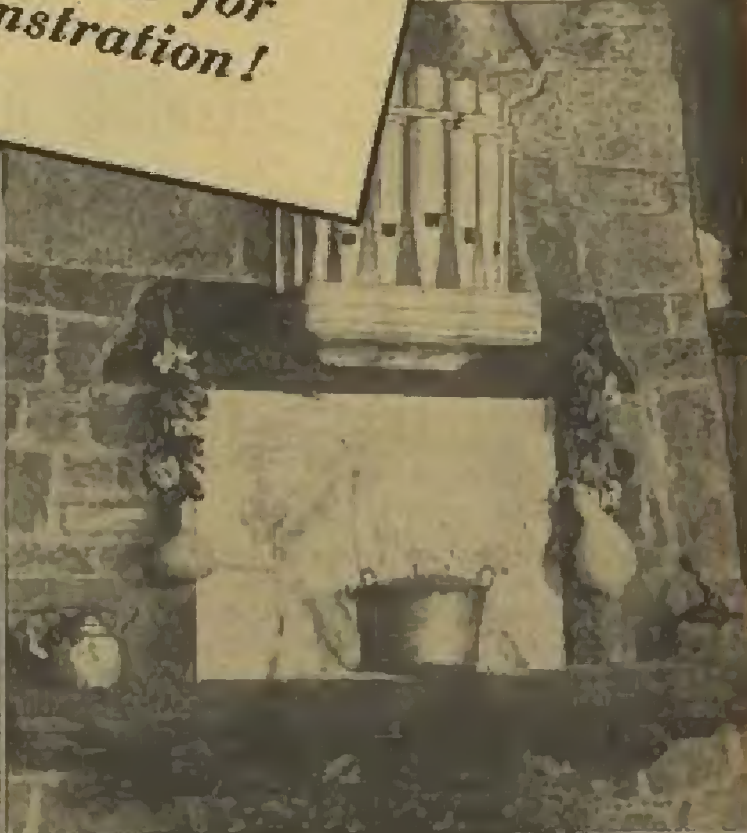
WIRELESS - JUST PLUG IN 
Permanently!
WITH A
SEEBURG
Wireless Remote Control
MUSIC SYSTEM
SIMPLE! PERFECTED! POOL-PROOF!
The "Wonder" of the Engineering World!
THE ONLY COMPLETE MUSIC SYSTEM
READY FOR IMMEDIATE DELIVERY!
**See Your Seeburg Distributor for
an Eye-Opening Demonstration!**



SEEBURG Wireless WALL-O-MATIC



SEEBURG Wireless PLAY BOY



SEEBURG Deluxe SPEAKORGAN

SEEBURG Wireless MELODY PARADE

J. P. SEEBURG CORPORATION • 1500 DAYTON STREET • CHICAGO

Atlas —

DISTRIBUTORS FOR THE

J. P. SEEBURG CORPORATION

SEEBURG WIRELESS REMOTE CONTROL MUSIC SYSTEMS



ILLINOIS — IOWA — MICHIGAN — WESTERN PENNSYLVANIA — WESTERN NEW YORK STATE

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago, Illinois

ATLAS AUTOMATIC MUSIC CO.
2782 E. Jefferson St., Detroit, Michigan

ATLAS NOVELTY CO.
1901 Fifth Ave., Pittsburgh, Pa.

ATLAS PHONOGRAPH CO.
1669 Main St., Buffalo, N. Y.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Bookers Praise Business

PRaise was heaped upon the music machine business this week by three of the nation's leading theatrical bookers. Harry Kalcheim, who books all bands into the Paramount Theater, New York, stated that he will not consider a band for the theater unless the band has records that have clicked on machines. He added that the effect of radio publicity secured by orchestras thru their broadcasts does not compare with the publicity a record secures on a machine for the same leader, due to the fact that the radio tune-in novelty is a thing of the past, while machines are attracting more players than ever before. Similar praise was voiced by Tommy Beckwell, president of the General Amusement Corp., a leading band agency, and by Frank Andrews, president of the Hotel New Yorker. Both are amazed at the popularity of the music machines and feel that it is very healthy publicity for the band business.

(The importance of the music machine business in the indoor field and additional thoughts by Harry Kalcheim are highlighted in this week's "Thru Sugar's Domino," a column by Elias E. Sugarman, indoor editor of *The Billboard*, appearing on page 4.)

College Poll Interesting

JUDGING from past polls, operators should find a great deal of valuable information in the current college poll

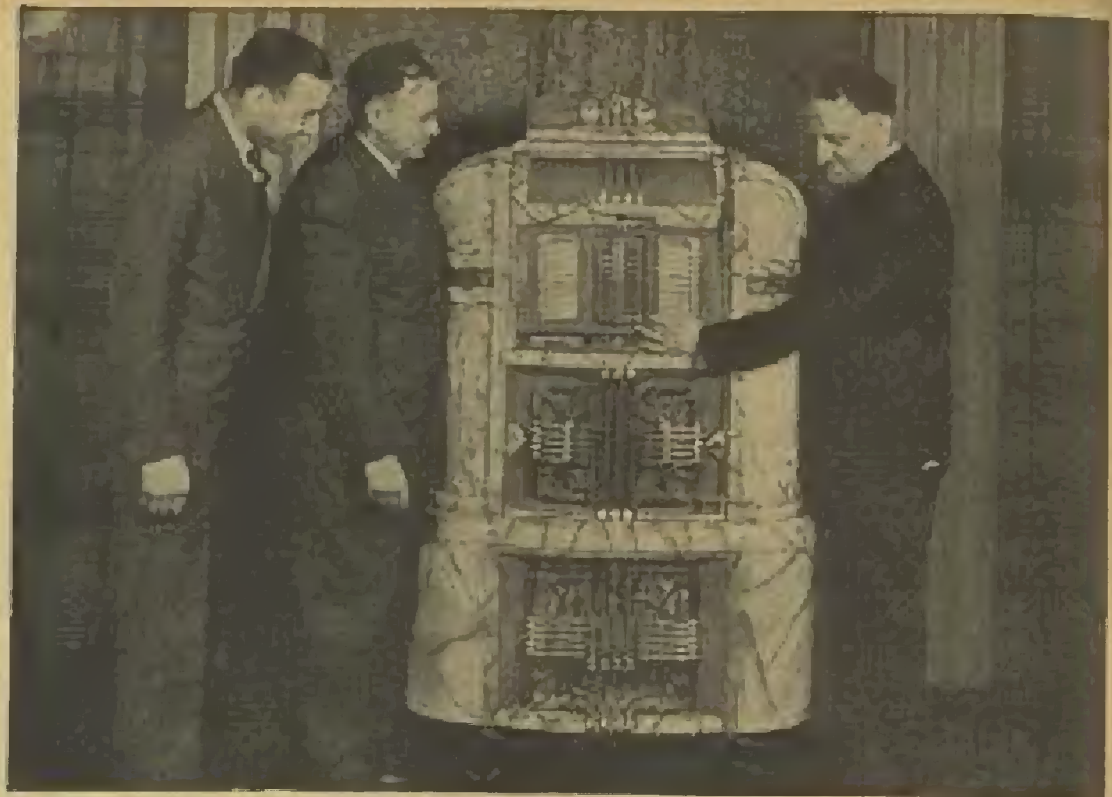
of bands conducted by *The Billboard* and which begins on page 3, this issue. One hundred and eight colleges thruout the country voted for their favorite bands, and 94 of them have an enrollment of 1,000 or more students. It should be of particular interest to operators with college



A SEEBURG WIRELESS REMOTE CONTROL music system has been placed in ex-champ Leo Tendler's popular location in Philadelphia. It is said that patrons consider this equipment as important and interesting as the many celebrities who frequent the location. "All that is necessary for such an installation," say Seeburg officials, "is a plug and a socket."

PHONO RECORDS WANTED

Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write Today.
CHICAGO SPORTS CORNER,
2 N. Clark Street, Chicago, Ill.



A. A. JUVILER, FORMERLY OF LONDON, was a recent visitor at the Rock-Ola factory. Juviler (right) is leaving shortly for Rio de Janeiro, Brazil, where he is confident of establishing large-scale distribution of Rock-Ola coin-operated phonographs. With Juviler are Mr. Norberg (left), of the magazine *Universal Commerce*, and A. L. Cannon, of Rock-Ola's export division.

locations. While it was more or less expected that Glenn Miller and Orrin Tucker would be in the top five list, it is interesting to note that Benny Goodman copped fourth position, which is surprising to the many who thought him to be slipping. Records have boosted the stock of all the leaders showing up well.

Phonos in Night Clubs

THE recent story of the popularity of phonos in night clubs using entertainment brought additional letters from operators in New York and Chicago, revealing names of other clubs doing nice business with phonographs. Club operators say that the machines are kept busy by patrons who arrive before any of their regular entertainers are scheduled to appear. The early customers who want music find a variety of it in the machines. Blondie's Celebrity Club, Chicago, and Harry Butler's Tap Room, New York, are successful locations, among others.

This and That

CHARLES BARNET is the only white leader doing big business at the Apollo Theater, in New York's Harlem. His records, incidentally have been getting a good play in Harlem locations. . . . The Andrews Sisters are definitely set for a screen career, altho this will in no way hinder their production of records. The act has signed a contract with Universal Pictures to appear in a musical titled *Argentine Nights*. If they click with screen fans, the company holds enough options to use them in 12 pictures. . . . Victor is reissuing some old Benny Goodman masters on

the popular-priced Bluebird label, among them *Blue Skies* and *Remember*. . . . Before Duke Ellington returns to New York from the West Coast next month, he will record four of his original compositions. . . . Jack Kapp, the Decca head who just returned from Honolulu, is fully convinced that the masses will eat up records of Hawaiian music.

Territorial Leaders

FOLLOWING is another of our weekly lists of cities and a description of records which register well locally. Operators admit that because of purely local conditions, many records get a particularly good play in their cities.

CHICAGO

Several new tunes have been picking up here during the week, among them "No Name Jive," recorded by Glen Gray; Art Kessel's "A Guy Needs a Gal," "Hear My Heart," "Violetta," by Glabe, and the Ink Spots' recording of "Getting Sentimental Over You." The Harlem locations are enthusiastic over Erskine Hawkins' record of "Whispering Grass."

LOUISVILLE

Locations here, according to operators, are doing well with "Cecelia," by Dick Jurgens, a tune that started off nicely in Chicago and is spreading its popularity in this area.

INDIANAPOLIS

Lawrence Welk, Midwest favorite, is doing nicely here with "Starlight Hour," a record that is reported to be finding itself in more locations daily.

NEW YORK

A tune that is starting out strong here and promises to do well thruout the country is "Little Curly Hair in a High Chair," which was introduced by Eddie Cantor in "Forty Little Mothers." Cantor appeared in person at the Capitol Theater last week in conjunction with the showing of the picture and his appearance stimulated activity of the record on near-by locations. Johnny Messner's record is heard on local locations.

Songs Most Heard on Radio

A GAIN we list the 10 songs which were broadcast most often over the air during the last week. Operators like the idea, for it keeps them in touch with tunes listeners have heard over and over again and are likely to demand when putting their nickels in a music machine. Songs listed are those broadcast over the networks and leading New York stations for week ending April 25, and information is supplied by Accurate Reporting Service.

1. Little Curly Hair in a High Chair
2. You, You Darlin'
3. Too Romantic
4. When You Wish Upon a Star
5. Singing Hills
6. Let There Be Love
7. Wind and Rain in Your Hair
8. Woodpecker Song
9. How High the Moon
10. My! My!

THE DAWN OF A NEW DAY

Seeburg Wireless Remote Control



Why wireless remote control? Why display counters, show cases, show windows? Why advertising of any kind? To sell merchandise; that is where wireless remote control fits in.

Mr. Operator, you are not just a phonograph operator, you sell music!

IT IS a fact that though music has a universal appeal, phonographs are played nationally by only 6% of the patrons where phonographs are installed, simply because people do not like to leave their seats to walk to the phonograph. Many times the phonograph is in an out-of-the-way place. This means a potential loss of 94% of your potential income.

Operators have waited and hoped for better times, better collections. Now we realize better collections were there but we did not know how to get those large collections. The Seeburg Corporation has solved your problem of how to get more money. Wireless remote control brings your phonograph in elbow-reach of the public.

Your phonograph remains where it is, Wall-O-Matics are placed in booths, on tables, walls, posts, bars, lunch counters, soda fountains, showcases, just anywhere your public is. The secret of success in operating Seeburg remote control is making it easy for the customer to buy music. The power of suggestion.

Wireless Speakorgans. Here is an instrument as important as your coin slot. These can be used in separate rooms. Have you ever used two phonographs in one spot? This is not necessary with Seeburg Remote Control Speakorgans and Wall-O-Matics. Replace your second phonograph with a lower investment to you and a lower record cost.

Every location should have a Speakorgan. Seeburg Speakorgans give you the most perfect sound distribution ever known. Imagine being in a location and hearing soft music without any blaring noise and yet not know where it comes from. This is done with Seeburg wireless Speakorgans. Each location should

have from one to four, depending on the size of the room. Each organ and phonograph turned down to the same volume where all can hear music without being annoyed. With the use of Speakorgans, Seeburg remote control is today being operated in locations that never before have had phonographs.

There are today many thousands of new locations waiting for Seeburg remote control music systems.

What is wireless? Simply this, your Wall-O-Matic or Speakorgan is not connected to the phonograph, just plugged in a light socket the same as a lamp or radio. The player inserts a nickel, makes a selection which sends a signal along the electric light line at a set frequency which is picked up by a receiving station in the phonograph. The music is then transmitted along the line and picked up by amplifier in Speakorgan. Simple to operate, easy to install. Remember, when you install Seeburg wireless remote control you do not run cables from each box to the phonograph, no tearing out of walls, floors or ceiling, no disrupting a location's business for days at a time. Seeburg wireless remote control is not new. It is now in its third year.

We have been interested in it since its birth, we have toddled, crawled and walked with it, now we are riding with it. We are the Seeburg distributors for Indiana, Kentucky, part of Tennessee and Southern Ohio, and today there are hundreds of locations in our territory having thousands of Wall-O-Matics making operators and merchants and their families happy. If you are not yet operating Seeburg wireless remote control, you owe it to yourself to investigate.

In our territory there are now many installations in the following towns and cities:

KENTUCKY

- Louisville
- Lexington
- Morehead
- Mt. Sterling
- Flemingsburg
- Maysville
- Frankfort
- Shelbyville
- St. Matthews
- Owensboro
- Bowling Green
- Henderson
- Covington
- Newport

INDIANA

- Beoneville
- Linton
- Portland
- South Bend
- Plymouth
- Rochester
- Fort Wayne
- Kokomo
- Logansport
- Peru
- Huntington
- Marion
- Noblesville
- Indianapolis
- Anderson
- Frankfort
- Kentland
- Evansville
- Vincennes
- Teare Haute
- Bloomington
- Bedford
- Austin
- Scottsburg
- Seymour
- Jeffersonville
- New Albany
- Bicknell
- Calumet City, Ill.

OHIO

- Cincinnati
- Norwood
- Middletown
- Dayton
- Springfield
- Chillicothe
- Washington C. H.
- Batavia
- Hillsboro

TENNESSEE

- Nashville
- Chattanooga
- Tullahoma
- Manchester
- Cookeville
- Rockwood
- Clarksville
- Knoxville
- Boyer
- Huntsville, Ala.

Visit these spots, talk to operators and merchants who have the equipment and start with just one. You will one day look back on that first purchase as the turning point in your business life.

Mr. Operator, contact any of our offices and our representative will be glad to go into full details.

SOUTHERN AUTOMATIC MUSIC COMPANY

"EARLIEST WITH THE LATEST"

425 Broad St.,
Nashville, Tenn.

312 W. Seventh,
Cincinnati, O.

620 Massachusetts,
Indianapolis, Ind.

542 S. 2nd St.,
Louisville, Ky.

Seeburg wireless remote control systems cost you less money proportionately than phonographs, yet earn more money.



**— ON THE COLUMBIA* MERRY-GO-ROUND
COLUMBIA . . . 50c**

Frank's Bad Since "Johnny"
ORRIN TUCKER
35452 Not Yet
Where Do I Go from You?

GENE KRUPA
35444 Manhattan Transfer
Moments in the Moonlight

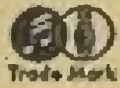
VOCALION . . . 35c

TOMMY TUCKER
3491 Too Tired
Little Nell's A Big Girl Now

Count Basie At The Piano
BENNY GOODMAN SEXTET
35404 Gone With "What" Wind
Till Tom Special

KATE SMITH
35398 Woodpecker Song
I'm Stepping Out With A
Memory To-night

HOOSIER HOT SHOTS
05390 I'm Just Wild About Harry
Mo, She's Making Eyes At Me



COLUMBIA RECORDS

DICK ROBERTSON

RELEASES ANOTHER SMASH HIT!!

I WISH I HAD DIED IN THE CRADLE

(Before I Grew Up To Love You)

A DECCA RECORD No. 3125

SHAPIRO, BERNSTEIN & CO., INC.

R. K. O. BLDG., 1276 6TH AVE., N. Y. C.

Newest Hits

8270 BOOG-IT F.T.V.C.
THE SHEIK OF ARABY

8271 *Summer Breeze* Walter
Silvery Moonlight Walter
Beer Barrel Boys

8272 *Reds Won't Bud* F.T.V.C.
What's the Matter With Dilect F.T.V.C.
Phil Harris and his Orchestra

8273 *I Hear Bluebirds* F.T.V.C.
Patina's Drummer Boy F.T.V.C.
Jack Teagarden and his Orch.

8274 *Peacquel*
When Tuba Plays the Rumba on the
Tuba
Rudy Vallee, Vocals

8275 *Mate, Bellare Island* F.T.V.C.
Where Was I? F.T.V.C.
Johnny McGee and his Orch.

8276 *Poor Ballerina* F.T.V.C.
So Far, So Good F.T.V.C.
Jan Garber and his Orchestra

8277 *Darktown Strutters' Ball* F.T.V.C.
Over the Waves Waltz
Ko'n Kobblers

8020 *Old Time Medley (Parts 1 & 2)*
Elmer's Orchestra

ON **Varsity** RECORDS

Varsity RECORDS DOUBLE YOUR TAXES!

United States Record Corp.

1780 BROADWAY, NEW YORK, N. Y.

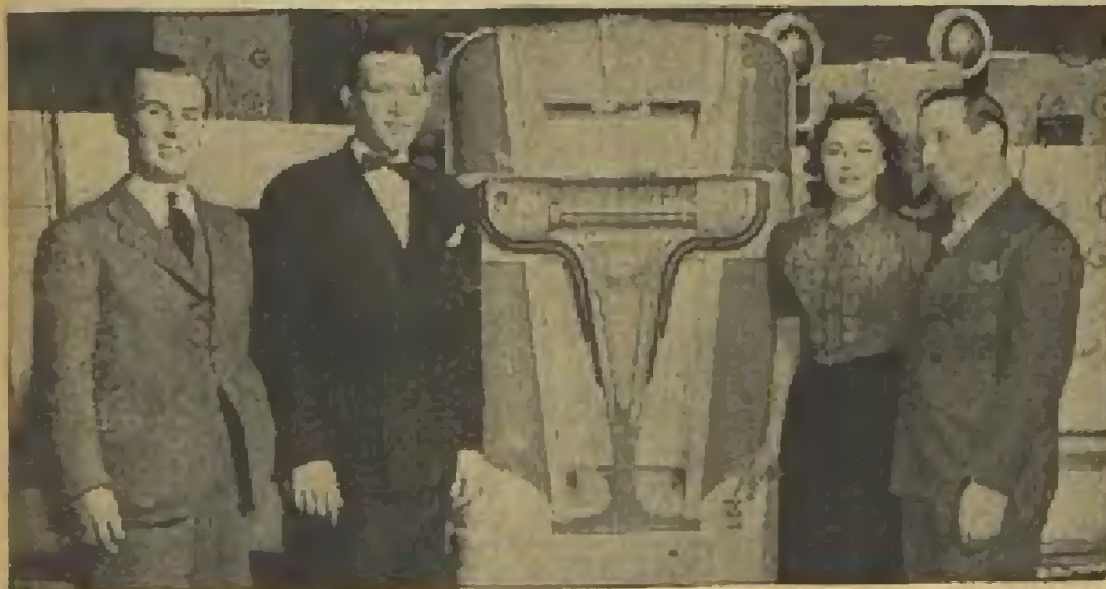
Kuro for Finest Spots, Says Gabel

CHICAGO, April 27.—"Built for the finest locations," declares Bob Gabel, of the John Gabel Mfg. Co., is the way we want automatic music operators to think about our Gabel Kuro.

"We mean every word of it, too. Our 35 years of experience in the manufacture of automatic musical instruments has fortified us in the construction of the Gabel Kuro. We believe that it is the one automatic phonograph that is really different, that stands out from the field—that is truly dramatic in its design, in its richer, truer tone quality and in its unusually appealing lighted appearance.

"We have learned in the past that when a product is built for the finest locations, it meets with the approval of those locations which are not classified as the finest as well. After all, what we and every other manufacturer are constantly striving for is a product that is finer, more enduring and more dramatic.

"The Gabel Kuro has everything that any music machine operator needs to hold the finest locations in his territory. The Gabel Kuro is already bringing operators the best profits they have ever enjoyed."



MUSIC MEN AND MUSIC MACHINES. Johnny Fuller, sales representative for George Ponsler, is shown here with Terry Shand, composer and band leader, left and right, respectively, Luanna, vocalist, and Jack Mitnick (extreme right). Ponsler sales manager, complete the quartet. The phonograph is the Mills Empress, on display at the New Kenmore Hotel, Albany, N. Y.

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.

With the Wind and the Rain in Your Hair. In a quiet sort of way but nonetheless sure-fire, this ballad reaches the top rung of the ladder this week after an easy climb. Written several years ago as a light classie composition, it took a transformation into a regular Tin Pan Alley number to lift it into public consciousness. Several recordings are popular in the phonos. BOB CROSBY*, BOB CHESTER* and KAY KYSER* for the dance disks and DICK TODD and HENRY RUSSELL on the vocal end.

Tuxedo Junction. (7th week) GLENN MILLER, ERKSINE HAWKINS, JAN SAVITT*.

When You Wish Upon a Star. (4th week) GLENN MILLER*, GUY LOMBARDO*, HORACE HEIDT*.

On the Isle of May. (4th week) CONNIE BOSWELL, DICK JURGENS*, KAY KYSER*, WOODY HERMAN*, BLUE BARRON*.

Say Si Si. (4th week) ANDREWS SISTERS, GLENN MILLER.

The Woodpecker's Song. (3d week) GLENN MILLER*, ANDREWS SISTERS, WILL GLAHE, KATE SMITH.

The Singing Hills. (2d week) BING CROSBY, DICK TODD, HORACE HEIDT*.

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.

Leanin' on the Ole Top Rail. Going along nicely, but in a far from sensational manner, is this Nick Kenny Western-type ballad. If another week fails to show any appreciable strides forward it will be doubtful if it will ever make "going strong," altho that doesn't mean that some operators aren't doing well with it and others who haven't tried it mightn't do the same. BOB CROSBY*, OZZIE NELSON* and WAYNE KING supply fox-trot versions favored in the boxes, while BARRY WOOD has a popular vocal record.

Cecilia. Making rapid progress the past seven days, this oldie jumps up to a position where, if it keeps up its present pace, it can land among the blue-ribbon winners in very short order. There is only one recording that figures at all in the music machine picture on this one and that is the dance version of DICK JURGENS*. JURGENS, as in so many other instances, was the one who started this oldtimer on its way to revived fame.

Playmates. Is the second of last week's "possibilities" (Cecilia was the other) to make good this week. This novelty tune by the writer of *Three Little Fishies* seems to be heading in the right direction. KAY KYSER* has the disk most in demand in the phonographs at the moment, with no competitors in sight.

How High the Moon. An appealing ballad number. This hits the phono network via the score of a Broadway production, *Two for the Show*. The song has been around the radio airwaves and the sheet-music counter for a few weeks now, and the machines are the last to hop on it. It's not tremendously important at the moment, but it seems to be clicking nicely in those boxes playing it. Three dance disks have the edge at present—MITCHELL AYRES*, BENNY GOODMAN* and RUSS MORGAN*.

A Lover's Lullaby. Showing spasmodic flashes of potential hitdom, this ballad by Frankie Carlo, writer of *Sunrise Serenade*, may amount to something in the machines. Presently it's not too much to get excited about, but there appears to be enough smoke to presage a fairly nice fire a little later on. GLEN GRAY has the most liked version (instrumental dance) so far.

The Starlit Hour. Only fair is the way progress for this particularly melodic ballad can be described. Upsetting all expectations and predictions, it has done poorly for itself in its career on music machines, and it's likely that not too much better can be anticipated from now on. GLEN MILLER* and ELLA FITZGERALD* have the dance disks here.

Tumbling Tumbleweeds. Showing little signs of life this week is BING CROSBY'S recording of this number. GLEN GRAY'S dance version also has not gained much ground the past seven days. Hopes for any great success for this particular item are pretty slim.

Alice Blue Gown. A fairly discouraging picture is likewise presented by this revived oldtimer. It started pretty nicely last week, but nothing much has happened since then to cause any dancing in the streets (or anywhere else for that matter). WAYNE KING joins FRANKIE MASTERS* and OZZIE NELSON* in leading the fox-trot versions in the machines.

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.

Sweet Potato Piper. (7th week) Slight improvement this week. BING CROSBY.

Too Romantic. (6th week) Can't say the same here. Also CROSBY.

I've Got My Eyes on You. (5th week) Very weak. BOB CROSBY*, TOMMY DORSEY* and FRANKIE MASTERS*.

It's a Blue World. (5th week) Ditto. TONY MARTIN, BARRY WOOD, GLENN MILLER*, TOMMY DORSEY* and HORACE HEIDT*.

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.

Curly Hair in a High Chair. Starting to move on radio, ops may need this baby song from Eddie Cantor's new film. Watch it closely, it may be important to you.

Boog It. A lively swing item that may go places in the boxes on the strength of a catchy melody, bright lyric and a few good recordings. For colored locations particularly.

You, You Darlin'. A ballad that may have what it takes to carve out a nice career for itself on the phono network. There's a little interest in the song being generated now, and it may grow.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

VICTOR POPULAR RELEASE NO. 369

26573 "I'll Come to You"
Lalini Kooe Hooe—Rumba
Leo Reisman and his Orchestra
26580 "It's a Lovely Day Tomorrow"
It's Somebody Else (That You Love)
Bea Wain with Orchestra under the
direction of Walter Gross
26581 "Imagination"
"Charming Little Feller"
Tommy Dorsey and his Orchestra
26582 "Missouri Scrambler"
A Study in Modernism
Larry Clinton and his Orchestra

BLUEBIRD POPULAR RELEASE NO. 275

B-10488 "Let There Be Love"
"I Wanna Go Where You Go"
Then I'll Be Happy
Abe Lyman and his Californians
B-10680 "We Met Each Other in a Dream"
"My Wonderful One, Let's Dance"
Bob Chester and his Orchestra
B-10687 "Make-Believe Island"
"Poor Ballerina"
Mitchell Ayres and his Fashions in
Music

B-10488 "Harlequin"
"A Vost Tout Oé Vey, A Vost"
Shep Fields and his Ripping
Rhythm

B-10489 "Shake Down the Stars"
"Boop-It"
Glenn Miller and his Orchestra

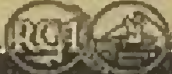
B-10690 "The Sailor With the Navy Blue
Eyes"
Giulio Lodo
The Four King Sisters with Orches-
tra conducted by Albino Ray

B-10661 "You're Lovely and I'm Lovely"
"Fools Fall in Love"
Charlie Barnet and his Orchestra

B-10692 "I Love You Much Too Much"
"Hawaiian Paradise"
Music of Yesterday and Today Styled
the Blue Barron Way

B-10693 "When Day Is Done"
"Bouncing With Beans"
Coleman Hawkins' All Star Octet

An Old Familiar Hit—Tip
Down at Pelts Joe's—Bill Boyd
B-3459
"Vocal Refrain"



ORDER THESE RECORDS FROM YOUR RCA
VICTOR RECORD DISTRIBUTOR TODAY!

Tune Up Locations With Tone

By SEN BOLDT

Advertising and Sales Promotion Manager of Rock-Ola Mfg. Corp.

TONE is sound wrapped up in esthetic appeal. Time was when tone in its crude stage closely paralleled sound or noise. But the history of sound and tone has seen wonderful developments since the people of Babel tried to reach heaven by building a huge tower and found their tongues confounded by divine command. What a babel of noise must have filled the air with everyone trying to make himself understood in a language unknown to his neighbor.

Sound played another great part in history when the cackle of Rome's sacred geese awoke the sentries and saved the sleeping city from a surprise attack by the Gauls in 390 B. C. Sound has made history thru the ages and now, modified, clarified and refined, carries on as tone.

Phonograph history was remade under the impact of scientific development in recording true-to-life tone. Sound saved Rome and we might easily add that tone saved the phonograph industry. For, undoubtedly, the acceptance of coin-operated phonographs by the public resolves itself about one element—listening pleasure. Tone is second only to appearance. Colorful and luxurious phonographs create a desire for play. But, repeat nickels will be most frequent where reproduction most nearly approximates reality.

The foundation of true-to-life reception lies in the mechanics instrumental in reproducing tone quality. These units are well known among operators—the pick-up, tone arm, speaker and amplifier. Both the crystal and magnetic pick-up are in use today. The metal-increased crystal pick-up is a new development and has many important features. It is lighter and is presumed to cause less wearing of the record—it is also very sensitive in accurately translating impressions.

A tone arm that has received the plaudits of operators thru long experience is the extra-light, die-cast aluminum tone arm of the ventilated tangent transducer type.

However, high fidelity tone depends primarily upon the veracity of the amplifier. Here is needed a unit sturdily constructed for dependable life-long service. Favor has been shown towards amplifiers constructed on floating mountings which isolate speaker from tubes and insure longer tube life. A

wide range, extended treble and bass boost at low volume is also possible. At this point, operators should be reminded to check their phonograph adjustment of treble and bass for best results. Engineers thru careful study have arrived at an adjustment that gives tone balance regardless of location size of acoustic facilities.

The purpose of advanced tone styling as evidenced by scientific research and developments is to create greater listening pleasure for patrons. This naturally results in play stimulation. Tone is all important and should be of primary consideration.

Introduced on 1940 models has been the built-in tone resonating chamber. This advancement eliminates the ordinary distortion caused by tone traps and vibration. Another achievement for 1940 are the auditorium speakers—large 15-inch speakers carrying full power in the largest rooms with beautiful true tone. This is possible by the conservation and proper distribution of the all-essential high notes which are ordinarily absorbed by natural room obstructions.

Tone history is truly in the making and the public by virtue of experience has grown to be critical insofar as tone is concerned. The coin-operated phonograph industry is heading in the right

Vemco Opens Music Showrooms

FAYETTEVILLE, N. C., April 27.—Joe Calcutt, president of the Vending Machine Co., one of the largest of coin machine distributors, reports that Vemco has just completed "the most beautiful music machine showrooms in the world."

"With the tremendous growth of the music machine business the trend is to more beautiful showrooms," says Calcutt. "This is a necessity—the average man walking into a display room appreciates it when the surroundings are in keeping with beautifully designed musical instruments.

"These showrooms, to our way of thinking, are what the average merchant expects to see. The music machine operator is welcome here any time. He can inspect the machines and hear the story of their mechanism and design and features at leisure and in comfort.

"The showrooms were designed by a leading architectural designer and are approximately 50 feet long by 35 feet wide.

"They are actually showrooms within a showroom. Huge glass walls and full size complete glass doors are featured from an outstandingly attractive reception room. The Vemco insignia meets the eye on opening the door from the outside. It is cut into the floor of the reception room in full color.

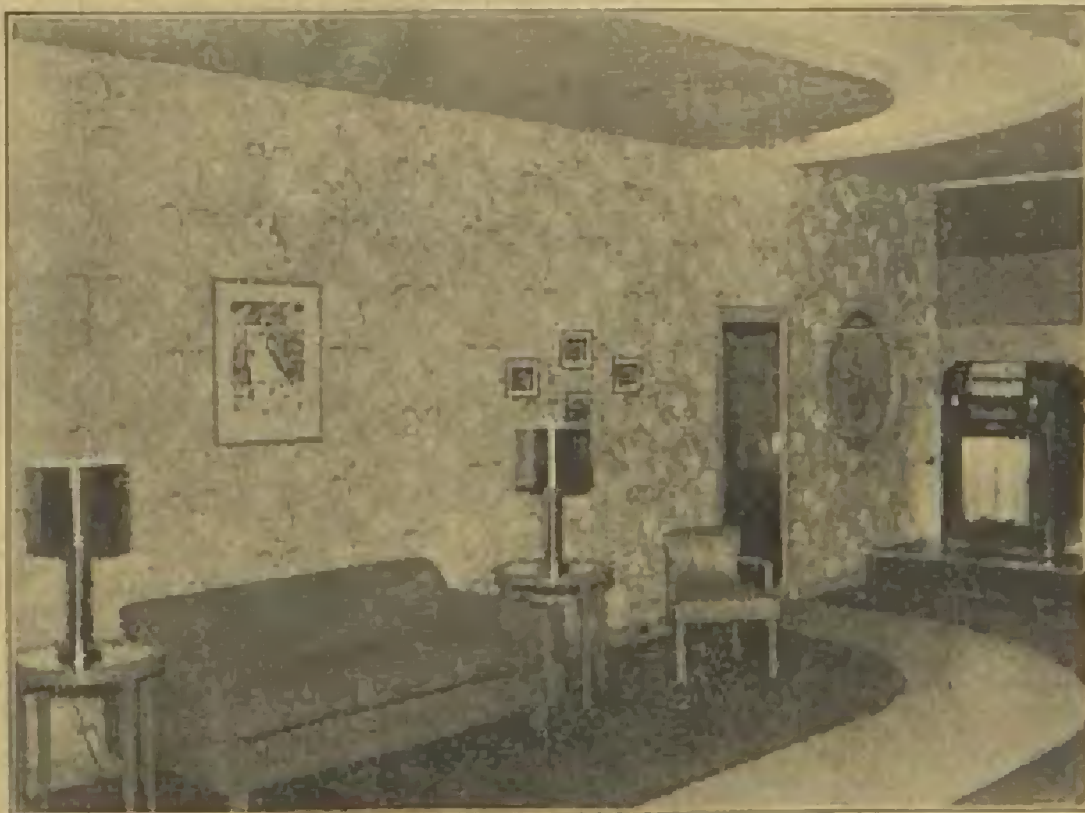
"On entering the showroom the pastel shades of the walls and the blending colors instantly soothe the eye and attract complete attention to the phonos on display. To one side of the showroom is a lounge where soft arm chairs, table and lamps for reading are available. The other side has a raised platform on which the machines are displayed. All lighting is indirect featuring hidden fluorescents.

"The showroom is air-conditioned and completely ventilated. The air-conditioning and ventilation are beautifully designed and actually hidden from the eyes."

Joe Calcutt extended the following invitation: "We hope that every operator, especially those operators in North Carolina, South Carolina and Virginia, will call to see our new showrooms. We created them solely for the convenience of the men in our industry and we want these men to enjoy them."

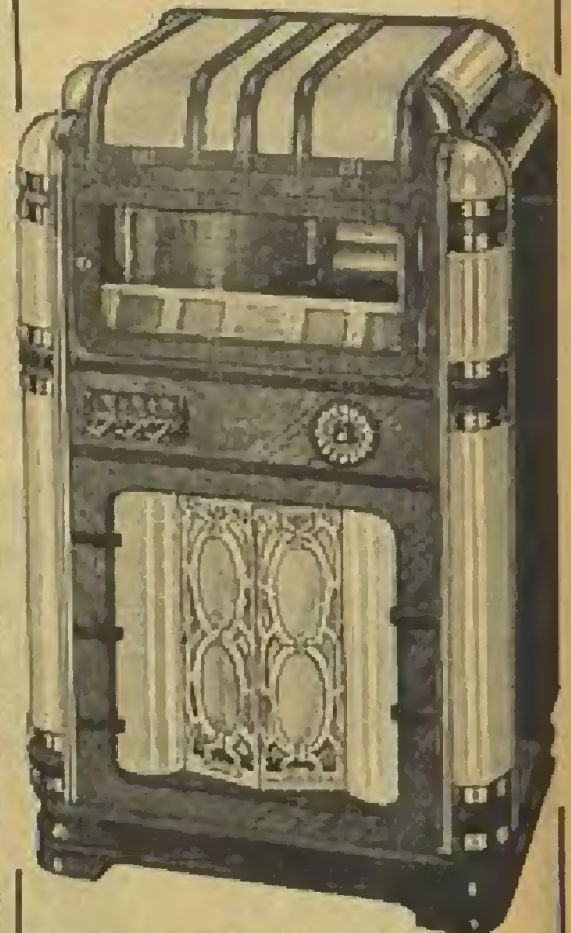
direction and will continue to do so as long as the spirit of scientific advancement and progress is maintained at its present high standards. Already phonograph tone reproductions match and in some instances surpass the original performances in richness and clarity.

Orchestras and performers already realize the importance of the phonograph in publicizing their musical talents. Now, thru perfected phonograph tone qualities, these same artists are truly represented to the public and we all profit—manufacturer, operator, location owner and patron. Tone history marches on!



JOE CALCUTT'S BEAUTIFUL NEW SHOWROOMS for the display of automatic phonographs are conceded to be of the best in the industry. Calcutt's firm, the Vending Machine Co., Fayetteville, N. C., welcomes operator customers to its newly opened "showroom within a showroom." The above view of the lounge shows the entrance to private offices.

MIRABEN LITE-UPS add 1940 GLAMOUR TO YOUR OLD PHONOGRAPHS



COMPLETE PARTS TO REMODEL
WURLITZER 610 M-1 \$21.50
Dome for Above—Extra.
WURLITZER 24 M-2 21.50
WURLITZER 452 M-1 19.50
ROCKOLA IMP 20 M-1 21.50
While for Colored Circulars.
SPECIAL SPRING SALE OF REMODELED
PHONOGRAPHS
WUR. 610 \$109.50 (Dome Extra)
WUR. 24 144.50
WUR. 412 52.50

MIRABEN COMPANY

2041 Carroll Ave., CHICAGO, ILL.
Phone: Haymarket 2883

DECCA

Hot Tips for Operators

PLAY THESE DECCA NUMBERS AND RAKE IN THE NICKELS!!

- 3064 THE SINGING HILLS
DEVIL MAY CARE
Bing Crosby
- 3087 TUXEDO JUNCTION
RHUMBOOGAIE
Andrew Sisters
- 3065 THE WOODPECKER SONG
DOWN BY THE OHIO
Andrew Sisters
- 3013 LET'S HAVE ANOTHER ONE
SAY "SI SI"
Andrew Sisters
- 3089 NO NAME JIVE—Part 1
NO NAME JIVE—Part 2
Glen Gray and the Casa Loma
Orchestra
- 3078 SUGAR BLUES
IMAGINATION
Ella Fitzgerald and Her Famous
Orchestra
- 3018 WITH THE WIND AND THE RAIN
IN YOUR HAIR
YOU, YOU DARLIN'
Bob Crosby and His Orchestra
- 2991 I'VE GOT MY EYES ON YOU
GOTTA GET HOME
Bob Crosby and His Orchestra
- 2932 ALL THE THINGS YOU ARE
IT'S A BLUE WORLD
Tony Martin
- 2993 ON THE ISLE OF MAY
EAST SIDE KICK
Woody Herman and His Orchestra
- 2995 I WANT MY MAMA
I WAS WATCHING A MAN PAINT A
FENCE
Clyde McCoy and His Orchestra

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50,000 Records, \$30.00 per thousand in quantities only. Free delivery if bought in big quantities.

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A NEW AND SENSATIONAL IDEA TAKES A BOW

**SELECT YOUR OWN
STREAMLINED
ENTERTAINMENT!**

SEE IT

HEAR IT



You see and hear on a miniature stage, within a beautifully lighted cabinet, your favorite Band, Singer, Dancer, Radio Star or Entertainer. PHONOVISION will also bring you the latest Sports Events, National Events, Conventions, etc., etc.

Millions have been anxiously awaiting a public announcement of this highly publicized invention . . . HERE IT IS!

Phonovision
IT'S
**COMPLETELY
AUTOMATIC**

With the simple drop of a coin, you select your own streamlined entertainment from 10 Top Features released each week. No waiting. No fuss. No bother. It's as simple as using the telephone.

**REAL SHOWMEN TO PRODUCE
ENTERTAINMENT**

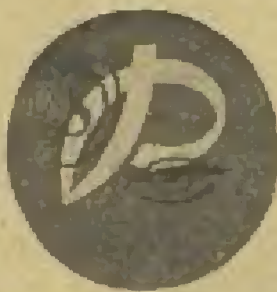
PHONOVISION Productions are written, photographed, directed and produced by Hollywood's leading directors and technicians. Every ounce of Filmland's Showmanship is behind each PHONOVISION feature.

Phonovision FEATURES TO STAR TOP-FLIGHT ENTERTAINERS!

Patrons of Cafes, Hotels, Cocktail Lounges, Clubs, etc., will soon be entertained, at the drop of a coin, by Hollywood's leading Stars. Their favorite comedians, singers, dancers, with the country's top dance bands, conductors and orchestras, are brought to them each week by PHONOVISION.

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EASTERN FLASHES

NEW YORK, April 27.—Despite the chilling, day-long rain, operators from all over the city crowded the new offices of Simon Sales, Inc., for the grand opening party last Saturday. Dave Simon was host, with Murray Simon, Al Simon, Jack Semel, Murray Sandow and Irene McClinty helping. . . . A host of out-of-towners were on hand. Mr. and Mrs. George Maloney, of Bally Mfg. Co., attended with Jack Fitzgibbons. . . . Mr. and Mrs. Jack Keeney were much interested in local ops' comments on Keeney games. . . . Mr. and Mrs. Sam Taran, of Mayflower, flew in from St. Paul. . . . Jimmy Johnson brought along from Chicago a series of cards, which he pulled out of his pockets at intervals to give everyone a laugh. . . . Irvin

Blumenfeld and George Goldman, of the General Vending Service Co., Baltimore, were on hand. . . . Teddy Blatt, Ben Haskell and Harry W. Goldberg were the local legal lights present at the opening. . . . Jack Russell, Bally's legal wiz, looked like he was having a spell time at the buffet table.

Louis Goldberg, of the Amalgamated, along with Al Lipshay had a swell time. . . . Murray Weiner, of U-Need-a-Pak, proved himself a first-rate jitterbug. . . . Milt Soffer was meeting the boys. . . . Sol Silverstein's face lit up whenever anyone mentioned Chicago Coin equipment. . . . Bert Lane was delighted with the big display of Genco games. . . . Max Wells claimed business was improving. . . . Charley Lichtman was seen telling Eddie Ross, of Oriolo, Baltimore, all about new developments. . . . Johnny Christofano, Mr. and Mrs. Eddie Corbitt, Jack Berger and Abe Schulte were much in evidence. . . . Louis Steiner was showing snapshots of his two sons. . . . Morris Silverstein and Joe Hirsch were talking about Albany. . . . Leon Takser

was around. . . . Joe Fishman was all smiles because his Rock-Ola phones were furnishing the music. . . . Charlie Pollock arrived too late to get in the group photo. . . . Milton Miller, who has operations in South America, dropped in to see what a North American celebration was like. . . . Charley Rubinstein, the arcade op, was on hand. . . . Dave Simon's offices were well crowded by noon and became more and more packed as the hours passed.

AROUND THE TOWN . . .

George Penser is all smiles these days over the way Mills Empress and Mills Throne of Musto are going. "Never before," he says, "has there been such a swing to any product we have featured." . . . Larry Berlin has increased his operation considerably during the past few months. . . . Hynde Rosenberg was seen making the rounds on coinrow with a brand-new Murray sunburn. . . . Willie Blatt was caught in earnest conversation with Jack Mitnick. Willie said he had just purchased the Mills wall

box and speaker attachment for his phones. . . . Teddy Seidel and Frankie Parrietti finally met up at Fitzgibbons' this week. Both are former boxers. Boys refused to mix it up on the premises, claiming they were pros and would only perform for a paying audience. . . . Bill Rabkin, of International Mutoscope Reel, reports his firm is working day and night supplying the demand for the firm's anti-aircraft machine gun, Sky Fighter. Rabkin reports the orders are rolling in at such a merry clip that his firm will have rung up a new sales record by the end of the month.

BROOKLYN BITS . . .

Hynde Budin was happy this week when a carload of Stoner's Rette Spot arrived. "These games went in a hurry," Hynde stated. "What's more, we've never seen so many new faces in our headquarters as the arrival of this game brought thru the doors." . . . All the boys at the Budin headquarters are followers of the bangtails at Jansler—and all of them took it on the chin

Modernize with GENUINE MARBLETTE



EASY TO INSTALL—NO SAWING

Lightup Materials at Above for Wurlitzer 24, \$17.75.
 All Marblette Materials for 516 Grille and Sides, \$17.75.
 Also Lightup Materials for Rockola Phonographs. Write for Prices.
 WURLITZER 500 \$195.00
 ROCKOLA MONARCH, Remod. . 129.50
 WURLITZER 516, Illuminated .. 69.50
 412 \$32.50 P-30 \$22.50
 De-It-Mi. . 32.50 ROCKOLA, .
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 Reconditioned Phonographs \$345.00
 Exact Ten Copies, 1935 Models,
 Late Serials 124.00

GERBER & GLASS

814 Division Blvd., CHICAGO, ILL.

PRICES SLASHED ON MACHINES RECONDITIONED BY FACTORY TRAINED SERVICE MEN.

- Wurlitzer 500 \$189.50
- Wurlitzer 24 119.50
- Wurlitzer 616 69.50
- Wurlitzer 61 109.50
- Wurlitzer 51 59.50
- Wurlitzer 412, 312 & 400 34.50
- Rockola 12 Record 24.50
- Rockola Imperial, 20 Record. . 69.50
- Chicken Sam Ray Gun with Bases. 99.50

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HEBR. & HOWA WURLITZER DISTRIBUTORS
 600 PULASKI STREET CHICAGO, ILL.

WANT! USED RECORDS

Any Amount. Name Your Lowest Price.

ALLEN

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WANT USED RECORDS

Any Amount—We Pay Freight.
 HIGHEST PRICES.

Washington Vending Co.

817 WASH. ST., LYNN, MASS.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

opening day. . . . Dave Barron is the new Klatsash champ of Brooklyn. . . . Charley Aronson, of Brooklyn Amusement, took the day off to attend the Ringling Bros.-Barnum & Bailey Circus performance at the Garden. "It wasn't any funnier than some of the goings-on at our place every day," he observed.

Harry Siskin is back from a three-month vacation in Florida. . . . Lucky Sklonick has also returned from Miami, Fla. . . . Al Simon, of Savoy, says his firm is selling more machines than ever before. . . . Benny Guber reversed the usual order this week and bought lunch for Jack Semel and Al Simon. . . . Sam Seid, the pipe man, is now being termed the "good-will ambassador" by Brooklyn ops, because he had Mike Munves, Hymie Budin, Al Simon and Jack Semel out to dinner. . . . Saul Kalson has conceded that Bill Buery, known to Brooklyn ops as the fighting Irishman, deserves the title. . . . Willie Levy, just back from Florida, is reported practicing up on Klatsash before challenging Al Simon.

Helen Cohn, of Hymie Budin's headquarters, dropped the news that she and six of her girl friends have taken a bungalow at Sackett Lake for the summer. Now all of Hymie's customers are trying to find the location. . . . Al Kundel and Phil Gould are going at top speed with Chikoin's Jolly, they report. . . . Benny Koppel is going great these days, he says. . . . Mr. and Mrs. Davey Friedman say they had a great time in Florida. . . . Jimmy LaRocco says he's still single because he can't afford to get married. . . . Jack Ehrlick's just become an uncle, and is he proud!

PAST FLASHES

Bert Lane, of Seaboard Sales, reports Genco's latest game, Cadillac, a solid click. "It doubles the profits in half the time," he reports. Fred Iverson, Seaboard's regional sales manager, dropped in from up-State New York to report Genco games are going great in his territory. . . . Jack Holt is the name of a new National Novelty Co. employee. . . . Mike Munves says he'd like to get away for a few weeks' rest but the demand for the firm's reconditioned arcade and pin game equipment is so great that he's got to postpone vacation plans for a while. . . . Murray Sandow, of Queens Sales Co., Woodside, L. I., is carrying on extensive correspondence with coltsmen in South America these days. He's well acquainted with countries down there and their methods of doing business. . . . Jack Fitzgibbon is busier than ever with Bally Beauty. "We disposed of the first carload in 78 minutes flat," he says. "Only wish we had received 10 carloads the first day instead of one."

JERSEY JOTTINGS

Jack Berger's Newark Coino Distrib headquarters looks mighty spiffy these days, all dolled up in a new front. . . . Evelyn Bateman, Jack Kay's hardworking secretary, maintains that the large number of repeat orders that they receive indicates the high quality of their merchandise. . . . Bobbie Colner, of George Ponsler Newark offices, maintains it's orchids, not roses, she's getting from some secret admirer. . . . Dave Stern, of Royal Distrib, is running back and forth from Atlantic City these days. Ops here believe that Little Davey has something big up his sleeve. . . . Barney Sugarman and Harry Wichansky were seen in a huddle the other day. Newark

OVER 900 SOLD IN 3 WEEKS

ACME MUSIC STIMULATOR

\$6.45 Each
 1 or 100 Sold Only to Operators

The greatest play stimulator in all history! Meets collection 20% to 50% on any location! Brilliantly beautiful blinker light-up flashing "PLAY YOUR FAVORITE MUSIC" on and off actually PULLS the public to spend money in your phone! Place on top of your machine; on the bar; on the wall near speaker—in fact anywhere in the location—it GETS THE NICKELS FOR YOU! RUSH YOUR ORDER QUICK!!

WURLITZER 516 PARTS \$21.00 COMPLETE AS SHOWN (Dome \$8.95 Extra)
 You get Complete Set of 516 Parts as follows: 2 Short corners of red plastic; 2 Long corners red plastic; Grille of yellow plastic; 2 Reflectors; 3 Aluminum moldings; Coin Guard; Yellow plastic for original program holder; 2 Aluminum Set.

ACME SALES CO.
 New Address: 1775 CONEY ISLAND AVE., BKLYN., N.Y.
 N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

WE TAKE PLEASURE IN ANNOUNCING

Our appointment as distributors of

Wurlitzer Phonographs

for the State of Alabama

In order to serve Alabama operators we are opening our new office in Birmingham, Alabama, at 414 North 21st Street, on May 1, under the management of **LOWELL E. MATTHEWS.**

We invite all Alabama operators to attend our opening from May 1 to May 4 to inspect the new WURLITZERS and REMOTE CONTROL EQUIPMENT.

G. & S. AMUSEMENT COMPANY

121 4th Avenue, South Nashville, Tennessee

414 North 21st Street Birmingham, Alabama

ops say there may be a merger. . . . Dick Steinberg is still cruising about. . . . Al S. Cohen, of Anco, reports that the sales of reconditioned equipment are mounting every month. . . . Dave Engel, of Dee & Bee Distrib, is mighty busy these days with his phones. . . . Eddie Corrieter is handling the Rock-Ola phones in New Jersey.

MEN AND MACHINES

Joe Ash, of Active Amusement, Philadelphia, is out of the hospital and back on the job again. He's celebrating with a big sale of free play games. . . . Coltsmen already have become acquainted with Roy McGinnis' cartooning and horsemanship accomplishments. But the Baltimore coltman is said to have another feat up his sleeve, which he'll

Buy Direct From Manufacturer Light-Ups For

616 GRILLE. \$ 6.85
 CORNERS .. 6.85
 COMPLETE.. 13.25

412 GRILLE. \$ 7.25
 LONG
 CORNERS.. 7.25
 COMPLETE.. 13.90

24 MODEL
 GRILLE... \$7.25

616 DOME. \$8.95

All Parts Easily Installed. Comes With Complete Instructions. Thousands in Use.

JACOBS NOVELTY CO.
 STEVENS POINT, WIS.



SERVICE NOVELTY CO., MONROE, LA., plays host to a group of music merchants at the Rendezvous Restaurant, that city. The firm is Louisiana distributor for Wurlitzer automatic phonographs. According to Service Novelty officials, the Southwest is strong for Wurlitzer, with music merchants everywhere placing orders for the new models under Wurlitzer's modernization plan.

unveil one of these days. . . . Walter H. Mann, president of DuGrenier Sales Corp., is expected back from the Coast soon. He'll get a real surprise when he sees some of the gorgeous color combinations sent down from Haverhill, Mass., to the firm's Rockefeller Center offices. . . . G. V. Corp. is doing a swell job with Adams gum for ops. Miss S. M. Strong reports. . . . Art Nyberg, of the Calvert Novelty Co., is one of the busiest of the busy in Baltimore, according to reports. . . . Over in Brooklyn, ops continue to bring all their unsolvable mechanical problems to Irving Mitchell, it's reported. And Mitch never fails.

NEW OFFICE

Earle C. Backe, of National Novelty, Merrick, L. I., announces the opening of the firm's first branch offices at Blue Point, L. I., about a mile from Patchogue. Offices will be open for business May 1. James Caldwell will be in charge, with Walter Combs serving as head mechanic.

1700 OPERATORS CAN'T BE WRONG.



TOP PRODUCTION ON
SHORT STOP
CONTINUES AND NO
LET UP IN SIGHT

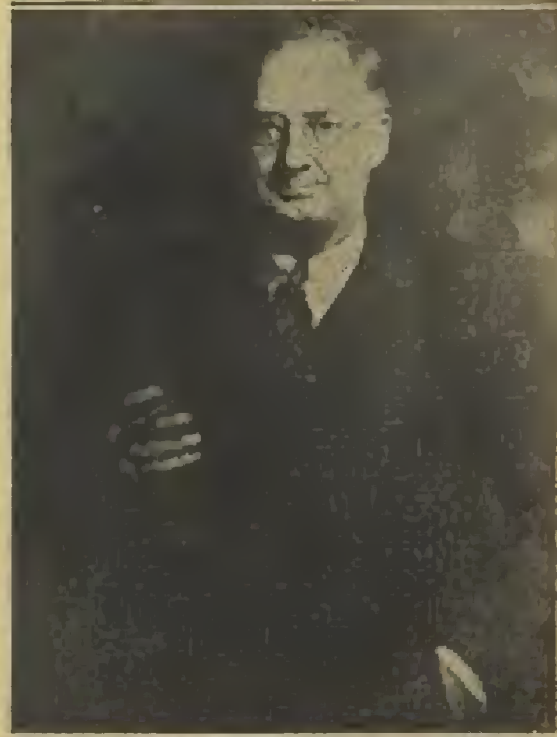


EXHIBIT SUPPLY CO.
4222 WEST LAKE ST. CHICAGO, ILL.

M. H. Stoner, Industry Pioneer, Taken by Death

AURORA, Ill., April 27.—Death took another pioneer of the coin machine industry Tuesday, April 23, when M. H. Stoner, vice-president and founder of Stoner, Inc., died of a heart ailment. Pop, as he was affectionately known, was the father of Harry and the late Ted Stoner, as well as of two other sons and four daughters. He was 61 years old and still active in the business of manufacturing coin machines, having been actively engaged up until Saturday, April 20.

Born June 22, 1878, in Naperville, Ill., the elder Stoner had been a life-long resident of Illinois. His residence in



MARVIN H. STONER
June 22, 1878—April 23, 1940

Aurora was established about 1800, when he entered the building contracting business. He is credited for major developments in real estate and building in and around Aurora.

Pop Stoner entered the coin machine business in 1932 in partnership with his sons, Harry and Ted. The depression necessitated a change, inasmuch as the contracting business was dead. Harry and Ted had been in the business with their father but had spread to other things. Ted was in the garage business. In 1932, at the height of the depression, the three began to manufacture pinball games in the garage in the rear of their home. They developed many of the features of today's games before it was possible to begin selling them.

They found that it was easy to sell their entire output. Then one day they invented a machine that rang bells and lighted lights when the balls fell into holes. From that time on all was well with the Stoners, for they had 10 times more orders than they could fill. Stoner games were in heavy demand and the business was soon divided up among the three. Harry took production, Ted took sales and Pop took over the business of placing games on commission throughout the State. Soon the combined business

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. **\$9.75**

Write for Quantity Price.
HOLLY MANUFACTURING COMPANY
2701 Union Guardian Building, DETROIT, MICHIGAN

GUARANTEED GAMES FREE PLAY

Gold Cup (5 Ball) .. \$90.50	Bally C.O.D. \$49.50
Twinkle .. 29.50	Davy Jones .. 29.50
Sooty .. 29.50	Arrowhead .. 29.50
Champion .. 37.50	Flagship .. 49.50
Congo .. 39.50	Rebound .. 37.50
Liberty .. 19.50	Mr. Chips .. 49.50

RECONDITIONED PHONOGRAPHS

Seeburg Selectophones .. \$ 19.50
Wurlitzer 412 .. 37.50
Wurlitzer 24 .. 110.50
Seeburg Gem .. 139.50
Seeburg Regal .. 164.50

PAY TABLES

Harjorns .. \$79.50	Jockey Club .. \$42.50
Gold Medal .. 119.50	Galleleg .. 55.50
Fairgrounds .. 24.50	Dominoes .. 55.50
Bally Entry .. 29.50	Chastalite .. 34.50
Foco-Finish .. 29.50	Milli Mio .. 39.50

MISCELLANEOUS EQUIPMENT

Motorcycle Roll Chute Digger .. \$ 55.00
Buckley DeLuxe Digger .. 55.00
Seeburg Chicken Sam (With Base) .. 110.00

WANTED—Mills 1-2-3 Free Play Games. Will accept as trade on any of above listed equipment. Let us hear from you.

TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C. O. D.
L. BERMAN & CO.
112-114 N. W. 3rd St., EVANSVILLE, IND.

of manufacturing and operating supplied them with enough funds to build a factory capable of a larger output.

The Stoners were definitely on their way to fortune. But in 1933 with \$50,000 worth of orders on the books, the Stoner factory burned down. It was a terrific blow. The business acumen of Pop and his sons was not dimmed, however, and they immediately set about to build a new model factory with what they had received in insurance. The factory is a model of efficiency and was the pride and joy of Pop Stoner.

The entire coin machine industry mourned at his death—untimely because Pop Stoner was still a young man in spirit and action. Death came in St. Joseph Mercy Hospital. Surviving the pioneer coin machine man are his widow, three sons and four daughters. Interment was at the Lincoln Highway Cemetery, Aurora.

EXPERIMENTAL MEN WANTED

Idea Men, Mechanical and Electrical Engineers, Pinner, Draftsmen

Manufacturer, outside Chicago area but with ample financial, factory and sales facilities, is organizing complete game development department and offers highest salaries plus bonus based on volume to men who qualify.

Idea men must know what appeals to public, be able to spot trends and create new original ideas—and keep it up week after week. Electrical men must know game wiring from A to Z and be able to develop new electric effects and actions. Pinner must be past masters with complete knowledge of operators' problems.

Men experienced in manufacturing or service end of coin machine industry will find this a life-time opportunity to earn in proportion to ability. If you think you can qualify for any job in a fast-moving development department, outline all details of experience, etc., in first letter. Replies kept strictly confidential. Address:

BOX D73, BILLBOARD, CINCINNATI, OHIO

Moloney Forecasts Big Resort Season

CHICAGO, April 27.—"Sure sign of a busy summer," says Ray Moloney, president of Bally Mfg. Co., "is the large volume of orders being received from resort territory for our Royal Draw, the poker-playing console-bell with the hold and draw feature.

"Operators see in this machine an op-

portunity to earn bell profits in locations not open to bells and better than bell profits in their bell spots. Royal Draw has all the spinning reel appeal of a bell, all the flash of a console plus the poker appeal and the can't-quit fascination of the new hold and draw feature whereby players hold one or more cards and deposit another coin to spin the remaining reels again. It's real draw poker and it's getting the biggest, steadiest play in payout history."

Mint Recognizes CM Trade...

SAN FRANCISCO, April 27.—Pinball games, vending machines and automatic phonographs have created such a demand for small change that three mints are open 16 to 24 hours a day, Mrs. Nellie Taylor Ross, director of the United States mint, said here, explaining the activity of the mints.

Coin orders for the past fiscal year have been the largest in this nation's history, she said. To fill them, Denver and Philadelphia mints have been in operation 24 hours a day.

The San Francisco mint, which was on a 16-hour-a-day schedule the last four months of 1939, will resume double-shift operations shortly.

CHICAGO, April 27.—The Hudson Motor Car radio program on Monday night, April 22, devoted several minutes to the mint report that coin machines were responsible for the intense activity in the nation's mints.

The story was given in detail, the news report being considered to have good news value because of its unusualness.

NOTE: This is apparently the first time U. S. Mint reports have officially recognized the coin machine trade as creating a demand for small coins.

ATLAS GAMES
MUST BE O.K.

LOWEST PRICE EVER!! \$39.50

For BRAND NEW FREE PLAY GAME . . .
Bally's DANDY (5 ball) in Original Crates

39.50

WHILE LIMITED QUANTITY LASTS—ONLY
PHONE, WIRE OR WRITE . . . ORDERS SUBJECT TO PRIOR SALE

Guaranteed Reconditioned Phonographs

Seeburg Model A, 12 Records . . . \$29.50	Wurlitzer 710, 16 Records . . . \$49.50
Seeburg Model B, 12 Records . . . 32.50	Wurlitzer 24, 24 Records . . . 119.50
Seeburg Model D, 12 Records . . . 34.50	Wurlitzer 800, 20 Records . . . 179.50
Seeburg K20, 20 Records . . . 89.50	Wurlitzer Counter Model 61, 12 Records . . . 94.50
Seeburg Rex, 20 Records . . . 99.50	Mills Zephyr . . . 34.50
Seeburg Royal, 20 Records . . . 109.50	Mills De Re Mi . . . 34.50
Seeburg Regal, 20 Records . . . 109.50	Rockola Regular . . . 29.50
Seeburg Casino, 1939, 20 Rec. 149.50	
Seeburg Plaza, 1939, 20 Rec. 169.50	
Seeburg Classic Marbletop, Floor Sample, 20 Records . . . 229.50	
Wurlitzer P30, 12 Records . . . 24.50	
Wurlitzer P12, 12 Records . . . 32.50	
Wurlitzer 812, 12 Records . . . 32.00	
Wurlitzer 412, 12 Records . . . 39.50	
Wurlitzer 610, 16 Records . . . 74.50	
Wurlitzer 616A, 16 Records . . . 79.50	
Wurlitzer 616, Illuminated Slide and Feet . . . 89.50	

Illuminated Grills Installed, \$4.50 Ea.
Title Strips in Stock—40c per 100 Strips.
All Phonographs Thoroughly Checked for Mechanical Perfection—Cabinets Polished and Refinished to Original Luster.

SPECIALS

PAYTABLES	Wurlitzer Counter Model 61, Marble-Top . . . \$ 58.50
Bally Granddaddy \$92.00	Rockola Imperial 20-Record Phonograph . . . 52.50
Thru-downs . . . 79.50	Jennings Cigarette Model XV . . . 88.50
Handbars . . . 74.50	Groetchen's Metal Typewriter, Including Plates . . . 149.50
Spert Page . . . 64.50	

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., 2882 E. Jefferson St., Detroit, Mich.

operations pass out after a boom year of '39.

Declines Candidacy

"This is just as good a time as any to tell you I am not a candidate again for president. Someone else will be elected today. There are others on the board qualified to take my place. They have attended meetings and studied the conditions facing this business. I stand willing to help the new officers elected whenever asked by them. I am not angry with anyone on the board. They have all been loyal and willing to co-operate at all times. I shall always admire those men who have backed me as your president. They will always be my friends. I will look forward to meeting with them as a director, as I have two more years to serve in that capacity.

"During the past year I have respected other members' rights by not taking their locations and they have not taken any of mine. I have paid a \$10 membership fee and purchased \$20 worth of decals and used them in 1939, and I have paid a \$10 membership fee for 1940 and bought \$20 worth of decals, which are on my machines. They have been a good investment to me. The association needs money to meet the obstacles which are always being placed before it. If I bought decals and gave a year of my time to looking after your interests then I think every member should back up the next president and the association by the same method of co-operation. The financial report for the last year shows that two-thirds of the revenue raised was from decals."

Discusses Taverns

Hughes discussed the Alcoholic Beverage Commission, its rulings, and the relation to this business; the necessity of electing liberal representatives and senators to the Legislature at the May 6 primary; Anti-Saloon League activity and its Local Option Plan, and the effect it may have on the business. He recommended that loud music and outside speakers be eliminated because of the Alcoholic Beverage Commission receiving numerous complaints. Local police report the same complaints and claim that such practice is a community nuisance. He struck at the renting of phonographs at \$5 a week and sale to locations. He said don't buy phonographs from manufacturers and distributors that engage in the practice of selling that kind of operators.

At the close of Hughes' speech a general discussion was permitted on the floor and the meeting was adjourned at 3:30 p.m.

Membership Meeting

A membership meeting was called at 3:45 p.m. for the purpose of electing new officers and to fill four elective places on the board of directors. At this meeting Hughes read an article by Maurice Early, from The Indianapolis Star, Saturday, April 13. The article was from Early's column, "The Day in Indiana," and is as follows:

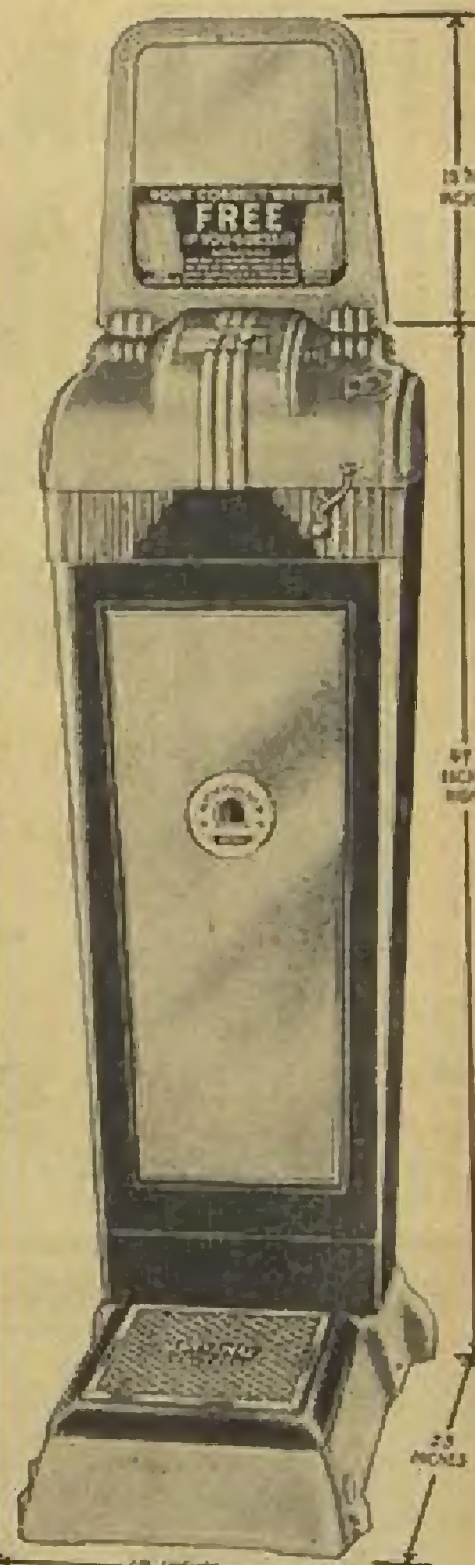
"L. E. York, superintendent of the Indiana Anti-Saloon League, says he is not sure that the dry forces will concern themselves in the primary election with candidates for representative in Congress. But the league is very busy looking over candidates for the Legislature in its drive to bring about local option. League questionnaires have gone out to the candidates for State representative and senator."

This article was discussed by the members and a recommendation was made. Other business was discussed and then the president called for the election of officers. Fred Johnstone, Shry Music Co., Anderson, made a speech in behalf of Hughes' re-nomination for president. John Hogan, Lafayette Distributing Co., Lafayette, seconded the nomination and a motion was made to close the nominations, whereupon Hughes was elected by acclamation against the appeal of Hughes to elect someone else.

The membership voted to change the by-laws and add two directors-at-large, which were to be appointed by the president to serve until the next general meeting of the members. Hughes will appoint a cigarette operator as a director-at-large in the near future to comply with this vote. Recommendation from members as to who shall be appointed will be given consideration by Hughes.

The membership gave a vote of thanks to Al C. Evans, former vice-president, and Henry J. Windt, secretary and treasurer, for the invaluable service rendered to the association during the past year. Both officers declined re-election, preferring to be active as directors. Henry J. Windt will carry on as treasurer until Fred Johnstone, Anderson, takes over

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE

Operates Automatically
Does Not Require Electricity
No Springs—Balance Weight
30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel: COLUMBUS 3770
Cable Address "WATLINGITE," Chicago

FREE PLAY TABLES

Gettles Bowling . . . \$50.00
Gettles Big Show . . . 55.00
Gettles Big Town . . . 60.00
These Tables Are Like New.
1/3 Deposit With Order.
WALKER SALES CO.
BOX 117, WACO, TEX.

WILL SACRIFICE

For immediate sale as many as twenty late model Challengers, perfect condition, for \$17.00 each—F. O. B. Dallas.
One-Third Deposit With Order.
EARL E. REYNOLDS
4116 Live Oak St., DALLAS, TEX.

May 1. It was voted that Harry D. Dwyer Jr., second vice-president, be elected publicity director for the association, and hereafter any information will be released by him.

Indiana State Ops' Assn. In Annual Meet, Election

Hughes re-elected prez—talk centers on public relations and legislation

INDIANAPOLIS, April 27.—About 100 operators of phonographs, cigaret machines and other legal vending devices attended the State meeting of the Indiana State Operators' Association in the Lincoln Room, Lincoln Hotel, Indianapolis, Sunday, April 14.

Important business of the day was the election of officers and discussion of matters pertaining to business of operator members. Charles W. Hughes was re-elected president after announcing that he was not a candidate. Other officers elected were first vice-president, Otto O. Jensen, of Jensen & Jensen, Logansport; second vice-president, Harry D. Dwyer Jr., Dwyer Novelty Co., Marion; secretary, Mrs. R. C. James, James Music Co., Indianapolis; treasurer, Fred Johnstone, Shry Music Co., Anderson.

Directors elected were Charles W. Hughes, Merry Whirl Amusement Co., Ladoga; A. C. Evans, E. & K. Sales and Service Co., South Bend; Henry J. Windt, Indianapolis; Otto G. Jensen, Fred Johnstone, Harry D. Dwyer Jr., Sam Weinburger, Southern Automatic Music Co., Indianapolis; Ted M. Hawk, General Sales Co., Fort Wayne; Al Byrd, Automatic Music Co., Terre Haute; Calvert Anderson, Jeffersonville; Sol Silver, Silver Novelty Co., Evansville. Carl King, King Automatic Music Co., Elwood, was appointed by the president as director-at-large.

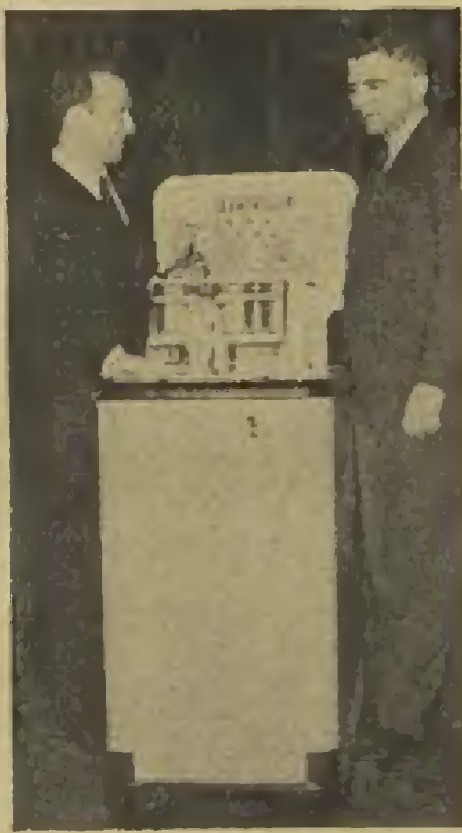
Hughes Addresses Gathering

Prior to the election Hughes addressed the operators, giving important information and instructions. He said: "I have been president one year today. I have tried to serve your interests to the best of my ability. I have endeavored to be fair and honest with all operators. It has been my desire to make this a better business not for me alone but for us all. I have tried not to be selfish about anything and many is the hour I have sacrificed for others that should have been spent in behalf of my own business. I love this business and it is life to me. It is naturally distasteful to me to see a few operators try to destroy our business, and others act as parasites for temporary revenue.

"I have been in this business 12 years

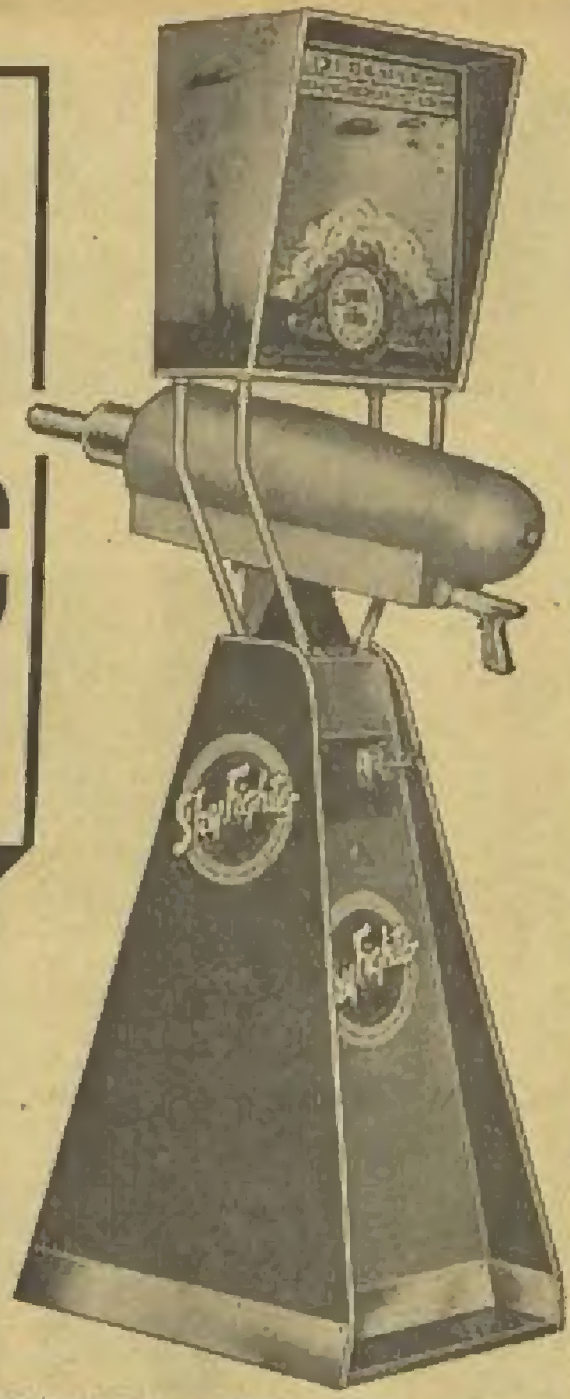
and 12 years has taught me that it is not a business to get rich quick in. If that is what you are looking for you are in the wrong business.

"I well remember when I paid \$11.140 for phonographs and when the people quit putting nickels in my boxes overnight I found I owed the manufacturers \$10,000 and I had to stay in this business and pay out to save my credit standing. That may happen again thru some legal move or other, so I advise you operators—don't mortgage your body and soul to the manufacturers. Buy what you can pay for, and buy only enough that will pay you a profit. The strangest thing I have noticed in my 12 years of operating is the fact that all the big



MILTON PRITTS, well-known Denver operator and president of the newly formed Independent Phonograph Operators' Association, is shown here with Gibson Bradshaw, president of the Denver Distributing Co. Pritts (left) is signing an order for Rock-Ola Ten Pins, bowling game.

**NO
PHOTO
ELECTRIC
CELLS**



NOT ON MUTOSCOPE'S
ANTI-AIRCRAFT MACHINE
GUN—"SKY FIGHTER"

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK

**Jennings Fast
Time Hit With Ops**

CHICAGO, April 27.—"From all reports Jennings' new console bell, Fast Time, with the free-play feature, has made a big hit with operators everywhere."

Hymie Branson, an official of O. D. Jennings & Co., in commenting on the new machine said: "Free-play Fast Time is proving to be one of the most popular machines we have produced. Every day of the week we receive letters from operators expressing their enthusiasm over the machine. Remarks such as these: 'Never saw a machine get such a big play.' . . . 'Fast Time has sure made a big hit in my territory.' . . . 'It's the smoothest operating machine I've ever owned,' etc., are typical of the praise expressed for Fast Time."

"Fast Time is a smart-looking machine and has the zip and thrills the players like. The glass is colorfully illuminated and has race-horse symbols. There's an extra award when the number five appears on the first reel."

"The mechanism is the single unit type, the same mechanism used on the ever-popular Jennings Chief. The machine is equipped with a positive slug rejector."

"In territories where conditions permit, Fast Time can be furnished with a skill top, the ball and plunger type instead of the free-play field."

Philadelphia

PHILADELPHIA, April 27.—MUI Honowitz, starting with a peanut machine route only a month ago, is so enthused about business possibilities that he plans to extend his operations to include all types of vending machines.

Martin Mitnick, for the past five years president of the Philadelphia Amusement Machines Operators' Association and an outstanding leader in fostering the advancement of the pinball industry in this territory, now widens the scope of his activities by extending his operations to the music machine business. He has started a new company, Associated Amusement Co., as music machine operators, and has taken quarters at 805 West Girard avenue. Mitnick is head of the company.

arcades shows that those locations which regularly buy the new devices are the ones that earn the biggest profit. Exhibit anticipated a banner season in 1940 by creating many new ideas and building up a full stock for immediate delivery.

"We knew the war would keep tourists and spending money in this country, resulting in the biggest amusement business in years."

"Exhibit is ready with a line of upwards of 50 different machines to please the holiday crowds."

**Heavy Demand for
Arcade Equipment**

CHICAGO, April 27.—"Arcade equipment in big demand—the greatest deluge of orders for amusement machines in our 40 years business experience," writes Perc Smith, of the arcade division of the Exhibit Supply Co.

"Not only are new sportslands and penny arcades opening up all over the country, but the old-established arcades in parks and carnivals are making room for our latest equipment."

"A careful record of the successful



THE COLUMBIA BELL ASSEMBLY DEPARTMENT keeps many men busy at the big Grootchen Tool Co., as this partial view of the department shows. Persistent efforts toward 100 per cent perfection insure mechanical efficiency of all Grootchen machines.

BARGAIN LIST

The machines listed below are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Prices are effective May 4, 1940.

- B-BALL FREE PLAY**
- 2 Eshins Flapjack . . . \$59.50
 - 2 Keeney Super Six . . . 48.00
 - 1 Bally Pick-Em . . . 42.00
 - 2 Exhibit Jumper . . . 48.00
 - 1 Bally Headliner . . . 38.00
 - 2 Gaitlin Big Show . . . 59.50
 - 2 Bally 72th Inning . . . 21.00
 - 1 Bally Dandy . . . 52.50
 - 1 Bally Variety . . . 42.50
 - 1 Commodore . . . 57.50
 - 1 Bally Victory . . . 72.50
 - 3 Bally Gold Cap, Table Med. . . 67.50
 - 1 Mills 1-2-3, Fruit Reels . . . 68.50
 - 1 Mills 1-2-3, Animal Reels . . . 69.50
 - 1 Bally Eureka . . . 32.50
 - 1 Chevron . . . 10.50
- CONSOLE AND AUTOMATIC PAY**
- 1 Bally Royal Flush, F.P. . . \$110.00
 - 2 Mills 1-2-3, Fruit Reels, G.P. . . 42.50
 - 1 Bally Tumbledown . . . 62.50
 - 1 Bally Klondike . . . 17.50
 - 1 Keeney Patime . . . 157.50
 - 1 Lucky Star . . . 77.50
 - 1 Kentucky Skill Time . . . 59.00
 - 1 Rays Track . . . 19.50
 - 1 Elmer Air Race . . . 7.50
 - 1 Bally Carom . . . 7.50
- MISCELLANEOUS**
- 1 Evans Ten Strike, 1000 Model . . \$140.00
 - 1 Exhibit Bowling Alley, F.P. . . 97.50
- COUNTER GAMES**
- 2 Penny Smoke . . . \$ 5.00
 - 2 Reel 21 . . . 4.00
 - 1 Columbia Bell, rear door payout, G.A., F.S. . . 49.50
 - 1 Columbia Bell . . . 27.00
 - 1 Mills Q.Y. Tute J.P., 10 . . . 22.50
- PHONOGRAPHS AND PHONOGRAPH EQUIPMENT**
- 4 Wurlizer 412 . . . \$37.50
 - 3 Wurlizer P12 . . . 37.50
 - 2 Rock-Ola Imperial 20 . . . 84.50
 - 2 Rock-Ola Standard . . . 225.00
 - 2 Rock-Ola Counter Model . . . 139.00
 - 72 Buckley Wall Boxet, slupproof. . . 15.00
 - 8 Buckley 412 Adapter . . . 25.00
 - 5 Buckley P12 Adapter . . . 25.00
 - 1 Buckley 24 Adapter . . . 20.00
 - 6 Steel Cabinets for 412 & P12 Adapter Accessories . . . 17.50
- Write us for your price on any brand-new machine that has been released by the respective manufacturer, at our price is right. Write and ask us to put you on our mailing list.
- MOSELEY VENDING MACHINE EX., INC.**
60 BROAD ST., RICHMOND, VA.
Day Phone 2-4511 - Night Phone 5-5329.

Mississippi

NATCHEZ, Miss., April 27.—Installation of new types of amusement machines brings new and better business to ops of this section. Phones are doing land-office business with coming of warmer weather.

Operator and Mrs. Sam McCabe have had as their house guest Mrs. McCabe's mother, Mrs. J. I. Robbins, who visited several weeks from her home in Tupelo, Miss. She has departed to join her son, William Robbins, in New York.

Sam Scio, of Sermac Co., has returned from his annual vacation, part of which was spent on a fishing outing.

Bill Auld is back from a visit to his old home in Shelbyville, Ill.

Bill Eldt, owner of phones and machines, has a new band, A. & P. and his Horsemen, at his Windmill night club.

Seattle

SEATTLE, April 27.—Counters Automatic Phonograph Co. has moved into its new location at 3267 Eastlake avenue, just across the University Bridge, where a large stock of up-to-date records is carried and phonographs made available for parties.

Comic Strip Scale

CHICAGO, April 27.—Pa Piffle had his troubles with a personal weighing machine in the syndicated comic strip, Mescal Ike, appearing in April 22 issues of papers using the feature. S. L. Huntley, writer of the strip, shows Pa stepping on the scale and depositing his coin. In the second frame, Pa is shaking the machine back and forth, and Mescal Ike asks: "Smatter, Pa?"

In the third frame, Pa answers, saying: "I've dropped seven pennies in the dodgummed thing and it won't work!" Ike replies: "Wal, there's a card sticks' out—at least you can git yorn fortune told!"

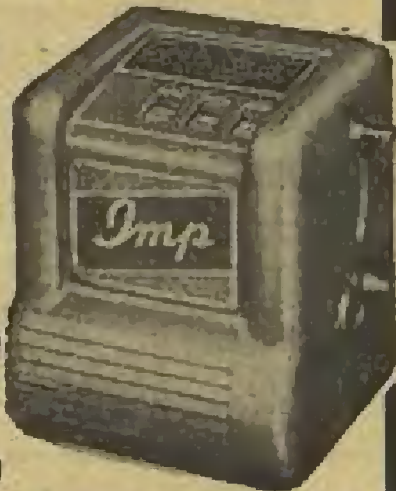
In the fourth and final frame, both look slightly abashed when they read the card upon which is printed: "Your fortune—You will suffer financial reverse."

THE BILLBOARD GIVES YOU THE ONLY
WEEKLY
NEW MACHINE ANNOUNCEMENTS
READ THE BILLBOARD EVERY WEEK

SO GOOD!!!

We Will Buy Back Your Imp Within 6 Months At 50% of Your Price

Imp
1c
5c
AND
10c
PLAY
\$12.50
Each
Casters
of 8
\$67.50



GERBER & GLASS

914 Diversey Blvd., CHICAGO

Detroit

DETROIT, April 27.—B. L. Roth, who has operated the Arrow Electric Co. for a year and a half, has established the Multi-Selective Music Co. to act as an affiliate of his first organization. The Arrow Co. operates phonographs, while the Multi-Selective Co. will operate the remote-control wall boxes for the machines, Roth said.

V. Christopher, of the new Ajax Novelty Co., started a tour of Michigan this week, explaining the company's new sales plans to operators. M. Y. Blum, his partner, remained in charge of the office.

Henry C. Lemke, veteran Detroit operator, is going heavily into the penny game field to place in resort sections, he reports. In addition, a number of regular nickel machines are being converted for special use in this field. The other new game going well in this section is the Keeney Anti-Aircraft Gun, Lemke says.

John Baker, Dearborn, Mich., operator, who has been specializing in the phonograph field, is a new entrant into the bowling alley type of machine. Headquarters, formerly on Kingsley avenue, are now on Miller road.

Harry Stahl, of the operating partnership of Stahl & McKeown, has installed a stand for three Keeney machine guns at Eastwood Amusement Park in East Detroit. Stahl, incidentally, is superintendent of the park during the summer. The new installation has about a 20-foot range, with realistic black and white trenchlike effect in front of the targets, all enclosed under a roof, making it a sheltered concession that has been one of the real novelty attractions of the park since it opened. Business is reported as good.

Delos F. Heath has formed the Frigid Vending Co., with headquarters at 6432 Cass avenue.

Bill E. Bolton, the big operator from Romulus, has purchased another supply of Mills phonographs.

Peter Licavoli, manager of the Michigan Mutual Distributing Co., one of the larger phonograph operators of the territory, has an optimistic report: "Business has started to pick up the past two weeks. The spring rush is on."

W. B. Warner, operating the Safe-Way Vending Co., has moved to new headquarters at 17712 Chandler Park Drive.

give operators what they want and what they need.

"Operators everywhere have come to realize that they can absolutely depend on Chicago Coin machines to be stand-outs. Coinmen know that when they invest a dollar in a machine with the label of the Chicago Coin Machine Mfg. Co. they will get many more dollars in return for their investment."

Pop. 5330 Race 1460

"See Al First"

Chicken Barn in Perfect Condition—Write, Wire, Phone!!

- | | |
|--------------------------|------------------------|
| Big Six . . . \$37.50 | Thriller . . . \$32.50 |
| Centrodere . . . \$2.50 | Contact . . . 17.50 |
| Supercharger . . . 45.00 | Rebound . . . 26.00 |
| Headliner . . . 21.50 | Sneaks . . . 17.50 |
| Jumper . . . 34.50 | Super Six . . . 52.50 |
| Lucky . . . 39.50 | |

1/3 Dm., Bal. C. O. D.—Perfect Condition.

ARCO SALES CO.

AL RODSTEIN
1234 Spring Garden St., Philadelphia, Pa.

Story in Cash Box, Says Chi Coin

CHICAGO, April 27.—"We've said it before and we say it again—the cash box tells the story," declare Chicago Coin Machine Mfg. Co. officials, Sam Gensburg and Sam Wolberg, referring to their latest release, Jolly.

"We figure there's no use in kidding ourselves or anybody else. We know that a machine to be a big seller must not only be beautiful in appearance, but it has to earn money—big money! That's why when we design and release a machine we think of its main purpose—earnings."

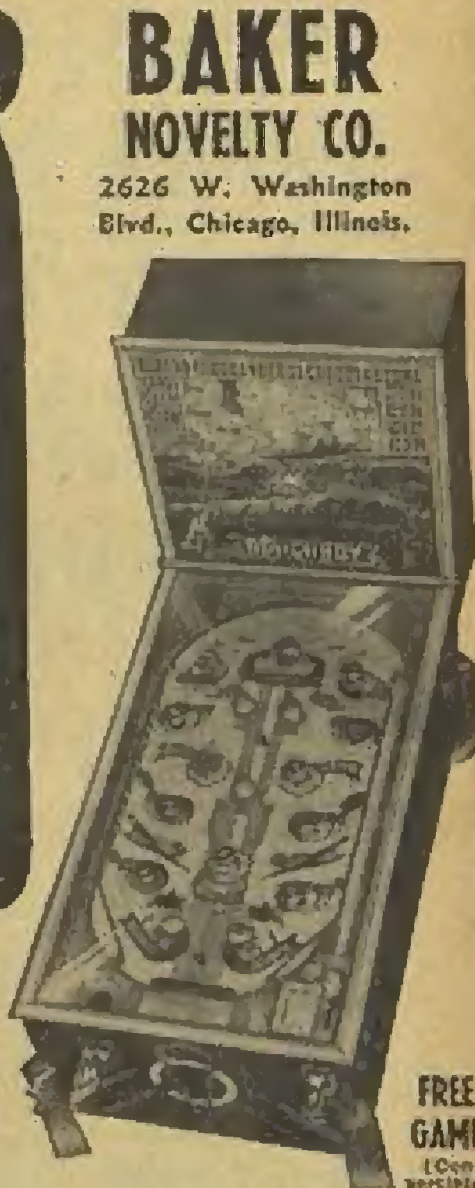
"It has only been thru constant repetition of top earning machines that we have become one of the large manufacturers of coin-operated equipment. We

BOY! THERE'S DOUGH IN "DOUGHBOY"!

OVER 2,500 SOLD THE PAST 4 WEEKS!

Endorsed by Leading Operators and Distributors!

IT MUST BE GOOD!



SO GOOD that leading manufacturers are now trying to copy it. Beware of imitations! Buy the original, location-proven, fool-proof money-maker DOUGHBOY. No Bugs . . . No Bother . . . No Repair Calls! SATISFACTION GUARANTEED!

Order at once! Direct or from your Jobber!

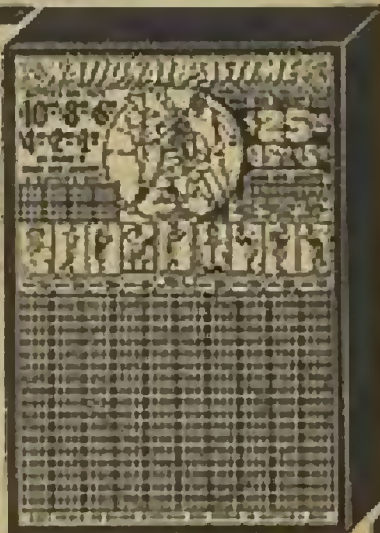
"DOUGHBOY"

Also—"Baker Built" Novelty Tables—Baker's Paters—Sky Pilot

IT'S A HIT! Profits Pile Up Fast With NATIONAL PASTIME

Harlich's Sensational New Baseball Board. Tickets are printed with 3-color action pictures of popular baseball stars. New big easy-to-punch, easy-to-read tickets for fast play. Action every minute! Surprise free play award feature.

Takes In **\$87.50** Avg. Payout **\$40.50** Avg. Profit **\$43.00**



No. 1833—1800 Holes

Write For Information About This and Other Profit-Makers
HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILL.

FREE PLAY NOVELTY GAMES

- | | |
|----------------------------|---------------------------|
| Bally Alley . . . \$49.50 | Headliner . . . \$32.50 |
| Top Notcher . . . 45.00 | Big Six . . . 44.50 |
| Scorer . . . 49.50 | Super Chapter . . . 54.50 |
| Variety . . . 39.50 | Follist . . . 59.50 |
| Fifth Innings . . . 24.50 | Rebound . . . 34.50 |
| Pick-Em . . . 39.50 | Jumper . . . 34.50 |
| Champion . . . 37.50 | |
| Spottem . . . 24.50 | |
| White Ball . . . 39.50 | |
| Old Cup . . . 109.50 | |
| Exeek . . . 44.50 | |
| Double Feature . . . 27.50 | |
| Holler Derby . . . 42.50 | |

WRITE FOR OUR PRICES ON NEW GAMES

AJAX NOVELTY COMPANY

M. Y. Blum J. A. Passanante V. Christopher
2707 Woodward at Sprout Phone Cadillac 1761
DETROIT, MICHIGAN

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



EXHIBIT SUPPLY CO'S PROGRESSIVE DISTRIBUTOR in Cleveland, the Cleveland Coin Machine Exchange, has been doing extremely well in the way of sales, it is reported. Above is the personnel of the firm (left to right): George Leonard, field man; Henrietta Braunstein, office manager; Audrey Marks, stenographer; M. S. Gisser, general manager, and H. H. Gisser, manager of rental department.

A THRILLER FOR SUMMER SPOTS

Exhibit's New Improved

FREE PLAY BOWLING GAME

HIGH SCORE AND WEEKLY HIGH SCORE

Biggest Season for Novelty Bowling Just Opening Up

ORDER YOURS NOW AT SPECIAL PRICE **119.00**

FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



GET 'SHORT STOP' TO-DAY'S MONEY MAKING RECORD BREAKER

Ajax Novelty Co. Formed in Detroit

DETROIT, April 27.—Modern sales-rooms were opened this week at 2707 Woodward avenue, at the corner of Sprout street, by the new Ajax Novelty Co. New location, centrally located on the edge of the downtown district, gives adequate space for display, storage and service departments.

The Ajax organization is headed by M. Y. Blum, V. (Chris) Christopher and James A. Passanante. Blum and Christopher, formerly partners in the Star Sales Co., distributor at Valdosta, Ga., will have active management of the new enterprise here.

Passanante, who is head of the J. & J. Novelty Co. and the Triangle Music Co., is turning over the distributorships formerly held by the J. & J. organization to the new firm. J. & J. Novelty Co. will be solely an operating organization in the future.

Lines which will be distributed by Ajax Novelty include Bally, Western Products, Exhibit Supply, Daval, Groet-chen Tool, Wuriltzer, C. R. Kirk scales and Pace Mfg. Co.

Blum pointed out that the Ajax Co. will be strictly a sales organization and will not go into the operating field in any way.

Where Are Those Jefferson Nickels?

CHICAGO, April 27.—A constantly asked question is, "What has become of the new Jefferson nickels?" The answer is that they are rolling out of the mints at the rate of 120,000,000 a year, according to a featured story in *The Chicago Daily Times*.

"There won't be any other kind struck in the United States for the next 25 years," said Fred H. Grimm, coin teller at the Federal Reserve Bank in Chicago. "It will take a long time, tho, for the \$6,000,000 worth that were struck off last year to filter into circulation."

The Federal Reserve Bank, he explained, acts as the fiscal agent of the U. S. treasury. It supplies local banks with new nickels when the local banks run out of nickels. Since buffalo nickels are fairly plentiful, there is not much demand for the new Jefferson coins.

Many Indian head nickels are still in circulation, tho none has been coined for more than 25 years. The Jefferson nickel went into circulation November 15, 1938. Designer is a Chicago sculptor, Felix Schlag, who lives at 245 West North.

You can recognize the new coin by the head of Thomas Jefferson, a long-jawed profile with a club of hair hanging down the back of the neck. On the reverse side is a replica of Monticello, Jefferson's Virginia home.



A HAPPY FOURSOME. The gentlemen in the picture are, left to right, Louis Golden, of Universal Venders Corp., Cleveland, and Wally Wemgen, district manager for the American Tobacco Co. The ladies, left and right, are Mrs. Louis Golden and Babe Kaufman, well-known New York columnist.

WORLD'S LEADING HEADQUARTERS FOR PENNY ARCADES AND SPORTLANDS LEGAL MACHINES

★ VISIT

Exhibit's Eastern Arcade Machine Showrooms: 520 West 43rd St., N. Y.—7th Floor.

WORLD'S LARGEST ASSORTMENT OF NEW and FACTORY REBUILT EQUIPMENT and SUPPLIES FOR MODERN ARCADES and SPORTLANDS

Write for Prices on the Following:
 Kenney's Amb-Aircraft Machine-Gun
 Esant Tee Strike
 Exhibit Bowling Alley
 Exhibit Vitalize
 Exhibit Kilo-Meter
 Exhibit Whistlet
 Exhibit Bowling Ball
 Exhibit Card Machines
 Exhibit Card at Peo-tery Prices
 Baker's Sky Pilot (machine gun)
 Punching Bags
 Groetchen Metal Typo
 Everything in Felt and Astrope Machines
WRITE FOR OUR NEW 1940 CATALOG — JUST OFF THE PRESSES!

FREE PLAY GAMES

Big Six ... \$34.50	Fantasy ... \$92.50
Conquest ... 25.00	Lucky Strike 45.00
Headliner ... 25.00	Supercharger 42.50
4-5-6 ... 32.50	Thriller ... 26.50
C. O. D. ... 42.50	Twinkle ... 22.50
Dandy ... 30.00	Rebound ... 25.00
Dary Jones ... 15.00	

NOVELTY PLAY

Airliner ... \$16.00	Variety ... \$16.00
Avalon ... 10.00	Vogue ... 25.00
Bang ... 10.00	Up & Up ... 12.50
Pick 'Em ... 25.00	

SPECIAL!! Seeburg's CHICKEN SAM, \$90.00

READY FOR DELIVERY

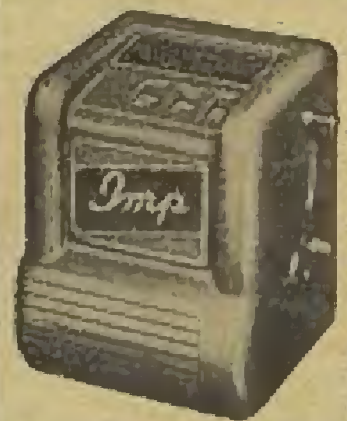
Stoner's BRITE SPOT Even Greater Than Chubbie

Exhibit's SHORT STOP Fastest Selling Sensation

1/3 With All Orders, Balance C. O. D.

MIKE MUNVES CORP. 593 TENTH AVE., NEW YORK Cable "MUNMACHINE"

Imp THE IDOL OF A MILLION PLAYERS!



Gum Vender, Beautiful Radio Cabinet, Cigarette Reels, Roto-Matic Coin Chute. TAKE IT FROM US, IT'S A HONEY. Max & Harry, "The Gold Dust Twins." \$12.50 Each—6 for \$67.50.

Birmingham Vending Co. 2117 Third Ave., N., BIRMINGHAM, ALA.

RECONDITIONED SLOT MACHINES

10-Cent Mills Extraordinary	\$20.00
50-Cent Mills Blue Front	75.00
5-Cent Mills War Eagle	20.00
10-Cent Mills War Eagle	20.00
10-Cent Mills Gold Award	20.00
5-Cent Pace All Star Comet	30.00
10-Cent Pace All Star Comet	30.00
5-Cent Pace Kitty	40.00
10-Cent Pace Kitty	40.00
10-Cent Jennings Chief	35.00
10-Cent Jennings Chief	35.00
20-Cent Jennings Chief	35.00

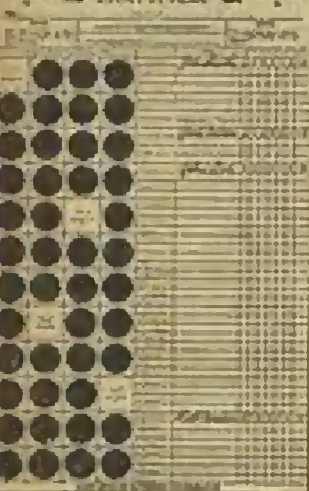
One-Third Deposit. Write for Our Complete List.

Automatic Coin Machine Corporation

338 CHESTER ST., SPRINGFIELD, MASS.

30c LOW SCORE WINS 30c

125	110
170	115
115	120
140	125



THANK YOU! JOBBERS AND OPERATORS

for your tremendous response to our new baseball card

"LOW SCORE WINS"

We are working overtime and double shift to fill your orders. We have this card in thirty States and we expect to have our

"LOW SCORE WINS"

baseball card in every State in less than 10 days. Operators everywhere get in on the greatest money-maker of the baseball season.

THANKS A MILLION!

Go Getter Jar Company

P. O. BOX 691 TYLER, TEXAS

QUALITY SPEAKS FOR ITSELF

Bally Beauty, new cabinet	\$45.00	Fairgrounds	\$22.50
Bally Triumph		Derry Times	42.50
Bally Alice	45.00	Cowboy, F.P.	30.00
Bally Bull's Eye	22.50	Variety, F.P.	65.00
Bally Sport King	22.50	Rebound, F.P.	35.00
Bally Sport Special, F.P.	47.50	Up & Up, F.P.	30.00
Chicago Oats Jolly		Flash, F.P.	30.00
Exhibit Bowling Game, F.P.	47.50	Liberty, F.P.	25.00
Exhibit Congo, 1 or 5 ball, F.P.		Jumpin', F.P.	52.50
Many other new games. Write for prices. F. O. B. Cleveland.		Follow Up, F.P.	25.00
		High Lite, F.P.	32.00
		Linky, F.P.	52.00
		Pyramid, F.P.	25.00

1/3 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC., 2012 CARNEGIE AVE., CLEVELAND, OHIO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

3 Styles of Imps

FRUIT REELS	CIGARET REELS	NUMBER REELS
		705

GROETCHEN TOOL Company
130 N. UNION ST. CHICAGO, ILL.

1ST! AMONG OPERATORS WHO KNOW!

Evans' GALLOPING DOMINOS



Leads the Parade of Profit-Producers!

Ops in the know pick Evans' 1940 GALLOPING DOMINOS as the sure bet—proven by the greatest record ever attained by a coin machine! 4 years in production, outselling, outclassing every other flat top. Positively unequalled for performance and profits!

Has sweeping BIG PLAY appeal! Evans' gyp-proof 7-coin head absolutely protects your profits . . . stops cheating cold! Silent, shielded, bug-free mechanism. Evans' famous precision engineering. In every way, it's an unmatched investment for money-making! Also available in Jackpot model!

Get the Dope on These Amazing Hits:
EVANS' TEN STRIKE
EVANS' SKI-BALL

H. C. EVANS & CO 1520-1530 W ADAMS ST CHICAGO

IMP

★ ★ ★ ★ ★ RATING
TORR 2047 A-SO. 68
PHILA., PA.
Write for Illustrated Circular and Terms.
NATIONAL DISTRIBUTOR

IMP

Most profitable gum vender to operate. A gold mine for our operators. Southern Operators, contact us for shipment. Authorized Factory Distributors
Richard Johnson Amusement Co.
28 Morris St. Charleston, S. C.

Keeney Games Good Spring Tonic

CHICAGO, April 27.—"Every year about this time one hears a lot of talk about spring tonics. This week something new in spring tonics was suggested by an operator," stated Bill Ryan, J. H. Keeney & Co. sales manager.

"The Keeney line of profit-building products has been dubbed the spring tonic of the coin machine industry. Operators everywhere say that our new machines are fast becoming the answers to an operator's prayer in every section of the country.

"We have equipment with the Keeney nameplate for all types of operation. There's Keeney's Anti-Aircraft Machine Gun, the legal skill machine that has earned more money for operators than they thought possible from any machine. It's packed with the most appealing features ever incorporated in any machine and built to stand the hardest usage without giving trouble.

"For the phonograph operator, there's the Keeney Remote Selector Wall Box—the machine that's doubling and tripling music profits throuthout the country.

"Last but not least, Red Hot is a free game that is living up to its name in earnings. With such an array of machines, operators say they can't afford to be without any."

Oh, Johnny! Here's That Gottlieb Game

CHICAGO, April 27.—"When ops say, unsolicited, that it's great, then it's time to sit up and take notice," said Nate Gottlieb, vice-president of D. Gottlieb & Co., in reference to its newest release, Oh! Johnny.

"Here's a new kind of game that suits operators to a T, and they're telling us about it . . . a game that puts money

into their cash boxes and a song in their hearts. Oh! Johnny is a new high-score novelty and free play with extremely fast action and sensational new innovations. It gives operators more for their money and it gives players something entirely different.

"Collections from Oh! Johnny are the sweetest music you've heard in a good long time. The story of this game is told in overflowing cash boxes in all types of locations. No matter what competition the game meets, it has walked off with all the honors for play and profits in every test. Its appeal and come-on are nothing short of sensational.

"Distributors have literally grabbed for Oh! Johnny the minute they saw it and we have had to arrange for immediate production in quantity to take care of their unusually large orders. To operators on the lookout for something really new and hot, take our tip and get acquainted with Oh! Johnny and make those sweet collections for yourself!"

Western Baseball Shattering Records

CHICAGO, April 27.—Everyone in the coin machine business knows that Western's Deluxe Baseball has built many enviable records in the time it has been on the market," comments Don Anderson, sales manager of Western Products, Inc.

"Deluxe Baseball has shattered more earning records than any other machine. So far as sales are concerned, it has set new sales records in total quantity and has broken records for number of games sold in any one day, any one week and any one month.

"Too, it has broken records for staying on locations. This great machine has been on locations for many months. In fact, one of the first shipped is still a money-maker on a location. Now Deluxe Baseball is setting another kind of new record. It is setting a record for being placed on more diversified types of locations than any other machine."

OPERATORS In Greater New York, Long Island and Southern N. Y. State

ORDER EVANS' NEW, IMPROVED 1940 **TEN STRIKE** GOING GREATER THAN EVER!!
HERE'S WHY More Speed! More Accuracy! More Strikes! More Spares!
New Totalizer Permits Top Score of 150 for 5 Frames!
NO PRICE ADVANCE! Rush Your Order Quick!! Today!
WRITE FOR PRICES ON EVANS' SKI-BALL

FREE PLAY GAMES	NOVELTIES	WE'RE DELIVERING
All-Baba \$21.00	Airport \$10.00	Stoner's
Big Six 37.00	Spotlight 10.00	BRITE SPOT
Comby 18.00	Variety 15.00	Exhibit's
Mr. Chips 37.50	Champion 23.00	SHORT STOP
Supercharger 40.00	Pick 'Em 27.00	WRITE FOR PRICES IMMEDIATELY
Thriller 22.50	Scrap 27.50	
Commodore 52.50	Vexer 27.50	
Flagship 42.50	Headliner 24.00	
Twinkle 18.00	WURLITZER PHONES	
O. O. D. 44.50	Model 412 \$35.00	
Dandy 39.50	Model 816A, with Illum. Grills . . . 68.50	
SPECIAL	Model 24 115.00	
Beeburg's CHICKEN SAM \$30.00	EVERY ONE GUARANTEED PERFECT. READY TO PUT ON LOCATION!	
	1/3 With Order, Balance O. O. D.	

BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVergreen 8-4732)

If It's Coin Operated * We Have It * New or Used

SLOTS	5 Derby Dayl \$22.50	1-2-3 Reversed \$30.00
2 25c Walling Rotatops \$30.00	3 Dark Horses 22.50	Sport Pages 59.50
5 1c Pace Comets 25.00	2 Leuchamps 30.00	FREE PLAY GAMES
2 5c Mills O.T.'s 25.00	4 Rosements 17.50	Pyramids \$20.00
1 1c Mills O.T. 25.00	3 Rally Teasers 18.00	Rebounds (new head) . . . 35.00
1 10c Mills O.T. 25.00	3 Mills Rios 23.00	Box Score 20.00
3 1c Jennings Chiefs 25.00	1 Galloping Dominos 25.00	Free Hades 15.00
1 25c Mills Slip Front. 35.00	1 30 Gallop. Dominos 110.00	Stabimeter 15.00
2 5c Mills Cherry Balls 50.00	3 Jennings Pick-Em 45.00	Dandy, f.t. 45.00
CONSOLES	2 Jennings Padlock Club 45.00	Topcat 35.00
4 B.N. Obj. Paces Race \$45.00	AUTOMATIC PAYOUTS	Airports 30.00
2 Bwn. Cab. Paces Race \$29.50	Grandstand \$80.00	Nippy 48.50
22 Lincoln Fields 35.00	Derby Obvings 30.00	
1 Old Movie 30.00	Accept the Board 30.00	

Distributors for Keeney's ANTI AIRCRAFT GUN—Evans' SKI-BALLETTE.
CLEVELAND COIN MACHINE EXCHANGE 2021 PROSPECT AVE., CLEVELAND, OHIO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Chicago Coin's JOLLY

**A FULL CASH BOX
Every Collection Day!**



Chicago Coin
MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD
CHICAGO, ILL.

FREE GAME
\$99.50
CONVERTIBLE

ELECTION FEVER has gripped the country and comes to life on Superior's Great New Board

MIXED POLITICS

OPERATORS! This is one of our 36 new "up to the minute" special offer for operators only. Symbol boards just released. Write for latest circulars and

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

RECONDITIONED
FREE PLAY
GAMES THAT
LOOK AND WORK
LIKE NEW!!

Cowboy	\$27.50
O. O. D.	\$4.50
Keen-a-Ball ...	\$1.50
Supercharger ..	\$9.50
Top Notcher ...	\$9.50

5% OFF
on all Used Games when you send full cash with order!

THE LATEST issue of NATIONAL NEWSLETTER is yours for the asking! Get on our mailing list and receive it regularly! Each new edition filled with stories of bargains!

NATIONAL NOVELTY CO., MERRICK, L. I.



- METAL-TYPER NAME-PLATE MACHINE** good for 20 years of continuous profits.
- Not a "get-rich-quick" novelty, but a time-tested sound merchandising machine.
- Metal-Typer will repay its purchase price in 5 to 6 months, earns large profits forever.
- Vends attractive Aluminum Medal, stamped by customer with 32 letters maximum.
- Ideal for Amusement parks, Arcades, Bars and Ball Terminals, Hotels, 10/ Stores.
- Solid Walnut Cabinet, Blue Hammerhead and Chromium Trim, a beautiful attraction.
- Supplied with 5/ or 10/ Coin chute, can also be had with NEON Sign.
- SEE YOUR VENDOR FIRST, WANT SIZE OF PRIZES YOU PREFER WITH METAL-TYPER, IT BASIC PRINCIPLE.
- Write for circular circle in full color.
CHICAGO COIN CO., 1725 N. DIVERSEY ST., CHICAGO

California Ops Like Chi Coin Jolly

SAN FRANCISCO, April 27.—"Operators in this section of the country are simply wild about Chicago Coin's newest money-making release, Jolly," states Lou Wolcher, executive of Advance Automatic Sales Co., San Francisco.

"This is no surprise to us, tho. The dependability of Chicago Coin in releasing big-earning machines has become mere routine so far as coinmen in this section are concerned. They know that a Chicago Coin game is practically a guarantee that their earnings will jump.

"Operators have told us over and over again that the playing ideas incorporated in Chicago Coin games are always such that the appeal to players outshines other machines that may be on the same locations."

cited the losses sustained by members yearly thru the dishonest use of slugs in various types of vending machines. The letter follows:

"This association represents the owners and operators of merchandise vending machines, such as automatic cigaret salesmen, automatic candy venders, peanut vending machines, automatic photographs, etc. During the last decade we have been plagued by the fraudulent use of slugs or coins in the size and shape of United States money. This has cut down the income of our members tremendously and we have attempted unsuccessfully to combat the same by every means within our disposal.

"We have come to the conclusion that the only way in which this evil can be remedied is to pass a law forbidding the manufacture of slugs, tokens, chips or other counterfeits of United States money of the size and shape of any United States coin. A law such as this could make possession of the offending slugs illegal, thereby making it possible for us to apprehend the culprits and to stop this nefarious practice.

Wisconsin Assn. Hits Use of Slugs

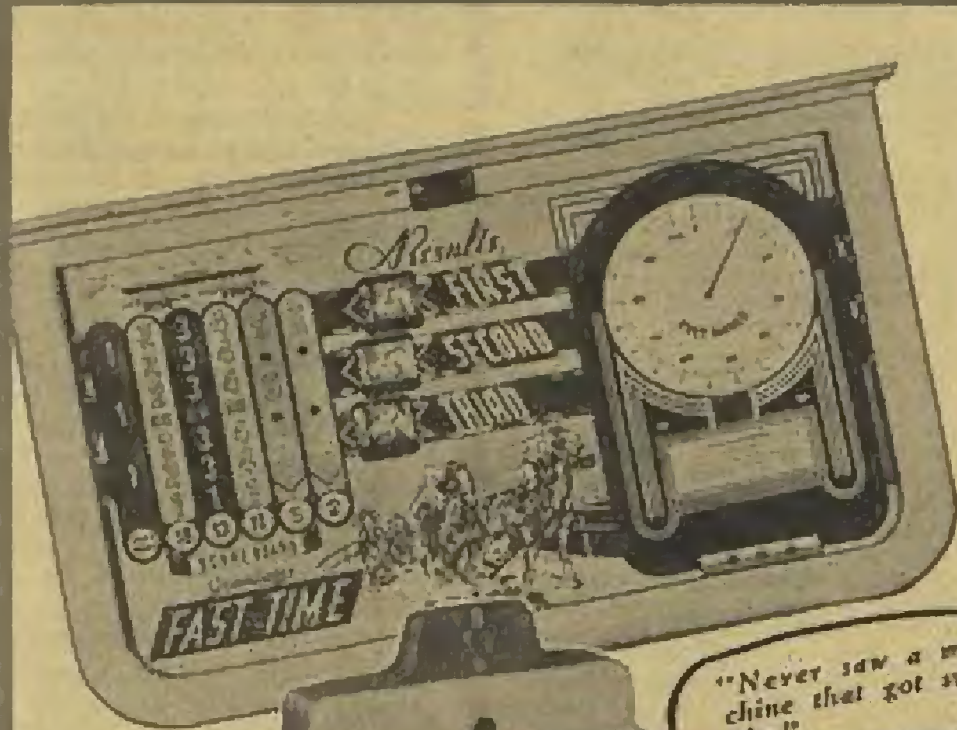
MILWAUKEE, April 27. — Acting to eliminate slug evils, United Venders of Wisconsin, association of vending machine operators, recently addressed to all members of Congress from Wisconsin a letter asking the outlawing of the manufacture of slugs. The association

"This association, composed of 70 members, wishes to be placed on record as being in favor of such a bill. Please do what you can to introduce such a measure and to further its passage."

The letter was addressed to all members of the Congress from Wisconsin and was signed by Michael Klein, business manager of the association.



PLENTY OF ACTIVITY THESE DAYS in the arcade equipment renovating department of the Mike Murrey Corp. Fourth from the left is Sam Greenfield, manager of the repair department. Directly in front of him is Joe Murrey, who is in charge of the firm's arcade division.



Unequaled

in play appeal, mechanical perfection and earnings

Free Play FAST TIME

There are square bells and console bells — but there's only one Fast Time Free Game Console — It's a Jennings!

Hundreds of operators agree — because they know from experience that Jennings Fast Time Free Play stands right up there getting the play and giving them uninterrupted service week in and week out.

The mechanism is the single unit type, the same mechanism used on the ever-popular Jennings Chief. Glass is attractively illuminated and has race horse symbols. Extra award if number five appears on first reel. Machine is equipped with positive slug rejector eliminating 99% of all slugs.

And remember, because of the free play feature, Free Play Fast Time can be operated in the majority of Free Play territories.

**14 DAYS TRIAL OFFER
TO RELIABLE
OPERATORS.**

Operate Fast Time in competition with any other machine for 14 days—if it doesn't get more play and give better service, return it for refund of full purchase price. No questions asked.

Also Available with Skill Top. Where territory conditions permit Fast Time can be furnished with Skill Top and Automatic Payout. It really does the job.

"Fast Time is tops".
L. N. (Boots) Strang, VA.

"Never saw a machine that got such play".
Claude Homans, KY.

"Fast Time is a real favorite in this territory."
Lo Beau Novelty Co., MINN.

"I like Fast Time's smooth operation."
Earl Mendor, WIS.

"Good looks, sturdy construction, player appeal — that's Fast Time".
Joe Gold, J. & J. Novelty Co., WIS.

O. D. JENNINGS & CO., 4309 W. LAKE ST., CHICAGO, ILL.

BIGGEST SHOW HIT

IMP—

Radio Type Gum Vender.
A Natural for Every Operator.
Cigarette or Cherry Reels only.
D. 15 1/2 x 2 1/2. IMP has finest 10-10 Chute.
Will never stop. Price Only



\$12.50

Carton of Six, \$67.50. F.O.B. Factory.
5% Cash With Order.

H. G. PAYNE CO.

312 Broadway, NASHVILLE, TENN.

OPERATORS

In Closed Territory

Sell us your late used Novelty Games and Slots for cash. Operates in open territory, write us for prices on new and used Novelty Games, Slots and Counter Machines.

HOWARD SALES CO.

322 South 13th Street, Omaha, Nebraska

ILLINOIS OPERATORS—ATTENTION

We Are Featuring Two of the Hottest Machines in a Decade.
BALLY'S SPORT KING, PAGES PARATOGA Both in Pay Out and Free Play.
Trade in Your Old Machines.
We Also Have a Large Supply of Good Used Machines.

P. & H. DISTRIBUTING CO.
220-222 N. 5th St. SPRINGFIELD, ILL.

Baseball Game Opens New Spots

CHICAGO, April 27.—New territory is being opened to free-play multiple operation by the introduction of Bally's Sport Event, according to George Jenkins, sales manager of Bally Mfg. Co.

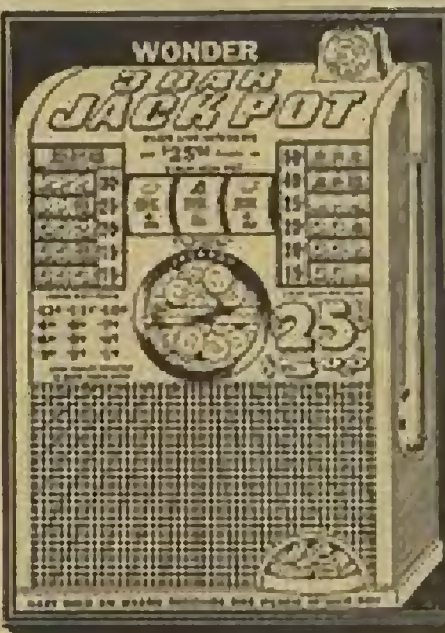
"Sport Event," Jenkins explains, "has all the features of Bally's popular Sport Special plus the never-failing appeal of baseball. Selections are seven demons of the diamond in action, and the four sections of the board are designated as first, second, third and home. Except for the injection of the popular baseball theme, Sport Event is a regulation changing-odds four-multiple game with free-play coin chute and also features the 'buy-the-board' idea, which is doubling and tripling multiple collections from Coast to Coast.

"Altho announced only recently, Sport Event has already opened new additional territory and has enabled operators to obtain new locations, where baseball is always welcome. While the track appeal of Sport Special continues to hold first place, the baseball appeal of Sport Event is a close second and gaining in popularity."

Chi Marbles Tournament On

CHICAGO, April 27.—The big marbles tournament got under way in Chicago during the past week under the auspices of The Chicago Daily Times, with thousands of boys shooting mibs on 64 of the city playgrounds. Winners of the first round in the tournament will meet winners from other playgrounds. Winners of the playoffs will likewise meet until there is a final Chicago champion.

Winner of the Chicago tournament will be sent for a week of play and fun to Detroit for the Western championships with all expenses paid. Should the Chicago king win the Western crown he will be entered in the National Marble Tournament at Wildwood, N. J., for another week of glorious fun.



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.88 EACH

OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at \$2.40
- 1200 hole F-5275-Horses at 2.85
- 800 hole F-5270-Pocket Dice at 1.76
- 720 hole F-5255-Pocket Jack at 1.41
- 600 hole F-5305-Royal at 1.59

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

- | | | | |
|---|---------|---------------------------------|----------|
| Rock-Ola 1938 De Luxe | Write | Bally Alley, Late Models | Write |
| Rock-Ola 1938 Standards | Write | Seeburg Rayo-Light Chicken Game | \$114.50 |
| Seeburg 1938 Regals | Write | Evans Ten Strikes | Write |
| Seeburg 1937 Reg. Illuminated Grille | \$94.50 | Penny Phonographs | Write |
| Rock-Ola 1936 Monarchs | Write | Bally Eagle Eyes | Write |
| Wurlitzer Model 910, Illuminated Grille | \$79.50 | Rock-Ola Ten Pins | Write |

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Sent for Free Copy Today.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET, MILWAUKEE, WIS.

QUEENS SALES COMPANY

- | | | |
|--|--|--|
| ATTENTION: QUEENS AND LONG ISLAND OPERATORS!! Our premises are at your disposal! VISIT US TODAY! WE GIVE YOU 24-HOUR SERVICE. Just Phone: HAYMOR 4-8544. | LEGAL EVERYWHERE! Kennedy's ANTI-AIRCRAFT MACHINE GUN. Taverns are begging for it! Write, Phone or Call TODAY for Complete Details and Prices! | ALL THE LATEST AND BEST FREE PLAY GAMES ON HAND FOR INSTANT DELIVERY! WRITE FOR OUR SPECIAL PRICE LIST! SPECIAL CHICKEN BIRD \$95.00 |
|--|--|--|

73-06 WOODSIDE AVE., ELMHURST, L. I., NEW YORK CITY
(2 BLOCKS NORTH OF QUEENS BLVD. AT 73rd ST.)

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Going Great Guns



Brite-Spot

- Plenty of ways to win
- High score
- Fast action
- Sound effects

Free Play **\$99.50** Convertible

Stoner

Coin Machine Biz In Britain Picks Up Considerably

LONDON, April 4.—Despite difficulties in regard to supplies of raw materials, the present time sees considerable activity on the part of manufacturers here. Hitherto confining his energies to production of fortune and other personal analysis devices, J. G. Brenner, of Original Machine Manufacturers, is now turning attention to payout machines. First off this line is Roll Out the Barrel, named after the most popular song of these war days. Not unlike the original German Domino, it has three reels, the symbols being connected with liquor-glasses, bottles and barrels. Play appeal is based on every barrel being a payout, two coins returned for one, four for two and six for three. Reels operate after coin insertion by turning of a knob set flush into radio-style-cabinet front. As current demand for payout stuff is heavy, prospects for this low-price machine appear bright. Brenner is also working to meet shortage of bell-fruit clocks.

First normal-priced British marble game of the war has been turned out by Streets Automatic Machine Co., who did much to make the trade pin-table conscious some years ago when they produced a non-coin-operated version of Genco's Jigger. New game is called Scuttle-Em, with miniature skittles taking place of bumpers. There are 18 of these placed over the entire field; a direct hit lights up on backflash and the skittle slides vertically downward until top is flush with the field. Upon insertion of coin for fresh game all sunk skittles slide back up into play position. Production will be limited to about 200. Streets already having planned a successor based on a naval action.

W. E. Bryan, one of our leading manufacturers, whose factory was taken over by the government at outbreak of war, has been recalled to the air force in which he served with distinction during the World War. Bryan is the first of the older "big shots" to return to service.

As a war measure British Automatic Machine Operators' Society has reduced annual subscription to half a guinea, one quarter of normal. This decision made at special meeting of members when it was also agreed to co-operate with Amusement Caterers' Association in supporting national movement for introduction of twopenny coin.

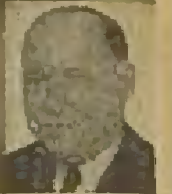
Difficulty in finding a new secretary to take place of McCarthy-Main, who has joined Auxiliary Fire Service, has been ironed out by John Holloway, proxy of Samson Novelty, undertaking to do the work on an honorary basis. Apart from a break of two years, John has been connected with Bamco from its inception, serving for most of the time on the committee. Communications for the society should now be sent to the Secretary, B. A. M. O. S., care Samson Novelty Co., Robin Hood Court, London, E. C. 4.

Complete tally of new amusement machines produced in Britain since war began is: Shooters—Hitler (British American Novelty) and the Gangsters (Scott, Adickes); tables—Serenade (Stannite Automatics) and Scuttle-Em (Streets Automatic Machine Co.); wall games—Jacob's Ladder (Samson Novelty), Cigwin (Kraft), Nine-Hole Golf (Roberts), Hi-Hi (Goddard Novelty), Improved Five-win (Coin Amusement Machine Supply), Prop and Cop (Scott, Adickes); counter—Improved Selectem (Coin Amusement); payout—Roll Out the Barrel (Original Machine Manufacturers); crane—Improved Multi for eight or nine players (Cliff Barrett).

Production of spares is getting along surprisingly well, considering material problems. At least six different types of rectifiers are now on the market at prices more or less standardized thru competition.

"Venice reconditioned machines are the BEST your money can buy! That's WHY they're GUARANTEED REGARDLESS OF PRICE!"

JOE CALCUTT



1-BALL AUTOMATICS

Grand Hall	\$124.50
Grandstand	59.50
Thistle-down	79.50
Sport Page	64.50
New Style	
1-2-3	64.50
Derby Ch'pa	49.50
Derby Time	49.50
Fairground	29.50
Hi-Bay	29.50
Klondike	29.50
Fleetwood	27.50
Stables	27.50
Breakfast	22.50
Arlington	22.50
Multi Races	22.50
Gold Wheel	12.50
Turf Champs	12.50
DeLuxe	
Sportmas	10.00
Jumbo	10.00
Ace	10.00

FREE PLAY GAMES

Victory	\$39.50
Mills 1-2-3	59.50
Eureka	59.50
Blackout	47.50
Twinkle	47.50
Triple Threat	39.50
Headliner	39.50
Flash	34.50
Airliner	34.50
Contact	24.50
Zip	24.50
Scop & Go	19.50
Bubbles	18.50
Liberty	18.50
Gems	12.50
Tale	12.50
National	12.50
Fair	12.50
And Many Others	

CONSOLES

Bally Ray's Track	\$35.00
Bally Ticker	27.50
Evans Lucky Lane	195.00
Keeney Triple Entry	105.00
Keeney Boppy Track/Time	199.50
Keeney Pastime	\$199.50
Keeney Dark Horse	27.50
Junior Paces	99.50
Reels '40	99.50
Paco Pay Day	185.00
Star Zipper	22.50

PHONOGRAPHS

Mills DeLuxe Dance Master	12 Rec.	\$35.00
Mills De Re Mi	12 Records	44.50
Wurlitzer Model 24	24 Records	107.50
Wurlitzer Model 412	12 Records	52.50
Wurlitzer Model P-12	12 Records	47.50
Seeburg Model K	15 Records	79.50
Seeburg Model K	20 Records	129.50

NOVELTY GAMES

Chuzzle	\$17.50
Zeta	17.50
Cherren	17.50
Hang	17.50
Susanne	17.50
Busblet	12.50
Rink	12.50
Trophy	12.50
Del. Treat	\$10.00
St. Waltz	10.00
Hole Bowl	10.00
Trio	10.00
Speedy	10.00
Reserve	7.50
Del. Action	7.50
Pedal Pusher	5.00

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

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205-15 Franklin St., Fayetteville, N. C.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

Missouri Coinmen Applaud Keeney Gun

ST. LOUIS, April 27.—"Words are not adequate to describe the appeal of the sensation of the coin machine business—Keeney's Anti-Aircraft Machine Gun," stated an official of Public Sound Systems recently.

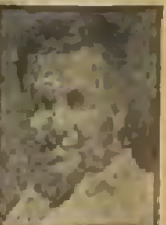
"As distributor for this machine in Missouri, Kansas, Oklahoma and Southern Illinois, we can safely say that it is the most popular machine in these sections, both with players and with operators.

"The Keeney factory certainly deserves plenty of orchids for creating so fine a machine. It has a play appeal that is one of the strongest I've ever seen incorporated in any coin machine.

"Reports tell us that the longer it is on locations and the more players play it, the more popular it has become."

NOW DELIVERING
AMERICA'S TWO MOST
SENSATIONAL GAMES

Stoner's **BRITE SPOT**
Exhibit's **SHORT STOP**
WRITE FOR PRICES TODAY!!



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BROOKLYN, N. Y. Telephone: BR 8-0140

GET IN THE "DOUGH-RE-MI"! Oh! Johnny

HIGH SCORE GAME
With Sensational
New Innovations!

FAST PLAY!
COME-ON!

Overflowing Cash
Boxes in All
Locations!

HERE'S WHAT THEY SAY:

H. G. Minn. "In competition with two other Free Play Machines in same location, Oh! Johnny grossed \$77.30 in 3 days!"

N. R., Ill. "In a tavern location, Oh! Johnny took in \$45 in 24 hours!"

M. G., Ohio. "Averaging \$12 daily net profit on Oh! Johnny!"



CASH IN QUICK!

NOVELTY or
FREE PLAY (Convertible)

IMMEDIATE DELIVERY

The Machine With LONG LIFE! SKEE-BALLETTE

Legal Everywhere!

IT'S
TERRIFIC

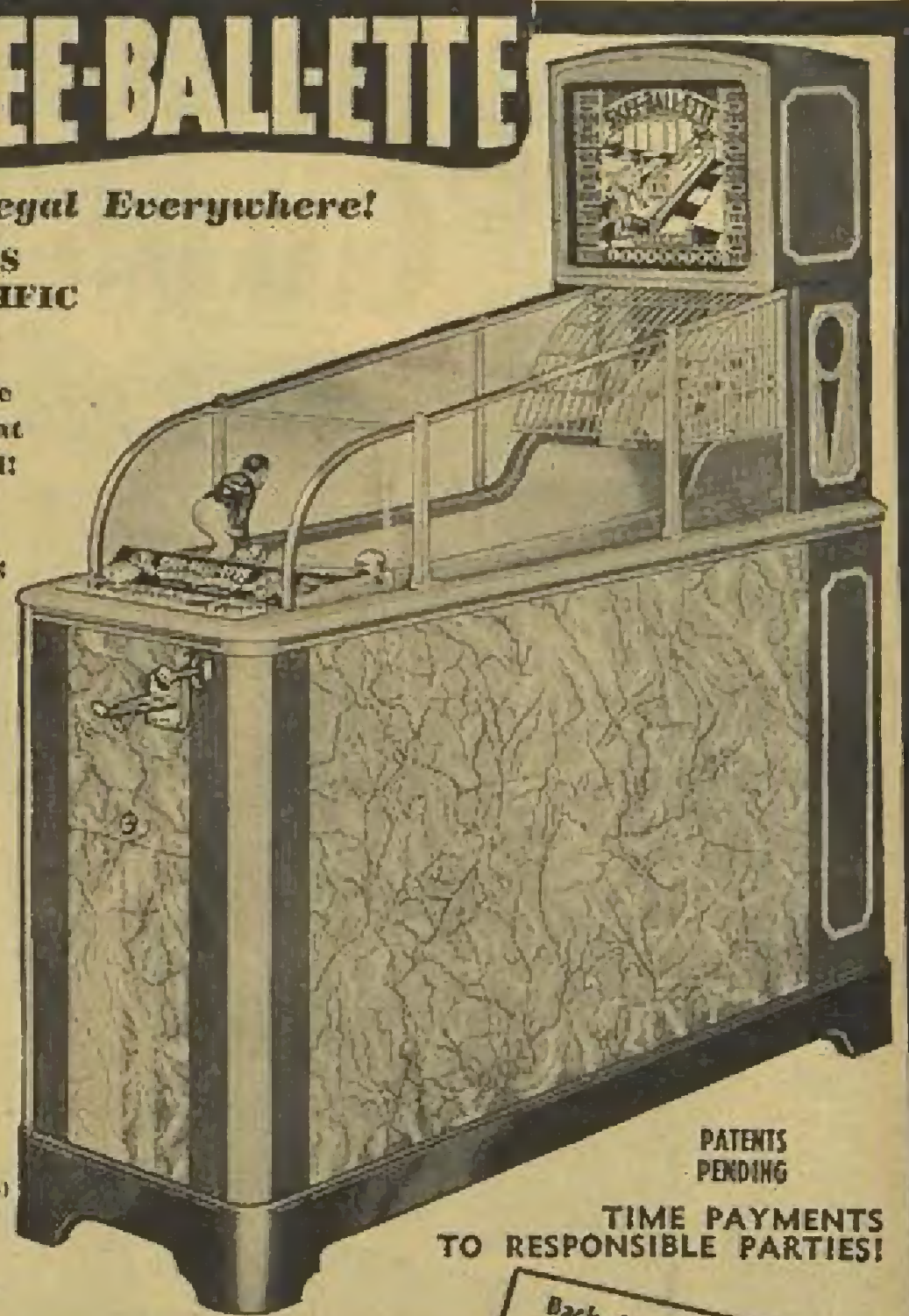
Outside
Rheostat
Control!

Alternating
Scoring
Lights!

HIGH
SCORE

WEEKLY
HIGH
SCORE

NOVELTY
or
FREE
PLAY
(Convertible)



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Used Automatic, Free Game, Novelty and Counter Games

AUTOMATIC PAYOFF

Each
7 Bally Fairgrounds \$15.00
6 Bally Freaknests 10.00
3 Mills Post Time 7.50
5 Mills Tycoons 7.50
5 Mills Railroads 7.50
3 Mills Pearl Harbors 5.00
22 Mills McCays 20.00
1 Mills Dice Mach., 25c; New 50.00

Each

25 Jenn. Flickers, Late Model \$15.00
FREE GAME AND NOVELTY
5 Bally Arrowheads \$20.00
15 Bally Eureka's 30.00
1 Bally Ballyview Nov. 7.50
1 Bally Thunderbolt Nov. 7.50
1 Mardi-Gras Free Game 25.00

COUNTER GAMES

Each
1 Joker Wild \$5.00
15 Mills Puritan Bells 7.50
3 High Stakes 5.00
4 Mills Kounter Kings 5.00
2 Bally Ponies 5.00
1 Dial Vender (Mills), New 15.00

JACK KEY

606 1/2 RIO GRANDE ST.

AUSTIN, TEXAS

SAVOY'S WEEKLY SPECIALS

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A.B.T. Model "F" 19.50
Stands for Above 2.00

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Vogue 29.50

1/3 With Order, We Ship Balance O. O. O., F. O. B. Brooklyn

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MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.



Business Good, Say G&G Officials

CHICAGO, April 27.—Max Glass, official of Gerber & Glass, reports one of the busiest weeks of the year in sales. "We would like to thank the many coinmen who have placed such a large volume of business with our firm, not only during this past week but during the past several months. The year has started out like a house afire and has continued as one of the busiest in our history."

"The big reason for this added sales volume lies in the fact that we have offered operators more for their money in all types of equipment that we have sold. The largest demand has been for one of the smallest machines ever built, Imp, and for our phonograph changeover equipment. So far as Imp is concerned, operators soon learned what a big money-maker this sensational machine really is and have flooded us with orders for it."

Baker Doughboy Sales Going Up

CHICAGO, April 27.—Harry Hoppe, vice-president of the Baker Novelty Co. reports that sales on its new five-ball free-play novelty game are surpassing any of its former releases. "Operators everywhere are reporting exceptional results and the best proof is the fact that over 2,500 games have been sold thus far," said Hoppe.

"The eye appeal of Doughboy and the fascination in playing the game is responsible for its tremendous success. Doughboy is not an ordinary game with a short life, but on the contrary this game is designed to make money as long as it can be left on location."

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OPERATE YOUR OWN BASEBALL SERIES

We are manufacturers of many types of baseball combinations:

3-way 2.....	560 tickets
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3-way 3.....	2,024 tickets
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Your own price on tickets, awards, rules, name and choice of baseball leagues printed on each ticket.

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1022 Main St. BUFFALO, N. Y.

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Wurlitzer Phonographs
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A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

DOUBLE THE PROFITS IN HALF THE TIME!

with Genco's Sensational New

CADILLAC



Record test collections prove definitely that CADILLAC is 1940's hottest money-maker! Chock-full of bang-up new features . . . more thrills per second than a roller coaster! Three great ways to win. One: By lighting bumper lights from 1 to 12. Two: By making required number of lights in arrow lane on backboard. Three: By high score. No "100" bumpers . . . every bump is a July 1,000! ORDER A QUANTITY OF AMERICA'S No. 1 NICKEL MAGNET—CADILLAC—RIGHT NOW!

\$99⁵⁰

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FREE GAME CONVERTIBLE

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**BERT
LANE
Says:**

3

FULL CARLOADS
IN 10 DAYS!

CADILLAC

THE REASON? MORE MONEY
IN THE CASH BOX THAN
ANY OTHER GAME THIS
YEAR!

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JUMBO STREAMLINE**

MERCHANTMEN CLAWB
MARYLAND COIN MACHINE CO., Baltimore, Md.
5010 Marlborough Ave. Hamilton 4996

Summer Locale Reminders

CHICAGO, April 27.—In the April issue of *The Northwestern*, published by the Northwestern Corp., Morris, Ill., W. R. Griener, official of the firm, reminds that summer is coming and it is time for coin machine operators to think of their summer locations.

Under the picture of a beautiful lass in a bathing suit, he comments: "Pretty bathing girls remind us that the time rapidly approaches to seek those spring and summer locations."

Arcade Is Top Drawing Attraction

DETROIT, April 27.—Edgewater Park Penny Arcade was one of the two best drawing attractions in the park several times over the last cold week-end. Being inclosed, the arcade drew park patrons who sought shelter from the winds, which made business along the rest of the midway below normal for the season opening.

While actual play was not high and total number of persons was small, the fact that the arcade was able to hold its own is a tribute to the appeal of the coin-operated machines in direct competition with other amusement attractions, aided, of course, by the weather conditions.

The arcade has been doubled in size and a number of new machines added this year. It is located at the far end of the midway, where its entrance and signs are visible to those entering the park, so that it has a good ballyhoo.

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Illuminated Remodel. 85.00
WURLITZER 412 . . . 30.00
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ROCK-OLA Imperial 20. \$69.00
ROCK-OLA Imperial 20
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ROCK-OLA Imperial 20
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Marble-Clo Finish . . . 97.50
ROCK-OLA 1939
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GEORGE PONSER! Every phonograph listed here has been carefully
reconditioned and fully inspected. Each machine is ready for location!
These are the greatest bargains in automatic phonograph history! RUSH
YOUR ORDER QUICK! All machines subject to prior sale!

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COWBOY 22.50
COMMODORE 62.50
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FLASH 15.50
4-5-6 37.50
HEADLINER 27.50

SPECIAL
BIG SIX
\$32.50

SPECIAL
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HIGH LIFE \$14.50
GOLD CUP 89.50
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THRILLER 27.50
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VARIETY 29.50
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1/3 Decal With Order, Balance C. O. D.

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If you're in a Jam, and losing
a Spot in which you now have an unim-
pressive, unremarkable Phonograph—
rush to your Telephone,
call your Mills Distributor and say:

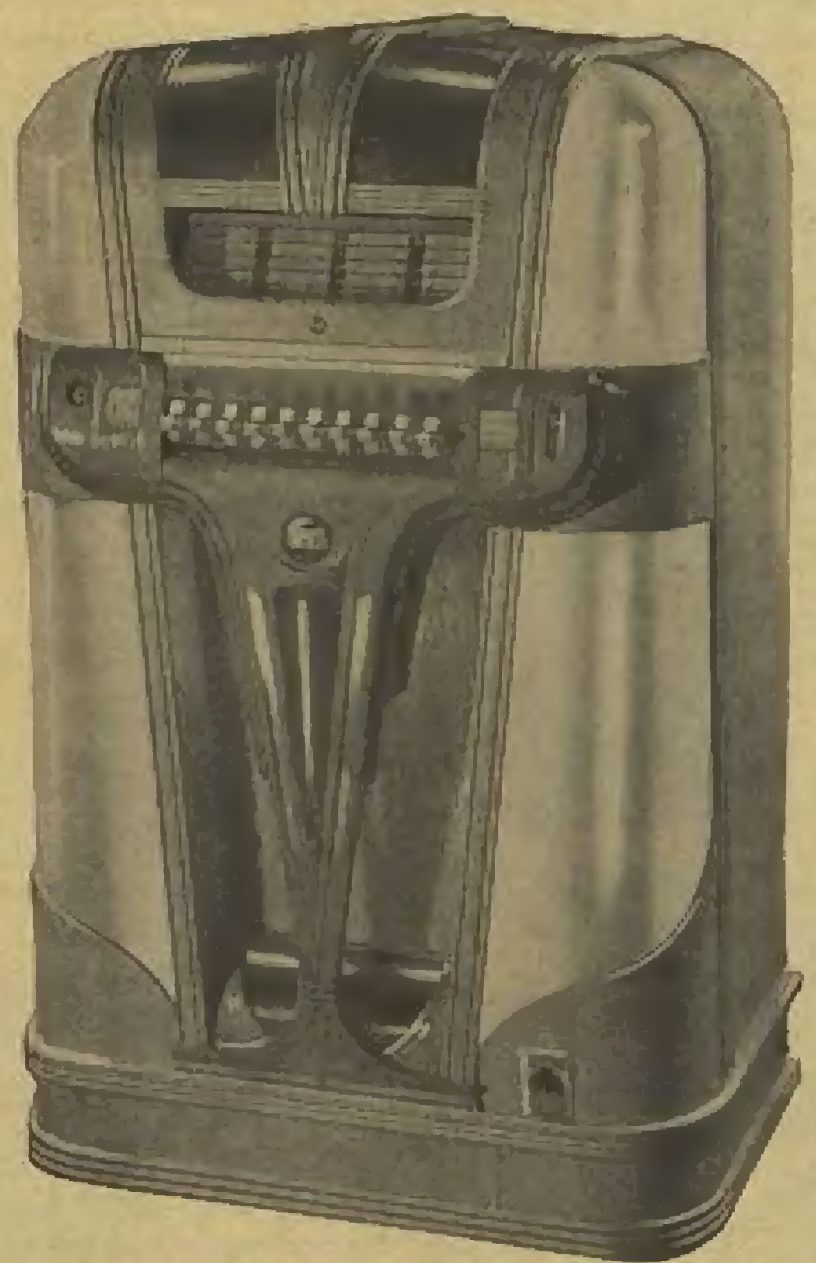
Help! Send me a Mills



NEW

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5 Models—2 Loveas, Stagetone,
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Hi-Score plus Spottem Skill



Here's the kind of game high-score fans can't resist! Plenty of "when-lit" bumpers flashing on and off in tantalizing rotation—or lit by skill—scoring 1,000 when lit, 100 when not lit. 6 Roll-overs—4 "when lit" Roll-overs that boost the score in a new, exciting way. And, in addition to high-score, a fascinating "spottem" skill feature. Earn more with GLAMOUR—order yours today.

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FREE PLAY TO NOVELTY

CHARM

for bigger BUY-BACK profits

Charm the dollars into your pockets with Bally's new CHARM... the buy-back game that appeals to all types of players. Roomy WIDE-OPEN BOARD insures frequent 5-ball winners, continuous repeat play. And the new NO-LIMIT BUY-BACK, with teasing 2-way skill appeal, piles up plenty of extra nickels... as players keep shooting to turn the "Futurity" Award into actual free games. As a profit-booster, CHARM works like a charm! Order yours now.

QUICK CHANGE FROM
FREE PLAY TO NOVELTY



BALLY

MANUFACTURING COMPANY
2640 BELMONT AVE., CHICAGO

IT'S NEW! IT'S SENSATIONAL!
HEADS OR TAILS
THE FIRST REALLY DIFFERENT
COUNTER GAME IN 50 YEARS!



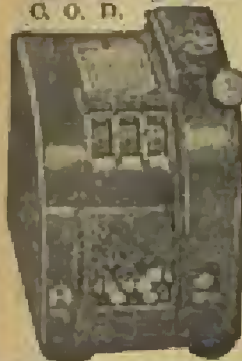
Player actually matches HEADS or TAILS of his own coin! Center red shows Odds! Coin appears in front window just as player inserts it! PROVEN A TREMENDOUS MONEY-MAKER ON LOCATION! RUSH YOUR ORDER QUICK!

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Balance
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TOKEN PAYOUT
Hall Gum Dispenser,
Interchangeable to
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Perfect for any territory.
1c or 5c,
Cigarette or Beer
Strip. Extra large
ball gum display. A
WINNER.

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Funny cigarette case,
as only Sicking recom-
mend! Modern de-
sign. Small in size,
New mechanics. Ex-
tra large gum display.
Instantly convertible
to 1, 5, 10 or 25c
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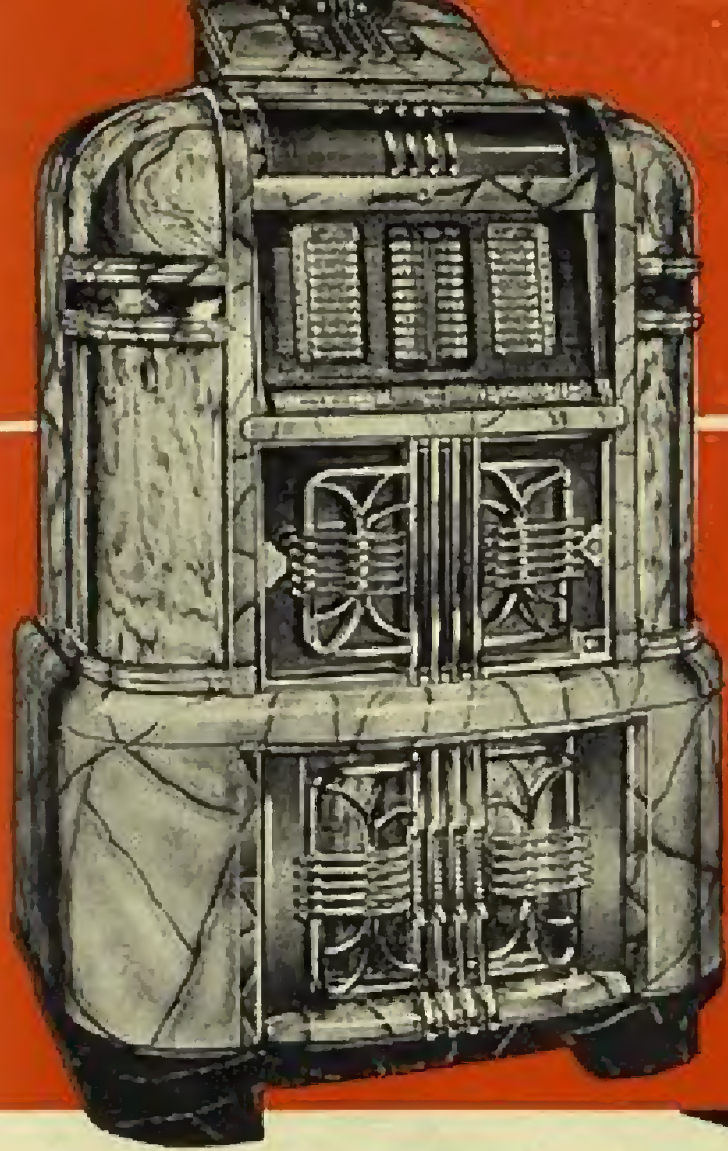
Seeburg Selectophone	\$ 15.00
Seeburg A & B	10.50
Mills Dance Master Deluxe	15.00
Rockola 16	34.50
Rockola Imperial 20	59.50
Wurlitzer P-12	22.50
Seeburg Rex	85.00
Seeburg Royal	110.00
Seeburg Gem	134.50
Seeburg Regal	155.00
Seeburg Casino	130.50
Seeburg Plaza	140.50
Seeburg Starfair	100.50
Seeburg 1935 Vogue Marbi-Glo	185.00
Seeburg 1939 Classic Marbi-Glo	195.00
Seeburg 1939 Classic Walnut	180.00
Rockola 12 Regular	22.50
Seeburg Chicken Sam with Bass	124.50

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FAST MONEY!

Promotion type salesman can make a fortune
with our new nickel-operated GOLF GAME.
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(Tel. Elgin 884)

FARGO, North Dakota

Frank D. Gruenzner
721 7th Street, North
(Tel. 8818)

FLINT, Michigan

George J. Miller
322 Della Street
(Tel. 2-3477)

GALLON, Ohio

Gallon 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 Wixcel
456 Massachusetts Avenue
(Tel. Lincoln 0922)

JACKSON, Ohio

Sommers Sales Company
275 East Main Street
(Tel. 22)

JOPLIN, Missouri

Bruton's Automatic Supply
1619 Main Street
(Tel. Joplin 617)

KALAMAZOO, Michigan

King Pin Games Company
826 Mills Street
(Tel. 4014)

KANKAKEE, Illinois

Goussel Sales Company
444 South Schuyler Avenue
(Tel. Main 260)

KANSAS CITY, Missouri

United Amusement Company
3410 Main Street
(Tel. Valentine 5825)

KENTON, Ohio

Trenton Bridge
415 North Cheery 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. 40584-7924-23469)

LOS ANGELES, California

The Riddell Company
2920 W. Pico Boulevard
(Tel. Parkway 1179)

LOUISVILLE, Kentucky

Carl A. Hooper
547-549-551 S. 2nd.
(Tel. Wobash 4007—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

Montmer Sales Company
1269 Amherst Street
(Tel. Amherst 1400)

NASHVILLE, Tennessee

H. G. Payne Company
314 Broadway
(Tel. 6-4543)

NEW ORLEANS, Louisiana

Louisiana Amusement Company
822 Carondelet Street
(Raymond 1770)

NEW YORK, New York

Interstate Coin Mach. Sales Corp.
248 W. 35th Street
(Tel. Circle 7-6420-1)

OAKLAND, California

Northam Distributing Co.
128 E. 14th Street
(Tel. Twin Oaks 2634—2379)

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. Strassan 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
1922 West Burnside
(Tel. Broadway 1517)

RENO, Nevada

Nevada Novelty Co.
205 East 2nd Street

RICHMOND, Virginia

Moseley Vending Machine
Exchange, Inc.
60 Broad Street
(Tel. 3-4511)

ROCKLAND, Maine

Maine Automatic Service
44 Park Street
(Tel. 625)

SAGINAW, Michigan

Edward Heinz
835 East Genesee Avenue
(Tel. 2-7532—3-1159)

ST. LOUIS, Missouri

Ideal Novelty Company
1518 Market Street
(Tel. Garfield 0073)

ST. PAUL, Minnesota

La Beau Novelty Sales Co.
1945 University Avenue
(Tel. Nearer 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.
2144 Elliott Avenue
(Tel. Garfield 0460)

SIOUX CITY, Iowa

Ponralo Distributing Company
204 Commerce Building
(Tel. 8-4455)

SIOUX FALLS, South Dakota

Gordon Street
1131 West 10th Street
(Tel. 7879W)

SPOKANE, Washington

Standard Sales Company
171-173 South Post Street
(Tel. Maine 4904)

SYRACUSE, New York

Rex Amusement Company
710 South Salina Street
(Tel. 2-3692)

TORONTO, Ontario, Canada

Baldwin International, Ltd.
620 King Street, West
(Tel. Adelaide 2295-6)

TULSA, Oklahoma

Mid-West Novelty Sales Company
404 West First Street

WASHINGTON, D. C.

The Hub Enterprises
7312 Georgia Ave.
(Tel. Randolph 9759)

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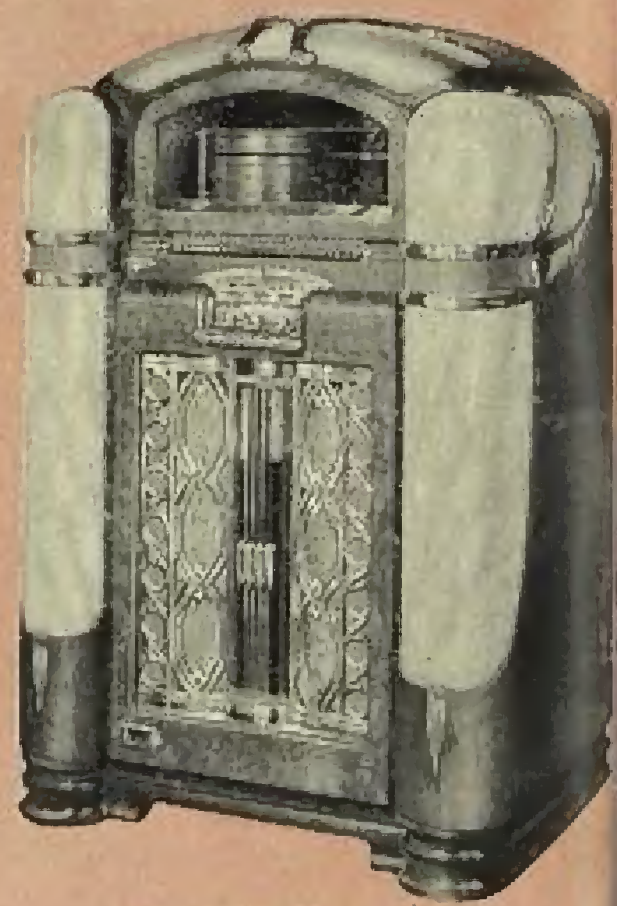
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